



Agenda Report

Fullerton City Council

MEETING DATE: JUNE 6, 2023

TO: CITY COUNCIL / SUCCESSOR AGENCY

SUBMITTED BY: ALICE LOYA, DEPUTY DIRECTOR OF PARKS AND RECREATION

PREPARED BY: AMANDA ARBISO, PARKS AND RECREATION MANAGER

SUBJECT: FULLERTON CERTIFIED FARMERS' MARKET LICENSE AGREEMENT

SUMMARY

The Fullerton Certified Farmers' Market, Inc. has partnered with the City to provide the Wednesday Farmers' Market since 1981. Their current agreement expires June 30, 2023. The Parks and Recreation Department requests City Council renew the agreement to continue Fullerton Certified Farmers' Market, Inc. operation at the Fullerton Community Center.

RECOMMENDATION

1. Approve License Agreement between the City of Fullerton and Fullerton Certified Farmers' Market, Inc. to continue the Fullerton Certified Farmers' Market operation through June 30, 2025.
2. Authorize City Manager, or designee, to execute and administer the Fullerton Certified Farmers' Market License Agreement, in final form approved by the City Attorney.

CITY MANAGER REMARKS

Request approval of License Agreement with the Fullerton Certified Farmers' Market Inc.

PRIORITY POLICY STATEMENT

This item matches the following Priority Policy Statement:

- Fiscal and Organizational Stability.

FISCAL IMPACT

The annual revenue from the Fullerton Certified Farmers Market fees would total \$3,120, covering the additional costs for part-time staff and other related expenses.

DISCUSSION

The City has worked with the Farmers' Market since the American Association of University Women established the Wednesday Farmers' Market in 1981. The Farmers' Market operated year-round at Ford Park on Wednesday mornings until 1984 when it moved to Woodcrest Park for the next 23 years. The non-profit organization Fullerton Certified Farmers' Market, Inc. now operates the market. The Farmers' Market relocated to Independence Park in 2007. The City closed Independence Park facilities during the COVID-19 quarantine in March 2020 and the Fullerton Certified Farmers' market moved to the Fullerton Public Library parking lot. The Fullerton Public Library re-opened to the public in June 2021 and the Fullerton Certified Farmers' Market moved to its current location at the Fullerton Community Center.

The Fullerton Certified Farmers' Market, Inc. would like to continue to provide fresh produce and food to Fullerton residents at the Fullerton Community Center and requests an agreement with the City. The license agreement would provide the Fullerton Certified Farmers' Market a two-year term to operate the weekly Fullerton Certified Farmers' Market, year-round at the Fullerton Community Center parking lot and pay the City \$3,120 to cover the equipment and staff time required to set up and secure the market area.

Attachments:

- Attachment 1 – License Agreement with the Fullerton Certified Farmers' Market, Inc.

cc: City Manager Eric J. Levitt