

# Berryessa Flea Market Vendor Meeting

## December 7, 2022

City of San José, Office of Economic Development & Cultural Affairs

### City of San José Team:

Nanci Klein, Director

Blage Zelalich, Deputy Director

Lori Severino, Assistant to the City Manager

Nathan Donato-Weinstein,  
Business Development Officer

Adolfo Ruelas, Business Development Officer

### Consultants:

*Baird + Driskell Community Planning:*

Vu-Bang Nguyen

Paul Peninger

Victor Tran

Kristy Wang

*Estolano Advisors team:*

Ginny Browne

Hannah Diaz

Chris Lepe, Mariposa Planning Solutions

*Mission Asset Fund:*

José Quiñonez, CEO, Mission Asset Fund



# Reunión de vendedores de La Pulga 7 de Diciembre de 2022

Ciudad de San José, Oficina de Desarrollo Económico y Asuntos Culturales

## Equipo de la Ciudad de San José:

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# Buổi họp với doanh nghiệp tại chợ trời Berryessa

## Ngày 7 tháng 12 năm 2022

### Văn phòng Phát Triển Kinh Tế

#### Thành Phố San Jose:

Nanci Klein, Giám Đốc

Blage Zelalich, Phó Giám Đốc

Lori Severino, Phụ Tá Giám Đốc

Nathan Donato-Weinstein, Chuyên Viên Phát Triển Kinh Tế

Adolfo Ruelas, Chuyên Viên Phát Triển Kinh Tế

#### Công Ty Tư Vấn Chuyên Môn:

*Baird + Driskell Community Planning:*

Vu-Bang Nguyen

Paul Peninger

Victor Tran

Kristy Wang

#### Tổ Chức

*Estolano Advisors :*

Hannah Diaz

Arpita Banerjee, *Strategic Economics*

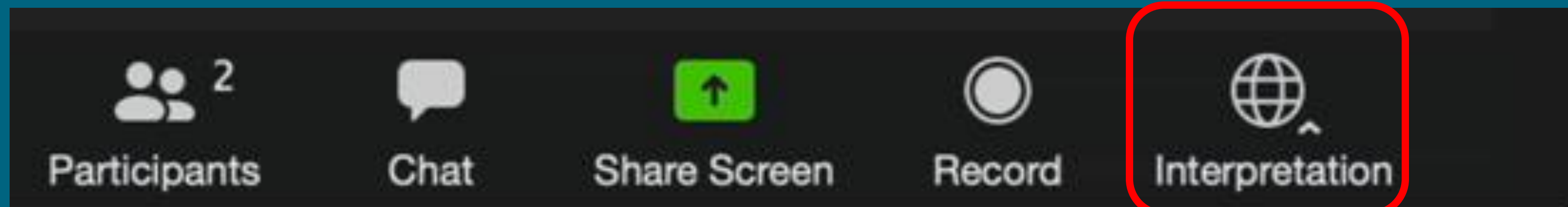
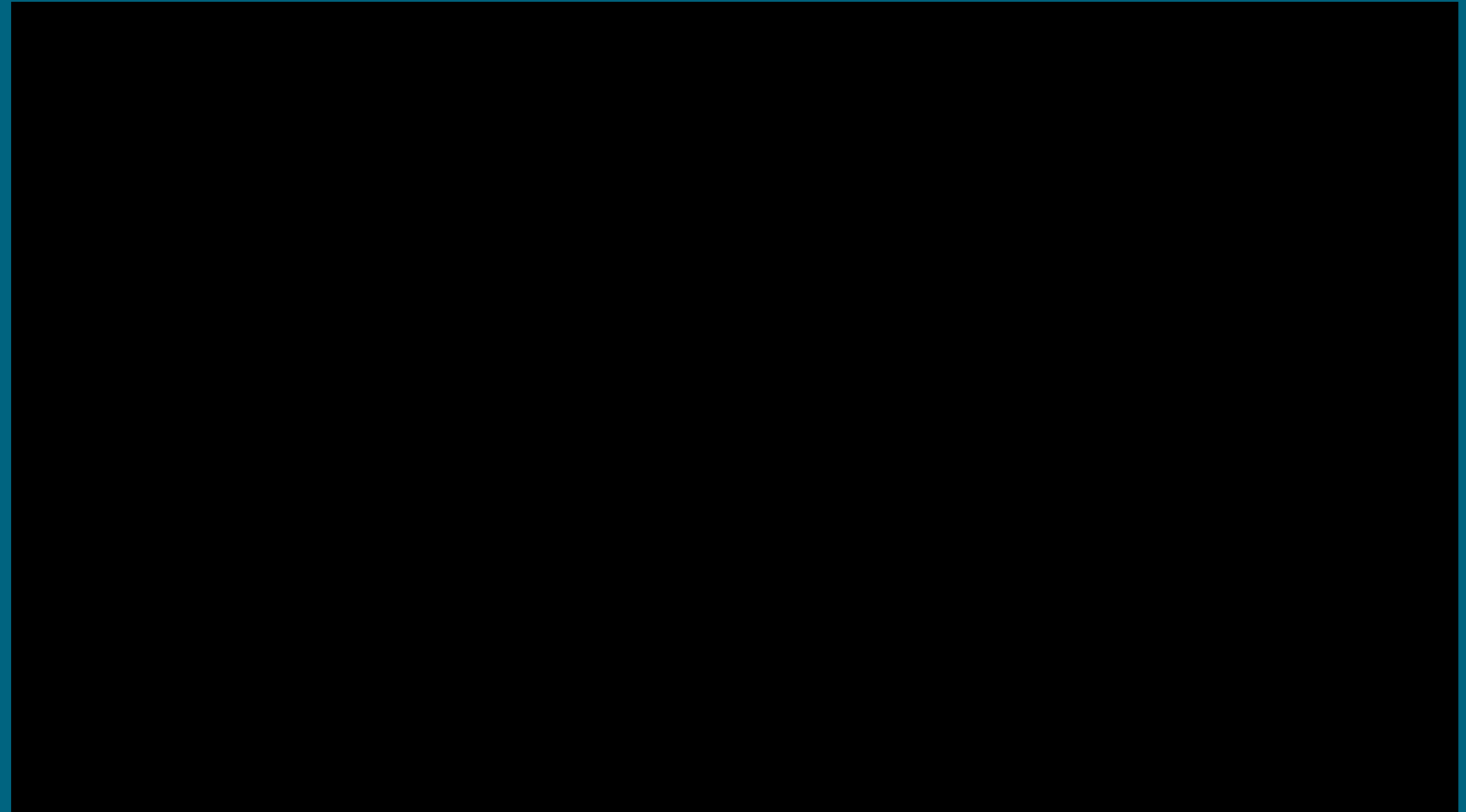
#### Tổ Chức *Mission Asset Fund:*

José Quiñonez, CEO, Mission Asset Fund

# Interpretation

Phiên dịch đồng thời cho cuộc họp này sẽ được cung cấp bằng các ngôn ngữ sau: Tiếng Việt. Vui lòng nhấp vào biểu tượng INTERPRETATION trên thanh công cụ của bạn để truy cập ngôn ngữ mong muốn.

Lưu ý: Trình chiếu có sẵn bằng tiếng Tây Ban Nha và tiếng Việt.



