1. Cover Page:

Name of RFP: RFP 20-06 Operation of a Certified Farmers’ Market in La Mesa

Name of Organizations: La Mesa Village Association (LMVA) and Brian’s Farmers’ Market

Respondent(s): Peter Soutowood – 619-606-2028  
La Mesa Village Association, Chair  
Fourpenny House  
8323 La Mesa Blvd, La Mesa, CA 91942

Theresa M. Favro – 619-654-1087  
La Mesa Village Association, Co-Chair  
Amethyst Moon  
8329 La Mesa Blvd, La Mesa, CA 91942

Principal Contact(s): Brian Beevers – 619-795-3363  
Brian’s Farmers’ Market  
3013 University Ave  
San Diego, CA 92104

Submittal Date: 5/22/19
2. Statement of Interest:

The La Mesa Village Association believes a healthy farmers market in the heart of La Mesa’s Village can be productive for businesses, for the public, and the city as a whole. The operation of the market should focus on the speed and efficiency of setup and tear-down to minimize disruption to La Mesa Boulevard. The market operator should be respectful of city property including streets, street planting, and sidewalk amenities. Vendors should be selected to complement brick-and-mortar businesses and provide a healthy variety of food and products. Our belief is that the best practices of an operation will enhance the shopping and dining experience for visitors to La Mesa’s Village.

The LMVA is interested in continuing to operate the certified farmers’ market based on the overwhelming positive support the market has received from the public and village businesses. Over the past year the market has brought thousands of local and distant residents to the downtown Village, creating more sales, visibility, and brand awareness for businesses both within the boundary of the market and adjacent to it. A healthy and vibrant farmers market in the heart of La Mesa will continue to be beneficial for the long-term growth and viability for the Village and the City of La Mesa.

[Signature]
Theresa M. Favro

Date
5/23/19
3. Statement of Qualification:

- Overview of background and number of years of experience for certified farmers’ markets.
  - The LMVA has been the sponsor the for La Mesa Farmers’ Market for one (1) year.
    - Brian Beevers, of Brian’s Farmers’ Market, is the manager for the La Mesa Farmers’ Market. He also manages the North Park Thursday Certified Farmers’ Market.
    - Mr. Beevers has 11 years of experience as a Certified Farmers’ Market manager, he has the required permits and licenses to operate certified farmers’ markets. Because of his extensive knowledge and experience he has experience promoting special events, monitoring, maintaining and ensuring compliances with all regulations of other agencies pertaining to certified farmers’ market (e.g., Dept. of Agriculture, Weights and Measures, Dept. of Environmental Health). He is responsible for vendor booking and management, cash management and oversight of each market event, including market set-up and break-down in a safe, efficient, timely manner, including the proper placement of promotional signage, traffic contract signage and storm-water apparatus, oversight of vendor vehicle ingress and egress, and post-market clean-up and removal of signage, etc. He has established and enforces rules of operation for the market vendors, support staff, volunteers, and provides excellent customer service to all stakeholders
  - In addition to the La Mesa Farmers’ Market the LMVA has sponsored or co-sponsored the following events:
    - Holiday in the Village sponsored Dec. 10, 2016 (1-day event), Dec. 9 & 10, 2017 (2-day event), and Dec. 7 & 8, 2018 (2-day event)
    - Oktoberfest co-sponsored Sept. 29 to Oct. 1, 2017 (3-day event) and Sept. 28-30, 2018 (3-day event)
    - Car Show sponsored June 1 to Aug. 31, 2017 on Thursday (14 days), June 7 to Aug. 20, 2018 on Thursday (13 days) and June 6 to Aug. 29, 2019 on Thursday, (12 days)

- List of relevant certifications and any members or leadership roles in relevant local, state, or national organizations.
  - The LMVA is a non-profit business owners trade association 501(c)(6), which was filed with the Secretary of State, State of California on Aug 02, 2016 – Attachment A

