



# ***Agenda Report***

## ***Fullerton City Council***

**MEETING DATE:** JUNE 15, 2021

**TO:** CITY COUNCIL / SUCCESSOR AGENCY

**SUBMITTED BY:** STEVE DANLEY, ACTING CITY MANAGER

**PREPARED BY:** ALICE LOYA, DEPUTY DIRECTOR OF PARKS AND RECREATION  
JOHN CLEMENTS, PARKS AND RECREATION SUPERVISOR

**SUBJECT:** FULLERTON CERTIFIED FARMERS MARKET MEMORANDUM OF UNDERSTANDING

---

### **SUMMARY**

The Fullerton Certified Farmers Market, Inc. has partnered with the City to provide the Wednesday Farmers Market since 1981. Their current Memorandum of Understanding (MOU) expires soon. The Parks and Recreation Department would like to renew the MOU and allow the Farmers Market to continue operation at the Fullerton Community Center.

### **RECOMMENDATION**

1. Approve MOU between City of Fullerton and Fullerton Certified Farmers Market, Inc. to continue operation of the Wednesday Farmers Market through June 30, 2023 at the Fullerton Community Center.
2. Authorize City Manager to sign Farmers Market MOU.

### **PRIORITY POLICY STATEMENT**

This item matches the following Priority Policy Statement/s:

- Fiscal and Organizational Stability.

### **FISCAL IMPACT**

No City budget impact. The annual revenue received from the Farmers Market fees will increase by \$78 from \$3,042 to \$3,120 to cover 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 first organized it 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. In 2007, the Farmers Market relocated to Independence Park. In March 2020, the Farmers Market moved to the Fullerton Public Library parking lot after the gymnasium at Independence Park closed due to COVID-19.

The Farmers Market has been a good fit in the Library parking lot while the Library closed its in-person services. As the Library fully opens, the Farmers Market will need to relocate to the Fullerton Community Center parking lot so that the Library parking lot can accommodate Library patrons. Moving the Farmers Market across the street to the Fullerton Community Center will garner more patrons due to the larger parking lot and new signage on Commonwealth Avenue, make it easier for existing customers to find and become more efficient for Parks and Recreation staff to manage with existing Community Center staff.

The Farmers Market would like to renew its MOU with the City for a two-year term to operate the Fullerton Certified Farmers Market, year-round, on a weekly basis at the Fullerton Community Center parking lot. The MOU contains an increase in their weekly fee to the City from \$58.50 to \$60.00 per week to cover the cost of additional City staff time needed to open and close the parking lot and other related expenses such as signage. The current annual revenue from the Farmers Market fee totals \$3,042. The weekly increase will result in a \$78 annual increase to \$3,120.

## Attachments:

- Attachment 1 - Memorandum of Understanding