## | Meeting Purpose

- Provide a brief update on the Advisory Group process
- Present the proposed Business Transition Program
- Launch a survey of vendors to understand your businesses and inform next steps

# Agenda

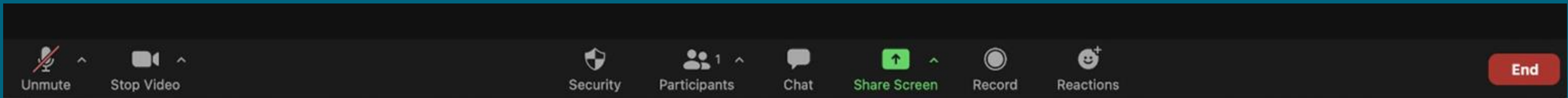
Timing	Agenda Item
<b>7:05 pm</b>	Welcome – go to breakout rooms
<b>7:10 pm</b> <i>(~20 minutes)</i>	Presentation #1, then Q&A <ul style="list-style-type: none"><li>• Background context</li><li>• Update on the Advisory Group charter process</li></ul>
<b>7:30 pm</b> <i>(~40 minutes)</i>	Presentation #2, then Q&A <ul style="list-style-type: none"><li>• Proposed Business Transition Program</li></ul>
<b>8:10 pm</b> <i>(~20 minutes)</i>	Presentation #3, then Q&A <ul style="list-style-type: none"><li>• Update on the economic studies + vendor survey</li></ul>
<b>8:30 pm</b>	Wrap up

## | Meeting Recording

We are recording this meeting:

- Help us with note-taking
- Post the presentations (not the discussions) on the project website for future viewing

# Zoom Features



## MUTE/VIDEO

Please keep yourself muted unless speaking.

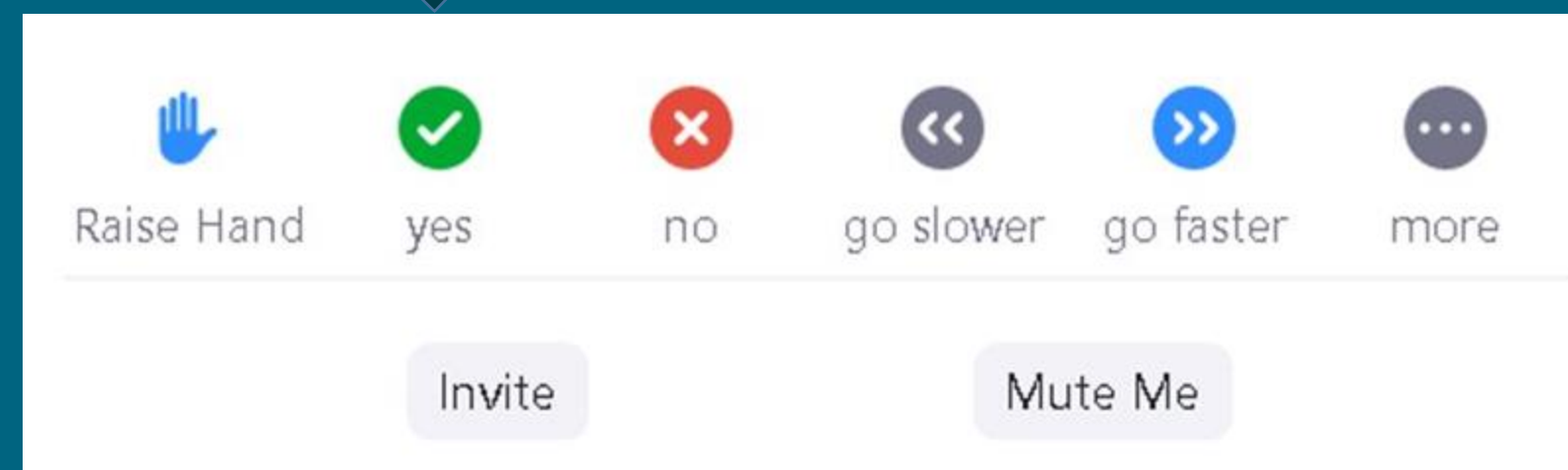
We'd love to see your face so keep video on if possible.

Click ^ arrow to unmute or adjust settings.

## PARTICIPANTS

Click to see who is in the meeting.

In some versions you can give non-verbal feedback.