- Description of operational capabilities (including number of employees, type and quantity of company-owned equipment and other resources used to operate certified farmers’ markets)
  - The LMVA is a volunteer organization and we contracted Brian’s Farmers’ Market (an independent contractor) to manage the La Mesa Farmers Market.
  - The equipment (promotional signage, traffic control signage and storm-water Best Management Practices (BMP’s) apparatus) utilized during this event belongs to the Brian’s Farmers’ Market and the LMVA.
• Listing and location of all certified farmers’ markets currently operated (including length of time, day of the week, total number of vendors at each market; and the amount of average annual gross sales generated).
  o The La Mesa Village Association is the sponsor for the La Mesa Farmers’ Market; however, Brian’s Farmers’ Market is the Manager of the La Mesa Farmers’ Market
  o This market has been in operation for one (1) year (5/4/18 to Present)
  o It’s held on Friday from 3-7pm
  o There are approximately 56 vendors
  o The amount of average annual gross sales generated to date are $810,906.84

• Description of working knowledge and experience creating multi-faceted marketing campaigns for certified farmers’ markets (including website creation, management and integration/coordination of social media platforms).
  o The LMVA contracted with the Brian’s Farmers’ Market manager with the advertising and marketing of the La Mesa Farmers’ Market.
  o In addition, the LMVA has advertisement in various papers, such as La Mesa Courier, My City Magazine – La Mesa.
  o The LMVA has a website, where we post information regarding are events (Car Show, Oktoberfest, Holiday in the Village and Farmers’ Market). Additionally, we work with the City of La Mesa and have events added to their website.
  o In additional the LMVA has a Facebook page, which is used for advertising events, such as the Car Show, Oktoberfest, Holiday in the Village, and the Farmers’ Market and we use the La Mesa Happening Facebook page for advertising the aforementioned events. In additional most of the merchant’s post information on their business Facebook pages, as well as send emails to their customers sharing information regarding La Mesa events.

• Proof of domestic non-profit status from the California Secretary of State
  o The LMVA is a non-profit business owners trade association 501(c)(6), which was filed with the Secretary of State, State of California on Aug 02, 2016 – Attachment A
4. Market Description:

- The day of the week the market will operate, why the day was selected, how the selection will contribute to the market’s success and sustainability.
  - The La Mesa Farmers’ Market will be operated on Fridays. The City of La Mesa has sponsored a weekly farmers’ market in the Downtown Village since 1993 on Friday.
  - Also, based on the recommendations from the La Mesa City Staff, Brian Beevers La Mesa Farmers’ Market Manager and the former La Mesa Farmers’ Market Manager Mark Bendixen, changing to another day after it being on Friday for 26 years would jeopardize the success of the market.
  - The vibrancy of the Village is enhanced by a pedestrian-only event during the prime time when residents are off work and ready to experience the best of La Mesa. By centering the market around the peak time that the public can access and enjoy it ensures a large flow of people to local businesses with increased sales and visibility.

- The house of operation for the market, how the hours were selected, and how the selection will contribute to the market's success and sustainability.
  - The hours of operation will be 3:00pm to 7:00pm
  - The change in hours for the current farmers market was shifted slightly later in the afternoon to provide more access for working professionals who couldn’t reach the market when it ended earlier. In addition, the street closure will be delayed to 2pm to allowing the eating and drinking business to provide a full lunch service, as well as service-industry businesses to conclude midday appointments before street closure.
  - Friday evening provides the best chance for the market to thrive while providing access to the largest pool of working residents, non-residents and families by operating during off-hours from work and school.

- Map of the proposed market site, including the proposed location. The map should show the positions of all booths within the market boundary; booth dimensions (in feet); distances between booth (in feet); and show pedestrian pathways through the market. A map ledged shall identify each both by type (e.g., farm, pre-package food, hot food, and/or arts/crafts) and the sum total of booths by type.
  - Map of Market site and all requested information – Attachment B

- Overview and narrative regarding additional amenities that may be proposed to be provided for the market.
  - LMVA to provided overview and narrative regarding any additional amenities – In addition to the street closure delay, it is recommended that drop-off zone for businesses that have elderly and physically challenged clientele who can walk only limited distances. These drop-off zones will be at either end of the street to let customers access businesses with a minimum of inconvenience during market hours. Enhanced signage will be provided to guide visitors to the market, as well as expanded advertising and social media reach. Online marketing on the LMVA website, as well as Facebook and Instagram will highlight local
businesses, events, and the farmers market, as well as A-frame or "sandwich board" signs directing Farmers' Market patrons to brick and mortar businesses, and printed advertisement publications with a wide distribution outside of La Mesa. We will reduce the numbers of hot food vendors by 1/3 in response to local business concerns. Additionally, working the market manager we will remove banners from the back of vendor's booths to improve visibility into the businesses.
5) Estimated Operating Budget:

