



# Farmers' Market Saturday Hours

City Council Meeting

July 8, 2024



# Background

- Farmers' Market is held every Thursday from 10:00 a.m. to 2:00 p.m. on Mission Street and Sixth Avenue (streets around Devendorf Park)
- Good Roots Events, Inc. has been managing the market since early 2020
- Continuously working on:
  - Improved signage (especially about dogs)
  - Enforcing No Dogs at the market per the Health Dept.
  - Compostable bags



# Third Thursday

- Implemented in 2022 with events in September and October
- Approved for 2023 and 2024 (including serving of alcohol) with events April through October
- Features:
  - Farmers' Market vendors
  - Artist demonstrations
  - Fun games and activities for children
  - Music sponsored by Sunset Center



# Saturday Market

- Focus on local produce only
- Earlier start time - 9:00 a.m. to 1:00 p.m.
- Seasonal March through October
- Smaller footprint - Mission Street between Ocean and Sixth Avenues to keep Sixth open to the buses and minimize congestion



# Recommendation

- Approve the pilot program July through October 2024