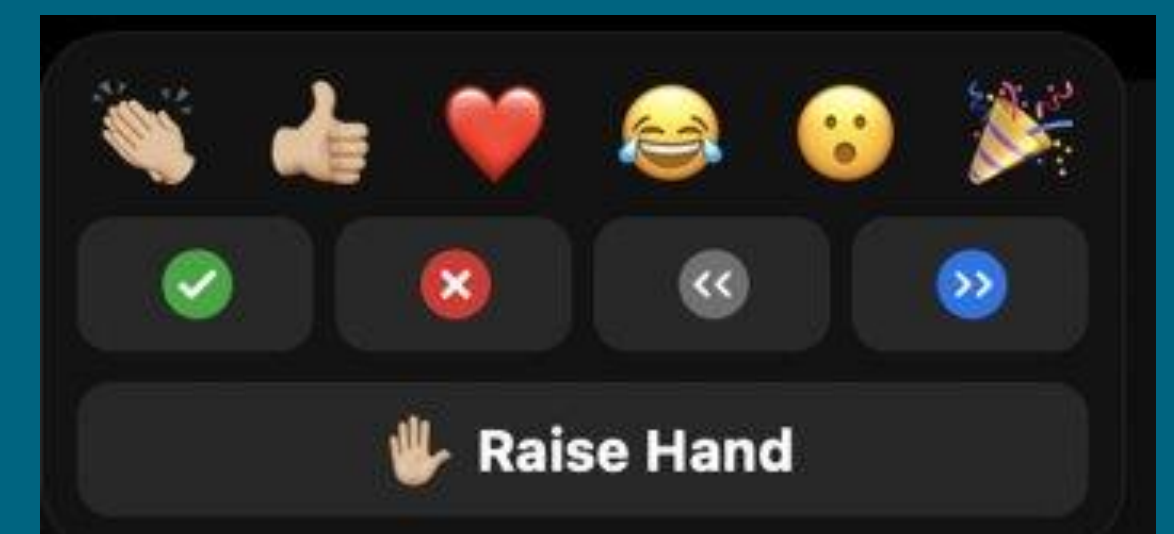
## CHAT

Enter your questions and comments when prompt

## REACTIONS

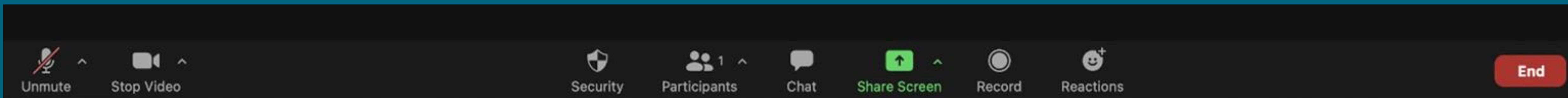
Provide a "thumbs up" if you like an idea.

In some versions you can give non-verbal feedback.





# Elementos de Zoom



## MUTE/VIDEO

Por favor, manténgase en silencio a menos que hable.