- The La Mesa Certified Friday Farmers' Market Manager maintains details records
- As the Sponsor for the La Mesa Farmers' Market we receive 50% of the sales
  o 2018 Farmers' Market Expenditures
    - Farmers' Market Special Event Permit - $1365.00
    - Farmers' Market Cost Recovery 2018 - $400.00*
    - Farmers' Market Insurance
      - $4,943.56
    - Farmers' Market LMVA Share
  o $25,554.51 2019 Farmers' Market Estimated Expenditures
    - Farmers' Market Insurance
      - $5,296.05
    - Farmers' Market LMVA Share
      - $37,047.34**

*This information is from the March 26, 2019 Staff Report under Fiscal Impact

**These funds are used for the following:

- Advertising to promote all of the Village businesses and increase activity on other days of the week
- Car Show (permits, insurance, advertising)
- Oktoberfest (permits, insurance, advertising)
- Holiday in the Village (permits, insurance, advertising)
- Insurance for the LMVA Officers
6) Special Event Permit Application:

- Permit and Indemnification and Hold Harmless Agreement – Attachments C and D
7) References (include the full name, mailing address, email address and telephone number, as well as a brief description of the services provided).

As a reminder the La Mesa Association was established August 1, 2016; therefore, we are only able to provide information for the last three (3) years.

- Laurel McFarlane  
  - McFarlane Promotions, Inc  
  - 656 5th Ave, Suite B, San Diego, CA 92101  
  - events@mcfarlanepromotions.com  
  - 619-233-5008  
  - As the Co-sponsor for the Oktoberfest and Sponsor of the Holiday in the Village we are working closely with the Event Manager and her staff to ensure the success for the following La Mesa Village events:  
    - Oktoberfest 2017, and 2018  
    - Holiday in the Village 2018

- Guy McWhirter  
  - Guy McWhirter Insurance  
  - 7839 University Ave, La Mesa, CA 91942  
  - guymcwhirter@cox.net  
  - 619-248-1744  
  - As the Chair and Co-Chair of the LMVA we worked closely with Mr. McWhirter (former La Mesa City Councilmember) to ensure compliance with La Mesa City requirements and the success of the following La Mesa Village events:  
    - Car Show 2017, 2018  
    - Holiday in the Village 2016, 2017 and 2018  
    - Oktoberfest 2016, 2017 and 2018

- Brian Beever  
  - Brian's Farmers' Market  
  - 3013 University Ave, San Diego, 92104  
  - brian@briansfarmersmarkets.com  
  - 619-795-3363  
  - As the sponsor of the La Mesa Farmers' Market we work closely with the market manager and his staff to ensure compliance with all local, state and/or national organization, to ensure the success of the current La Mesa Farmers' Market from May 4, 2018 to Present.
ARTS-MU

Articles of Incorporation of a Nonprofit Mutual Benefit Corporation

To form a nonprofit mutual benefit corporation in California, you can fill out this form or prepare your own document, and submit for filing along with:

- A $30 filing fee.
- A separate, non-refundable $15 service fee also must be included, if you drop off the completed form or document.

Important! Nonprofit corporations in California are not automatically exempt from paying California franchise tax or income tax each year. For information about tax requirements and/or applying for tax-exempt status in California, go to https://www.franchise Tax Board at (916) 445-4171.

Note: Before submitting this form, you should consult with a private attorney for advice about your specific business needs.

For questions about this form, go to www.sos.ca.gov/business/forms/filing-tips.htm

Corporate Name (List the proposed corporate name. Go to www.sos.ca.gov/business/forms/name-availability.htm for general corporate name requirements and restrictions.)

1. The name of the corporation is LA MESA VILLAGE ASSOCIATION

Corporate Purpose

2. This corporation is a nonprofit Mutual Benefit Corporation organized under the Nonprofit Mutual Benefit Corporation Law. The purpose of this corporation is to engage in any lawful act or activity, other than credit union business, for which a corporation may be organized under such law.

