



October 13, 2017

La Mesa Village Association
Aaron Dean, Chair
8030 Suite 141
La Mesa, CA 91942

Subject: Farmers' Market: Information Request

Dear Potential Vendor,

The La Mesa Village Association is proud and excited to be the event group for the Village of La Mesa. Our first event, Holiday in the Village was a tremendous success. Then, our Classic Car Show returned to the La Mesa Boulevard introducing live music to the event for the first time followed by our Oktoberfest in the Village, the largest of its kind this side of the Mississippi! With that we are excited about 2018 and our initiative to bring our La Mesa Farmer's Market to La Mesa Boulevard. In order to accomplish this first of its kind in our community, we need your help.

The City of La Mesa is reviewing the La Mesa Village Association's outdoor assemblage permit application and proposal to sponsor a new Tuesday certified farmers' market located on La Mesa Boulevard, between Palm Avenue and 4th Street from 3:00 to 7:00 p.m. The target start day is March 20, 2018. The City has sponsored a certified farmers' market, the La Mesa Village Farmers' Market, on Fridays for nearly 24 years. The current operators are aware of this potential change and also are receiving the same letter of opportunity. Since its inception in 1993, the City has invested substantial effort and resources to sustain the market and to develop it into a community asset and a local Friday tradition for residents and visitors alike. Since our proposal changes the market's operating day, operating hours and location, it is essentially to provide the city a proposal to start a new farmer's market, as opposed to relocating the existing market. The City has an obligation to the community to conduct a reasonable due diligence review of a proposal before it is approved and before the City takes steps to close the long-standing Friday farmers' market. Accordingly, I am requesting the following information items for the La Mesa Village Association Board subcommittee review. Following review the selected proposal will be submitted to the city staff's internal which will help the city to make recommendations to the Council Downtown Events subcommittee and the Council.

1. Resume(s) for the selected farmers' market manager(s)/operator(s), including a statement on experience operating market(s) on public streets, as well as