

City of Brisbane

Agenda Report

TO: Honorable Mayor and City Council

FROM: Caroline Cheung via Clay Holstine, City Manager

DATE: Meeting of July 23, 2012

SUBJECT: Consideration of Fee Waiver and Food Trucks at Farmers' Market

PURPOSE:

To continue to provide a healthy and convenient grocery shopping alternative for those who live and work in Brisbane, and which allows the Community to come together as a whole on a weekly basis.

RECOMMENDATION:

For the Council to give direction on whether the weekly park rental fee for West Coast Farmers Market Association can be waived and if food trucks are able to participate in the weekly farmers' market.

BACKGROUND:

At the February 6, 2012 City Council meeting, the Council approved the concept of a year-round farmers' market taking place in the Community Park on Thursdays between the hours of 3:00pm – 7:00pm during the summer and 2:00pm – 5:30pm during the winter months. At its meeting of March 5, 2012, the Council approved the license agreement between the City and West Coast Farmers Market Association upon amendment (Time of Operation months were inserted based on Daylight Saving Time) and the wording concerning the April 2012 payment due date was improved). The terms of this license agreement were for a six-month period, from April 5, 2012 to October 4, 2012.

DISCUSSION:

On July 5, 2012 a letter from Jerry Lami, Executive Director for West Coast Farmers Market Association, was submitted to the City (see Attachment 1). Since the launch of Brisbane's first farmers' market, on April 12, 2012, his biggest concern has been the weather, with extreme winds having resulted in broken tents and low foot traffic. Nine vendors have pulled out from the market since its inception (though a couple from WCFMA's other markets have been able to be substituted in). There have even been new

vendors added in the last several weeks, including a Brisbane Honey vendor, Little Red Dot Kitchen which specializes in jerkies, and Organo Gold Coffee, a distributor of fine coffees and teas. However, the \$200 per week fee is making it difficult to hold onto vendors when the wind and broken tents are factored in, as these monthly fees are passed onto each of the vendors. Jerry has expressed that if the \$200 per week fee were waived, he would spend that money on producing a couple banners to hang, as more advertising is needed in Crocker Park and Sierra Point.

Secondly, foot traffic has kept fairly steady, with the weekly shoppers out shopping, rain or shine. To increase the number of shoppers, there is a question of whether to allow food trucks to participate in the market has arose. Prior to the first farmers' market, the Parks and Recreation Commission along with the City Council were told that Brisbane restaurants would be asked to participate and given first priority. However, due to County Health Department regulations which specify that hot food cannot be prepared at farmers' markets unless in a County-inspected truck, trailer, or van, there have been no restaurants willing to participate at this time. A food truck by the name of Saruno Burger has requested to come and sell their Japanese Style Burgers at the Brisbane Farmers' Market (see Attachment 2). Upon inquiring with the Community Development, Police and Public Works Departments, they do not see this being an issue at all, but do require the truck(s) be parked along San Francisco Avenue, as opposed to Old County Road.

Lastly, the issue of what to do when the rainy season (January – March timeframe) comes has been frequently posed to Jerry by the vendors. The idea of using the Community Center for its centrality and proximity to the Community Park during that timeframe has been considered by staff. However, Brisbane Dance Workshop holds several classes there between 3:00pm – 8:00pm. There is also the possibility to have the Brisbane Farmers' Market be a seasonal market as opposed to a year-round market.

FISCAL IMPACT/FINANCING ISSUES:

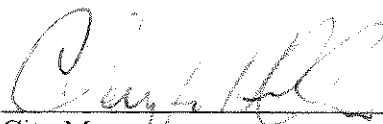
If the \$200 per week fee is waived, that will be \$9,600 less in revenue than would have been collected by WCFMA.

MEASURE OF SUCCESS:

The success of a certified farmers' market in Brisbane which will add a quality alternative to Brisbane's grocery shopping experience, as well as a social benefit to the community.



Management Analyst
Caroline Cheung



City Manager
Clay Holstine

ATTACHMENTS:

- 1 – Letter from Jerry Lami, Executive Director, West Coast Farmers Market Association
- 2 – E-mail and menu from Nao Sugiyama of Saruno Burger

July 5, 2012

Dear City of Brisbane Councilmembers,

I wanted to take this opportunity to provide you with a brief, three-month update. So far, I believe Brisbane's weather has been our biggest obstacle, with rain two out of the first three weeks, following by several weeks of extreme winds. Our vendors have lost upwards of 20 tents.