Service of Process (List a California resident or an active 1505 corporation in California that agrees to be your initial agent to accept service of process in case your corporation is sued. You may list any adult who lives in California. You may not list your own corporation as the agent. Do not list an address if the agent is a 1505 corporation as the address for service of process is already on file.)

3. a. David C. Jarvis

Agent's Name

b. 1011 Camino Del Rio South, Suite 210, San Diego, CA 92108

Agent's Street Address (If agent is not a corporation) - Do not list a P.O. Box City (no abbreviations) State Zip

Corporate Addresses

4. a. 1011 Camino Del Rio South, Suite 210, San Diego, CA 92108

Initial Street Address of Corporation - Do not list a P.O. Box City (no abbreviations) State Zip

b. same

Initial Mailing Address of Corporation, if different from 4a City (no abbreviations) State Zip

Additional Statements (The following statements are for tax-exempt status in California.)

5. a. The specific purpose of this corporation is to Non Profit business owners trade association (501 (c)(6)

b. Notwithstanding any of the above statements of purposes and powers, this corporation shall not, except to an insubstantial degree, engage in any activities or exercise any powers that are not in furtherance of the specific purposes of this corporation.

This form must be signed by each incorporator. If you need more space, attach extra pages that are 1-sided and on standard letter-sized paper (8 1/2" x 11"), All attachments are made part of these articles of incorporation.

Incorporator - Sign here

David C. Jarvis

Print your name here

By Mail

Secretary of State

Business Entities, P.O. Box 94260
Sacramento, CA 94244-2600

Drop-Off

Secretary of State

1500 11th Street, 3rd Floor
Sacramento, CA 95814

Make check/money order payable to: Secretary of State Upon filing, we will return one (1) uncertified copy of your filed document for free, and will certify the copy upon request and payment of a $5 certification fee.
APPLICATION FOR SPECIAL EVENT

July 1, 2018 – June 30, 2019

Applicant Name: La Mesa Village Association (LMVA) – Theresa M. Favro
(Please Print)

Address: 8030 La Mesa Blvd #189
City: La Mesa
State: CA
Zip: 91942

Home Phone: 
Work Phone: 
Cell Phone: 619-654-1087

E-Mail Address: info@lamesavillageassociation.org

Organization: Same as above
(Please Print)

Address: Same as above
City: 
State: 
Zip: 

Phone: same as above
E-Mail address: same as above

Event Name: La Mesa Farmers’ Market
Date(s): Every Friday beginning
8/2/2019
Start Time: 2PM
End Time: 8PM
Location: La Mesa Blvd between Palm Ave and 4th St

Please note: application fee is not refundable. Also, any required staffing for the event is charged at full cost recovery rates unless a specific exception has been approved by the City Council. This applies to all events.

Approximate Number of People: FEES
☐ Parade ...................... $ 350.00
☐ 250-499 ..................... $ 408.00
☐ 500-999 ..................... $ 598.00 + $1,000 refundable clean-up fee
X 1,000+ .................... $1,849.00 + $1,000 refundable clean-up fee
☐ Street Closure Permit (if applicable) . $ 50.00

In addition to the above fees, applicant must provide the following:
☐ A certificate of insurance in an amount specified by the City, and an Additional Insured Endorsement naming the City of La Mesa and verifying that the applicant’s insurance shall be primary and any insurance or self-insurance provided by the City shall be non-contributory. (Available through the applicant’s insurance carrier.)
☐ A hold harmless/indemnification agreement. (Available through the City Clerk’s Office.)
☐ Applicant must submit a traffic control plan if city property/streets/traffic/transit will be impacted and/or used for the event. Applicant must notify MTS and/or SDTC if any form of transit will be impacted.

The Engineering Division must approve the traffic/transit control plan prior to the approval of the permit.

