

TOWN OF FAIRFAX STAFF REPORT

TO: Mayor and Town Council
FROM: Michael Rock, Town Manager 
DATE: April 7, 2010
SUBJECT: Consideration of 2010 Fairfax Farmers Market

RECOMMENDATIONS

1. Approve the Marin Agricultural Institute (formerly known as the Marin Farmers Market) attached Proposal
2. Hold the Farmers Market in Bolinas Park
3. Approve dates of May 5th-September 29th each Wednesday from 4-8 PM.
4. Accept \$1000 from the Chamber of Commerce to mitigate the damage to the turf
5. Have the Farmers Market provide a public restroom
6. Have the Farmers Market provide a portable stand-alone sign

DISCUSSION

Last year, the Farmers Market was held in Bolinas Park for the fourth time. The response from the community to this location was very positive, as it is a great venue for gathering and picnicking. Damage did occur to the grass and Public Works staff worked very diligently to repair the damage and refurbish the turf to its former state. A contribution of \$1,000 was made by the Fairfax Chamber of Commerce toward this effort.

On March 23, 2010 the Marin Farmers Market provided a formal request to the Town for the 2009 Farmers Market (see attached) to hold the Market in the same location. They are requesting a start date of May 5, 2010.

ATTACHMENTS

Formal Written Request from Marin Agricultural Institute
Farmers Market Guidelines for Park Use



To: Michael Rock, Fairfax Town Manager
From: Matt Toy, Fairfax Farmers Market Manager, Marin Agricultural Institute
Date: March 23, 2010
Subject: Fairfax Farmers Market Proposal



Market Location & Times

- The Fairfax Farmers Market will take place at Bolinas Park on Wednesday evenings 4pm-8pm.
- The market will open on May 5th and close on September 30th.
- Approximately 30 local farmers, food purveyors and artisans will participate in the market. They will be positioned along Winnie Lane, Bolinas Road, Elsie Lane, and in the Redwood grove.

Road Closures and Parking

- Winnie Lane will be closed between the hours of 3pm and 9pm. This enables high-traffic farmers to situate their booths on non-turf areas and creates much needed vendor parking. Fairfax Police and Public Works vehicles will be asked to use alternative routes to the public works yard during the market.
- Town employees will be asked to move their vehicles from Winnie Lane at 2:30 pm
- Elsie Lane will be partially reserved for vendor parking including the three spaces that border the park and the first four spaces below the main parking lot, between the hours of 2:30 pm and 9 pm.
- No parking signs will be posted along Elsie Lane and Winnie Lane by MAI staff on Tuesdays by 2:30 pm.

Trash and Portable Restroom

- MAI will provide and maintain a portable restroom for the duration of the season.
- MAI will provide additional trash receptacles during the market. The park's permanent trash receptacles will be emptied prior to the market by Public Works. MAI will be authorized to use the public works dumpster at the end of each evening to dispose of food trash and paper trash.

Generators & Park Protection

- Any and all generators will be positioned as far away from Town Offices as possible.
- MAI staff will be watchful of any activity that would do harm to the park or park turf.

Plastic Reduction Ordinance

- The Fairfax Farmers Market will continue to abide by the Town of Fairfax's Plastic Reduction Ordinance. We are proud to be MAI's first plastic bag free market.

TOWN OF FAIRFAX

MEMORANDUM

To: Michael Rock, Town Manager
From: Public Works
Date: April 30, 2008
Subject: Farmers Market Guidelines for Park Use

In response to the Farmer's Market intentions for the 2008 season, the Public Works Department offers the follow guidelines for use:

1. Vendors and entertainers must be located on 'non-turf' areas. Booths can be set-up in the redwood groove with at least two feet of non-turf frontage.
2. Vendors cannot use hot kettles or other devices that leave scorch and burn marks in the terrain and present fire hazards. Last year, the popcorn vendor killed a section of grass by burning it with the hot kettles.
3. All food trash, paper trash, and storm drain pollution by the Market vendors need to be removed from the park prior to their departure each week.
4. If loud generators are used, for example with the bounce house, the generator needs to be the quiet model or else positioned away from the Town Offices.
5. Market staff are asked to be watchful of activities not listed that may damage our park in any way.
6. Repairs for turf or other damage to the park will be charged to the Farmer's Market. Last year, the bubble artist killed a section of grass by having the soap make contact with the turf.