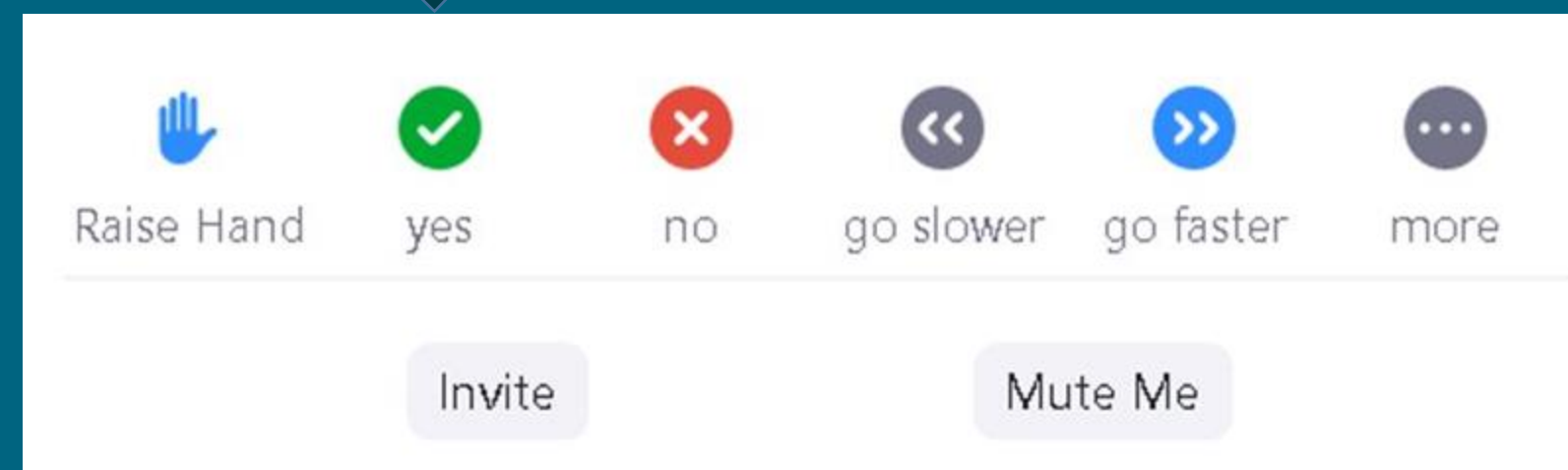
Nos encantaría ver su cara, así que mantenga el vídeo activado en lo posible.

Haga clic en la flecha ^ para prender el micrófono o ajustar la configuración.

## PARTICIPANTES

Haga clic para ver quién está en la reunión.

En algunas versiones se pueden dar reacciones no verbales

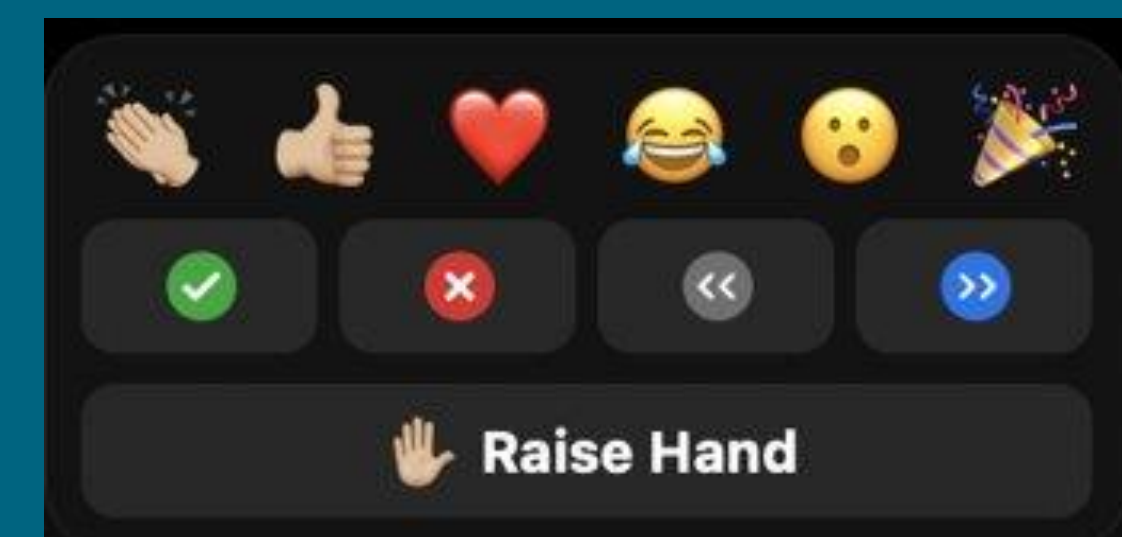


## CHAT

Ingrese sus preguntas y comentarios cuando se le indique

## REACTIONS

Da un "me gusta" si te gusta una idea. En algunas versiones puedes dar una reacción no verbal.