Detailed Description of Event: The LMVA will sponsor a weekly farmers’ market in the Downtown Village. There will be 48 or 49 market days per year, factoring in closures on certain holidays and for other special events that will occur in the Downtown Village. The market will feature a variety of vendor booths, including farmers, pre-packaged food vendors, arts & crafts vendors, and hot-food vendors. Each vendor will be allowed to bring their truck into the market area and to park it behind their booth/tent, parallel with the curb for the duration of the event. All other vendors will be "off-load" vendors, which means they may drive their vehicles into the market area during the set-up period, off-load their tent and merchandise, and then relocate their vehicle elsewhere, outside the market area. At the end of the event, they will retrieve their vehicles and return to pack up and depart the event. The LMVA will contract with Brian’s Farmers’ Market to manage the La Mesa Farmer’s Market. He and his staff will arrive at each market to supervise vendor set-up in accordance with the venue layout and in compliance with any conditions determined appropriate through this application process. He will be responsible for contact the LMPD to arrange for vehicle towing, if needed. The LMVA will provide insurance coverage indemnifying the City of any claims or losses resulting from the operations of the farmer’s market, in accordance with coverage limits determined by the City’s Risk Manager.

It is requested that LMPD RSVP be authorized to support this event, with clearing cars from 1-2pm, so the vendors can begin set-up at 2pm.

This is a public document subject to public disclosure
If a PARADE, provide the following information:

Assembly Location(s):
Dispersal Location(s):
Specific Parade Route:

Plans for Assembly:
Plans for Dispersal:
Number in Parade People: Animals: Vehicles:

Will any costumes, masks or unusual attire be worn? YES □ NO □

On-Site Contact(s) responsible for special event or parade:

<table>
<thead>
<tr>
<th>NAME</th>
<th>CELL/PHONE #</th>
<th>ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Peter Soutowood</td>
<td>619-606-2028</td>
<td>Fourpenny House, 8323 La Mesa Blvd, 91942</td>
</tr>
<tr>
<td>2) Theresa Favro</td>
<td>619-654-4504</td>
<td>Amethyst Moon, 8329 La Mesa Blvd, 91942</td>
</tr>
<tr>
<td>3) Pam Rader</td>
<td>703-969-3423</td>
<td>4520 3rd St, La Mesa, CA 91941</td>
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Total number of security persons provided by applicant: None
Describe identification marks, badges or symbols to be worn by such persons:

WHEN THE SPECIAL EVENT IS EXPECTED TO REACH 500 OR MORE PERSONS AT ANY GIVEN TIME, TO BE DETERMINED BY THE CHIEF OF POLICE OR HIS/HER REPRESENTATIVE, THE APPLICANT, IN ADDITION TO THE ABOVE, WILL PROVIDE AND ASSURE THE FOLLOWING SERVICES:

1. The applicant shall distribute handbills that have been approved by the Chief of Police, or his/her representative, to surrounding residences and businesses within 300 feet of the special event's perimeter at least 30 days before the event. Parades and runs may satisfy this requirement by posting notices along the proposed route. The applicant must attest in writing to the City Clerk that this requirement has been met.

2. Adequate potable water supply.

3. One toilet for every 250 persons in attendance.

4. Adequate lighting during nighttime events.
5. Adequate number of trash receptacles.

6. Adequate communications equipment for use by the monitors.

7. Clean-up of immediate and surrounding area properties within 24 hours of the special event.

8. Parking control (two hours before the start and two hours after the conclusion of the special event).

9. Method of regulating the number of participants. One security person for every 250 persons in attendance. Special Events utilizing La Mesa police officers, La Mesa reserve officers, and/or officers from other law enforcement agencies may be exempted from this requirement.

10. One copy of white background print of a map drawn to scale showing:
   a. The location of the property concerned.
   b. The location of all highways, streets, alleys, lots and parcels of land within 500 feet of the exterior boundaries of the proposed use.
   c. The location of the vehicle parking area and of all other areas to be used for other uses incidental to the special event.
   d. All interior access ways.
   e. Access to the property.
   f. The location and detailed plans of all buildings and structures on the premises or to be erected, including any bandstand, stage or other facility for performers.
   g. The location of loud speakers.
   h. The location of all toilet, medical, drinking and other facilities.

11. A certified check or other funds acceptable to the city in the amount of one thousand dollars shall be paid at the time of application to the City of La Mesa for clean-up. If the terms of this chapter are met, the funds will be returned to the applicant within thirty days after the special event upon written request of the applicant.