Attendance was great the first two weeks but has decreased by well over 50%. It's possible some people are on vacation, but attendance has been consistently low for the past several weeks. The City has been extremely helpful, with use of the Community Signboards and the changeable message sign on Bayshore Blvd., as well as Caroline Cheung's relentless e-mails to the citizens of Brisbane and her assistance in distributing flyers to many of Brisbane's businesses, in addition to articles written in the CityNews, STAR, and on the City's website.

I have visited all of Brisbane's restaurants when we had hopes of their participation at the markets, which would have also allowed for added foot traffic. This idea was turned down by current County Health Department regulations who only allow hot food to be served by trucks, trailers, or vans. Flyers have been distributed to all of Brisbane's restaurants but they don't have the resources, nor the desire to purchase a food truck in order to participate.

Joining the Chamber of Commerce was also a huge help, given the exposure in their monthly Luminary publication. Advertising in the Luminary has been helpful, but the addition of coupons has not generated the upturn in attendance that we hoped for. The Brisbane Farmers' Market currently sees less foot traffic, which presents a challenge in keeping good vendors at the market.

Thus far, we have lost nine vendors due to low sales and extreme weather. We have had to discount our market fees on many occasions, but still have not been able to maintain all of our vendors. The vendors lost to date are 5k Cuisine, Bee Happy Honey, Kai's Produce, Andres Farms, PA Vang Produce, Captain's Seafood, Ms. Lynn's Pies, and Las Hermanas Produce.

Food trucks have been requesting to attend the market, but we have held off up to this point in order to avoid any conflicts with local restaurants. We are looking for guidance from the City Council now to see if the City would like their participation. Please see the attached e-mail from Saruno Burger.

As we look ahead, the question, "What happens when winter hits?" comes up more and more frequently. Is there an empty warehouse to house the market one day per week that you are aware of?

Lastly, would it be possible to waive the \$200.00 per week fee? We could reduce the stall fees, help defray the cost of broken tents, retain more vendors, as well as pay for signs broken by the wind and acquire additional advertising and distribute more coupons.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in cursive script that reads "R. Jerry Lami". The signature is written in black ink and is positioned above the printed name.

R. Jerry Lami

Executive Director

West Cost Farmers Market Association

Cheung, Caroline

From: Nao Sugiyama <nao@sarunoburger.com>
Sent: Sunday, July 01, 2012 12:59 PM
To: Cheung, Caroline; wcfma.org@gmail.com
Subject: Hello from Saruno Burger - Food truck Vendor
Attachments: SBMeunu.png

Hello Caroline, Hello Jerry.

This is Saruno Burger, we are a food truck vendor serving Japanese Style Burgers in the Bay Area.

We are emailing you today to see whether you would be interested in having us at your Thursdays farmer's market in Brisbane.

All our ingredients are made of local organic produce.
Our main goal is to serve good quality food to our customers
and we believe we will be a good match to your market!
It would be great if we can be one of the reasons people keep coming back to your market!

Below is our website and attached is our menu.

www.sarunoburger.com

We are permitted to operate in the county of San Mateo.

Please let us know if you have any questions.
Looking forward to hearing from you!

Nao
Saruno Burger
415-722-3532

SARUNO BURGER

presents Japanese Style Burger

Menchi Burger \$8.00

100% Organic grass-fed beef. Breaded ground beef, deep fried until golden brown.
Sandwiched with Saruno's original vegetable sauce and sliced cabbage.
Crispy outside, juicy inside. Choice of Original or Spicy Sauce.

Pork Katsu Burger \$7.50

Pork tenderloin cutlet, dressed with Saruno's original sauce.
Sandwiched with cabbage marinated in dill sauce. Choice of Original or Spicy Sauce.

Chicken Teriyaki Burger \$7.50

Deep fried chicken thigh, generously dressed with thick teriyaki sauce.
Sandwiched with lettuce, tomato and mayo.

Sukiyaki Burger \$8.00

Sliced beef and onion simmered in soy sauce based soup until soft.
Enjoy the great harmony of the soft beef and bun.

Tofu Burger \$8.00

Tofu patty! Tofu, green onion, Shiitake Mushroom.
Sprinkled with ginger sesame sauce, sandwiched with greens and shiso leaf.

Tsukune Burger \$8.00

Ground chicken thigh, shiitake mushroom and green onions.
Caramelized with sweet soy sauce, sandwiched with shiso leaves and greens.

NEW!! Sweet Potato Corn Soup \$3.75

Mini Salad \$2.00 / French Fries \$2.00

Sata Andagi- Okinawan Doughnuts \$1.00