

MEMORANDUM

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: CITY MANAGER CYNTHIA ALAMILLO

RE: SUMMER FARMERS MARKET

DATE: MAY 29, 2020

RECOMMENDED ACTION:

Need decision from Council on the final location of the summer Manzanita Farmers Market. The options are the current location (City Parking lot) or the City Plaza.

Background

- February 5, 2020 Regular City Council Meeting – Council approved the special event permit application for the Manzanita Farmers Market. Dates: June 12, 2020 – September 18, 2020.
- April 8, 2020 Regular City Council Meeting – Council discussed the special event permit for a one-day Farmers Market on May 9, 2020.
- April 27, 2020 Special City Council Meeting – Council discussed and approved the Farmers Market for May 9, 2020 for pick-up orders only.
- May 11, 2020 City Council Regular Meeting – Council approved the Manzanita Farmers Market using the same protective guidelines that were adopted for the May 9, 2020 event.

From: [Manzanita Farmers Market](#)
To: [Cynthia Alamillo](#)
Subject: MFM summer market location
Date: Friday, May 29, 2020 8:25:25 AM

Hello Cynthia!
I hope this finds you well.

The location of the farmers market was left undecided at the May 11 City Council Meeting so I'd like to work that out with as soon as possible so we can announce it to vendors and customers.

As the farmers market, we strongly recommend keeping the farmers market location at the city parking lot on 5th St South (rather than moving the market location to the Underhill Plaza location) because we believe we can address and resolve concerns that have been raised, it would be a significant amount of extra work for the farmers market to move to operate at Underhill Plaza, and I think that the farmers market can set a good example of COVID-precautions, and courteous behavior that would be more visible to the casual visitor in Manzanita than at Underhill Plaza. In fact, if there is no farmers market presence at the city parking lot I think a lot of visitors may assume that the farmers market is closed this year. I also think that the farmers market has positive associations for many visitors and that it would be a good vibe for the farmers market's innovations to keep a good thing going to remain visible in its customary location.

My understanding is that the main concern about the farmers market being held at the usual 5th St South parking lot location was with the exhaust from, and presence of customer vehicle traffic on Dorcas Lane during the May 9 farmers market, and a complaint that customers should be allowed to walk in to pick up their orders instead of having to drive a vehicle. Here are our thoughts on that, and how we propose to remedy the situation and minimize any negative impact on residents.

- We would like to first recognize that vendor vehicle traffic during a normal farmers market season, such as last year in 2019, consists of approximately 106 one-way vehicle passes on Dorcas Ln (half of that passing through Dorcas Ln between 3pm and 4pm for setup, and half of that passing through Dorcas Ln from 8pm to 9pm during pack up), plus customer vehicle traffic in the Manzanita area associated with an average of 2000 customers attending on each market day (granted many walk, or don't drive Dorcas, but mentioned here for context). In comparison, on May 9 this year we had a total of 109 one-way vehicle passes on Dorcas Ln (total from both customers and vendors) during a 3 hour period. As such the vehicle traffic on May 9 was very similar to a regular farmers market event.
- At the May 9 farmers market MFM Board member Bill Peek was stationed as a traffic control flagger, located on 5th St South facing Dorcas Lane. His observation was that customer vehicles flowed through very readily with no idling or stopping except for about a 5 minute stretch sometime during the 11 o'clock hour.
- My observations on May 9 was that customer vehicles were driving slower than necessary and being very cautious about driving into the parking lot and often were just barely pulling into the parkinglot and leaving a whole lot of space between them and the next vehicle. My traffic congestion observations were the same as Bill Peek's.
- MFM's plan for market operations starting June 12 includes about 11 vendors (there were 9 vendors on May 9, whereas there are closer to 50 vendors in a normal farmers

market).

- MFM's plan for market operations starting June 12 will have the same customer-order aggregation scenario where vendors will drop off their pre-packed product and we will organize the products so that each customer order (which can include products from several vendors) is all together and ready to load in the customer's vehicle. Since we have practiced this scenario once already we know a couple ways that we will be able to improve on the efficiency with which we load customer orders. Namely we will have more tables to space out customer orders so they are easier to identify, we can more smoothly load orders by adjusting our volunteer roles slightly, and we will set up the order pick up location closer to the exit of the parking lot so that there is more space for customer vehicles to form a queue in the parking lot and avoid having any vehicles waiting on the street.
- To address the concern of vehicle exhaust we could post temporary signage near the intersection of Dorcas Ln and 5th St S with something to the effect of "Idle Free Zone" and "Please be considerate of neighborhood residents"
- We are also planning some outreach to customers and on social media acknowledging and thanking the neighborhood residents and reminding farmers market customers to be as courteous as possible.
- We will plan to have one or two additional volunteers at the farmers market to keep the customer vehicle traffic moving into the parking lot and lining up more closely behind each other in the parking lot so that we can avoid having any vehicles waiting on the street.
- We will also slightly adjust the customer arrival times to more accurately and evenly distribute the number of customers arriving to pick up their orders.

What are your thoughts on this?

If you could, please let me know at your earliest convenience what the next steps are on making this decision about the location of the farmers market this summer.

Thank you!
~Emily

Emily Vollmer, Market Manager
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Fridays | 4 pm to 7 pm | June 12 to September 18
Special Market Events | 10 am to 2 pm | May 9, Oct 2, Nov 21, Dec 5
www.manzanitafarmersmarket.com

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