



## Staff Report

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File #: REPORT 16-0150, Version: 1

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Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of February 23, 2016

**AGREEMENT BETWEEN THE CITY OF HERMOSA BEACH AND THE  
ROTARY CLUB OF HERMOSA BEACH'S FARMERS' MARKET ON  
11<sup>TH</sup> STREET AND VALLEY DRIVE**  
(Community Resources Manager Kelly Orta)

**Recommended Action:**

Staff recommends that Council approve the agreement between the City of Hermosa Beach and the Hermosa Beach Rotary Club for management of the Friday Farmers' Market on 11<sup>th</sup> Street and Valley Drive.

**Background:**

Since 1990, the City of Hermosa Beach has hosted a Farmers' Market on Friday afternoons. Its current location, on the corner of 11<sup>th</sup> Street and Valley Drive, has been the site of this market since 2003. While the location of this market has changed multiple times, and in coordination with the City each time, an agreement has not been drafted that explicitly permits this market to take place on city property. Therefore, the City would like to formally create the agreement with the Rotary Club of Hermosa Beach for its management of this market.

The Chamber of Commerce had been managing this market since inception. Recently, the Chamber's Board had a desire to oversee a market on Pier Plaza, resulting in the current farmers' market that takes place on Wednesday afternoons. This market began in September, 2015. Since the Chamber was now overseeing this market, the Rotary Club of Hermosa Beach stepped in and took over management of the Friday market.

**Analysis:**

The agreement does not propose making any changes to this existing market and is for the purpose of formalizing the market's ability to use city property for its weekly market. Staff is confident in Barbara Clark, representative and member of the Rotary Club of Hermosa Beach, and her ability to manage the market and maintain the quality of the vendors, which she has accomplished for several years. Staff is recommending a three-year term for this agreement.

**Fiscal Implications:**

None, although the Rotary Club of Hermosa Beach will still be required to pay its annual Business

License fees as they have done in the past.

**Attachments:**

1. Friday Farmers' Market Agreement

**Respectfully Submitted by:** Kelly Orta, Community Resources Manager

**Noted for Fiscal Impact:** Charlotte Newkirk, Accounting Supervisor

**Legal Review:** Mike Jenkins, City Attorney

**Approved:** Tom Bakaly, City Manager