12. Such other information as the Chief of Police may deem necessary in order to properly provide for traffic control, street and property maintenance, administrative arrangements, police and fire protection, and for the protection of public health, safety and welfare.

I DECLARE UNDER PENALTY OF PERJURY THAT THE STATEMENTS MADE ABOVE ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF. I UNDERSTAND THAT ANY FALSE STATEMENTS OR INFORMATION WILL RESULT IN THE REJECTION OR REVOCATION OF MY PERMIT.

(Signature)
Theresa M. Favro / 5/22/19

SIGNATURE OF APPLICANT/ORGANIZATION PRINT NAME DATE OF APPLICATION

This is a public document subject to public disclosure
<table>
<thead>
<tr>
<th>Name of Event</th>
<th>La Mesa Classic Car Show</th>
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<tr>
<td><strong>CITY OF LA MESA USE ONLY</strong></td>
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<tr>
<td>COMMUNITY SERVICES DEPT: Facility Availability</td>
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<td>Name of Facility:</td>
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<tr>
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<td>Comments:</td>
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<td>Method of Noticing (for over 500 people):</td>
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This is a public document subject to public disclosure
INDEMNIFICATION AND HOLD HARMLESS AGREEMENT
FOR SPECIAL EVENTS

In consideration for the issuance of a Special Event Permit ("Permit") and to the furthest extent allowed by law, Permittee does hereby agree to indemnify, hold harmless and defend the City of La Mesa ("City") and each of its elected officials, officers, officials, employees, agents and volunteers from any and all loss, liability, fines, penalties, forfeitures, costs and damages (whether in contract, tort or strict liability, including but not limited to personal injury, death at any time and property damage) incurred by City, Permittee or any other person, and from any and all claims, demands and actions in law or equity (including attorney's fees and litigation expenses), arising or alleged to have arisen directly or indirectly out of the special event. Permittee's obligations under the preceding sentence shall apply regardless of whether City or any of its elected officials, officers, officials, employees, agents or volunteers are negligent, but shall not apply to any loss, liability, fines, penalties, forfeitures, costs or damages caused solely by the gross negligence, or caused by the willful misconduct, of City or any of its elected officials, officers, officials, employees, agents or volunteers.

Throughout the life of this Agreement, Permittee shall pay for and maintain in full force and effect all insurance as required in Exhibit A, which is incorporated into and is hereby part of this Agreement, or as may be authorized or required in writing by the City Manager or his/her designee at any time and in his/her sole discretion.

Permittee shall conduct all defense at his/her/its sole cost. The fact that insurance is obtained by Permittee shall not be deemed to release or diminish the liability of Permittee, including, without limitation, liability assumed under this Agreement. The duty to indemnify shall apply to all claims regardless of whether any insurance policies are applicable. The duty to defend hereunder is wholly independent of and separate from the duty to indemnify and such duty to defend exists regardless of any ultimate liability of Permittee. The policy limits do not act as a limitation upon the amount of defense and/or indemnification to be provided by Permittee. Approval or purchase of any insurance contracts or policies shall in no way relieve from liability nor limit the liability of Permittee, its officials, officers, employees, agents, vendors, concessionaires, invitees or volunteers.

City shall be reimbursed for all attorney's fees and costs incurred by City in enforcing this Agreement.

This Agreement shall survive the expiration or revocation of the Permit.

The undersigned acknowledges that he/she (i) has read and fully understands the content of this Indemnification and Hold Harmless Agreement; (ii) is aware that this is a contract between the City and Permittee; (iii) has had the opportunity to consult with his/her attorney, in his/her discretion; (iv) is fully aware of the legal consequences of signing this document; and (v) is the Permittee or his/her/its authorized signatory.

Signed, sealed and delivered this 22nd day of May 2019.

[Signature]
Permittee
Theresa M. Favro  
Print Name
8329 La Mesa Blvd, La Mesa, CA 91942  
Address
619-654-1087  
Telephone Number

[Signature]  
Witness
Pamela D. Rader  
Print Name
4520 3rd St, La Mesa, CA 91941  
Address
703-969-3423  
Telephone Number