# Berryessa Flea Market Vendor Meeting

## December 7, 2022


City of San José, Office of Economic Development & Cultural Affairs

### Para Hispanohablantes

1. Haga clic en **Breakout Rooms**  en los controles de su reunión. Esto mostrará la lista de salas para grupos pequeños abiertas creadas por el anfitrión.
2. **Únete al "Grupo 1: Español"** – Pase el puntero sobre el número a la derecha de la sala de reuniones a la que desea unirse, haga clic en Join y luego confirme haciendo clic en Join.

Si tiene problemas, indique en el chat que desea que lo trasladen a esta sala. El administrador de Zoom le asignará la sala.

### For English-Speakers

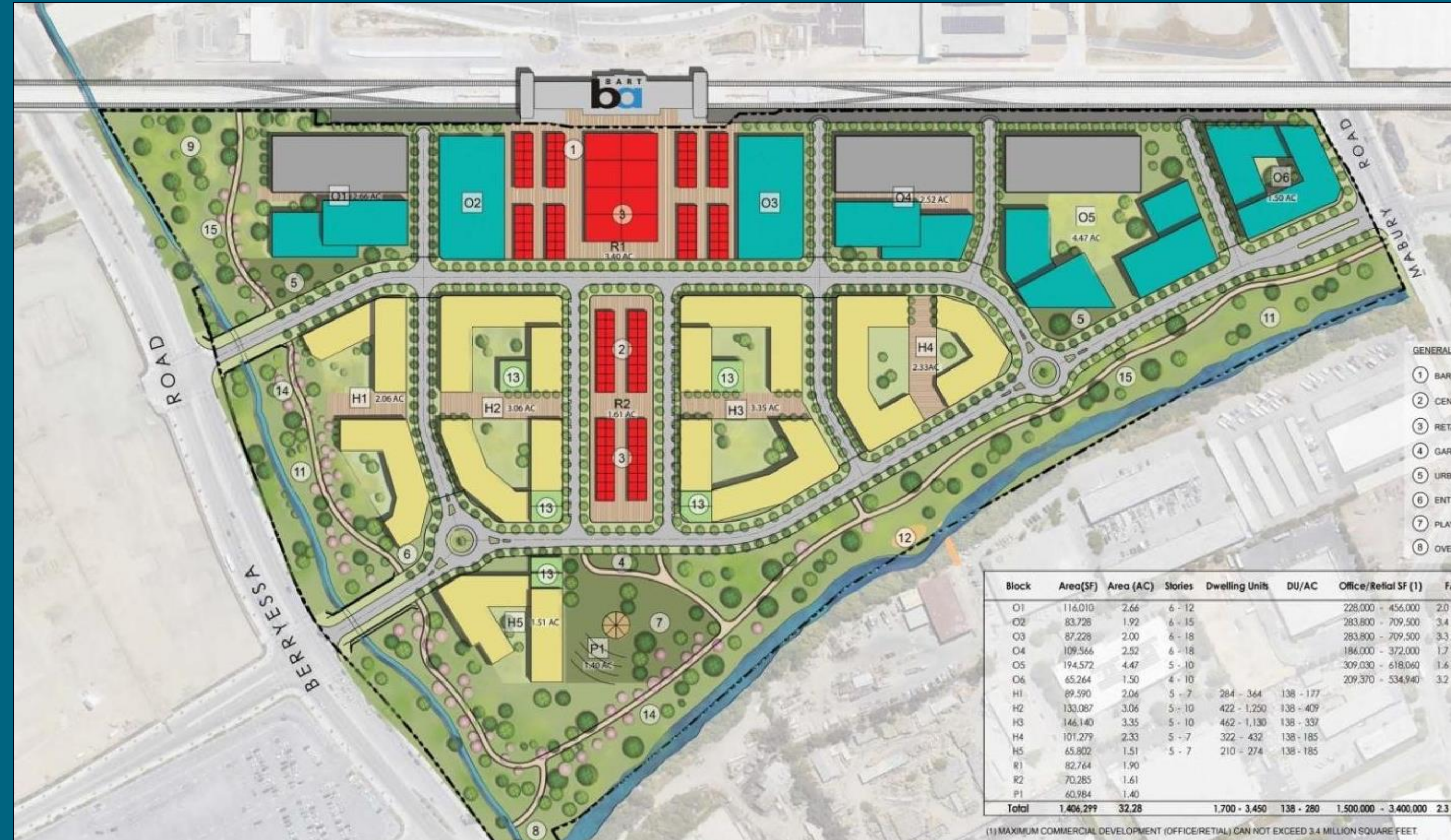
1. Click **Breakout Rooms**  in your meeting controls. This will display the list of open breakout rooms created by the host.
2. **Join "Group #2: English"** – Hover your pointer over the number to the right of breakout room you wish to join, click Join, then confirm by clicking Join.

