



January 9, 2020

Mayor Nancy Hersman
Members of City Council
City Manager Bruce Moe
Director Steve Charelion

City of Manhattan Beach
1400 Highland Avenue
Manhattan Beach, CA 90266

Re: January 21, City Council Agenda Item to approve the Farmers Market Agreement

Dear Mayor Hersman et al,

On Tuesday, January 21, 2020, Council will consider the Farmers Market Agreement between the City and the DBPA. We are pleased to be nearing an end to this process. In the spirit of our continued partnership, we would like to address two primary concerns regarding the Draft Agreement to be presented.

1. **Page A-1, final bullet:** Regarding placing hard limits on the footprint of the market, we recognize and agree that the market's size should not expand beyond its current footprint and agree to cap the space of the market as is currently reflected in Exhibit B. Additionally, we recognize that prepared food vendors should be limited and support language reflecting that. We currently have 13 prepared food vendors (we lost one since the last draft) who utilize 150 linear feet of space, which constitutes 21% of the market's frontage (see attachment). We would like to cap the number of prepared food vendors at our current number of 13, with no additional linear space to be used for prepared food vendors.

We would like to remove vendor caps for both Packaged Foods and Farmers, with the condition that the current boundaries do not change. Flat numbers do not indicate the ratio of presence within the market, as you can see in the attached map 51% of our linear booth feet are utilized by a rotating, small number of Farmers; the other half is divided fairly evenly between prepared and packaged foods. Removing a cap on packaged food vendors makes sense because these vendors often require significantly less space (many are in 5X10 tents rather than traditional 10X10), yet still occupy the same amount of linear footage.

We do not want a cap on the number of Farmers, after all, it is a Farmers Market. In the height of the summer this could cause us to turn away desirable Farmers because our cap had been met.

Please consider capping only the number of prepared food vendors (at 13) and allow our Market Manager to most effectively utilize the space as needed, staying within the defined area.

2. We request the term of the agreement begin on January 1, 2020. This agreement was drafted after our budget was voted upon (our fiscal year is April 1-March 31), which leaves us cutting current line items to cover the unexpected \$20K+ of additional annual expenses per this agreement. The majority of those cuts would likely come from our typical charitable contributions to MBEF, Grades of Green and Growing Great. We do not feel it is fair to withhold donations for which they have also budgeted. Please consider a compromise of a January 1 implementation date to help us manage our budgetary responsibilities effectively.

We look forward to discussing these topics in person, preferably prior to the Council meeting. Thank you for your time and deliberation.

Respectfully,

Linda McLoughlin Figel
President, DBPA

Jill Lamkin
Executive Director, DBPA