

RESOLUTION 2016-219

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO AUTHORIZING THE CITY MANAGER TO EXECUTE AN AGREEMENT WITH FRESH APPROACH TO PROVIDE THEIR FRESHEST CARGO MOBILE FARMERS' MARKET IN THE CITY OF SAN PABLO FOR AN AMOUNT NOT TO EXCEED \$21,000

WHEREAS, Farmers' Market is adopted policy items under the adopted FY 2015-17 Council Priority Workplan, effective July 1, 2015,

WHEREAS, on August 6, 2012, City Council approved Resolution 2012-113 authorizing a Farmers' Market Promotion and Support Plan Budget for San Pablo's first Farmers' Market;

WHEREAS, in 2012, the Pacific Coast Farmers' Market Association (PCFMA) operated a Saturday morning Farmers' Market from 9:00 a.m. - 1:00 p.m. in the parking lot of the San Pablo Towne Center shopping complex June 23, 2012 through November 17, 2012;

WHEREAS, although the attendance numbers were not as robust as PCFMA hoped for, the Farmers' Market seemed to be successful and well received in the community;

WHEREAS, since the inaugural year in 2012, the City of San Pablo continued to contract with PCFMA to annually host a Saturday Farmers' Market, one that would typically run from June through October;

WHEREAS, during the course of the Farmers' Market season, staff would provide surveys to those in attendance to search for areas of improvement for the following season;

WHEREAS, at the end of each season, City staff and PFCMA staff would meet to debrief about the previous year's market and discuss efforts to enhance the quality and increase attendance for the following year's market;

WHEREAS, in subsequent Farmers' Market seasons and in an effort to boost attendance, staff increased our marketing and promotional efforts consisting of many FREE promotional and giveaway items such as: tote bags, carrot cash, face painting, jump houses, live entertainment, exercise, and health education classes that included nutrition and cooking demonstrations;

WHEREAS, despite these efforts, the overall attendance numbers were inconsistent and lacking, thus never at a strong enough level to keep vendors committed to attending the Farmers' Market in San Pablo;

WHEREAS, in February 2016, PCFMA notified the City that they would not renewing their contract for the 2016 San Pablo Farmers' Market, citing lack of attendance as the main factor;

WHEREAS, staff began to search for alternative means to meet the needs of the Healthy Eating Active Living and Farmers' Market policy items under the adopted FY

2015-17 Workplan;

WHEREAS, in March of 2016, staff held a meeting with Fresh Approach and learned about their Freshest Cargo Program,

WHEREAS, the program consists of a mobile truck that delivers fresh produce to 3 or 4 designated locations in the city and sells the produce at a reduced rate;

WHEREAS, on April 19, 2016, staff presented the Fresh Approach, Freshest Cargo program to the Community Services City Council Standing Committee;

WHEREAS, staff is recommending to contract with Fresh Approach to provide the Freshest Cargo program in the City of San Pablo for a period of 6 months;

WHEREAS, staff will then meet with Fresh Approach at the end of the contract with the intent to review the success of the program and level of impact on the community, and staff will then bring back those findings to share them with City Council at a later date;

WHEREAS, the total \$21,000 cost of this contract has already been allocated and approved as part of the FY 2015-2017 adopted budget (account number 100-1110-44050-FARMER); therefore, no additional funds are being requested at this time

WHEREAS, this project is categorically exempt from CEQA pursuant to Class 4 - § 15304. Minor Alterations to Land: Minor public or private alterations in the condition of land, water, and/or vegetation which do not involve removal of healthy, mature, scenic trees except for forestry and agricultural purposes. Examples include but are not limited to: (e) Minor temporary use of land having negligible or no permanent effects on the environment, including carnivals, sales of Christmas trees, etc.

NOW, THEREFORE, BE IT RESOLVED that the foregoing recitations are true and correct, and are included herein by reference as findings;

BE IT FURTHER RESOLVED that the City Council authorizes the City Manager to execute and agreement with Fresh Approach to provide their Freshest Cargo mobile farmers' market in the City of San Pablo for an amount not to exceed \$21,000.

* * * * *

Adopted this 20th day of June, 2016, by the following votes:

AYES:	COUNCILMEMBERS:	Calloway, Chao Rothberg, Morris, Valdez and Kinney
NOES:	COUNCILMEMBERS:	None
ABSENT:	COUNCILMEMBERS:	None
ABSTAIN:	COUNCILMEMBERS:	None

ATTEST:

APPROVED:

/s/ Ted J. Denney
Ted J. Denney, City Clerk

/s/ Rich Kinney
Rich Kinney, Mayor