If you are having trouble, please indicate in the chat you want to be moved to this room. The Zoom admin will assign you to the room.

### Cho người nói tiếng Việt:

Quý vị nói tiếng Việt không cần vào breakout room. Ở lại phòng meeting này. Chúng tôi sẽ trả lời câu hỏi của quý vị.

# | Background



June 29, 2021: Council approved the Flea Market Southside Rezoning Project, including various provisions intended to support the vendors

# | City Council Direction - June 2021

Vendor outreach and resources

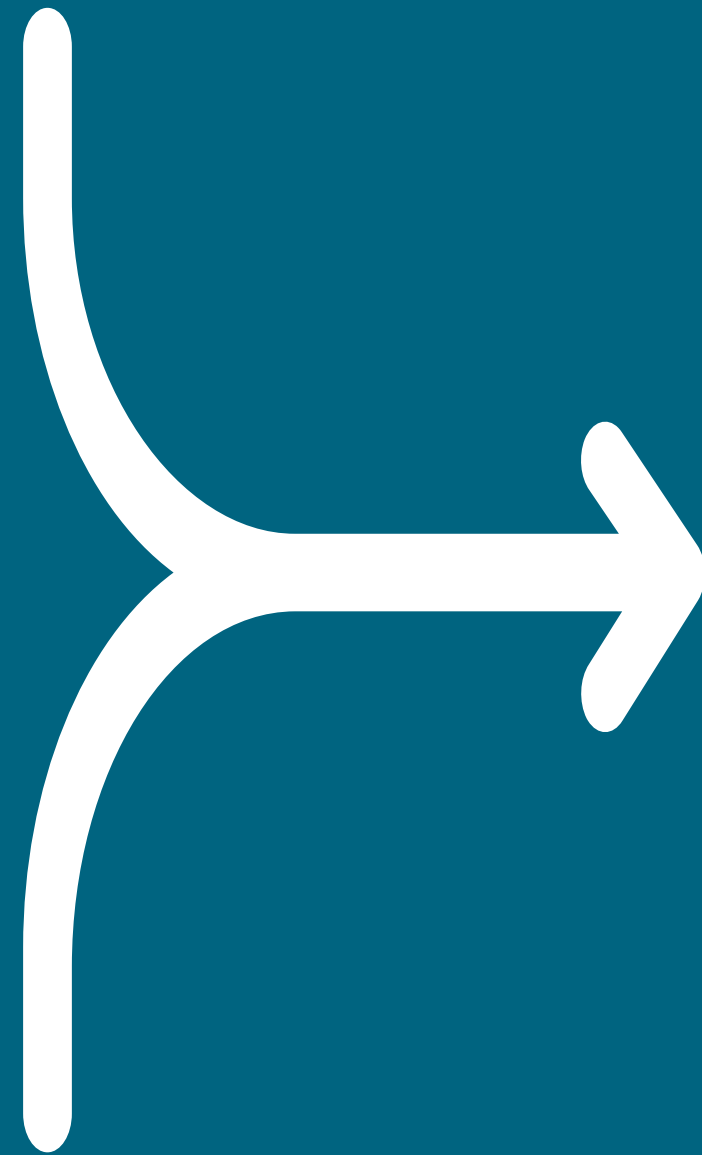
5-acre, on-site Urban Market

Requirement for notice of closure

Economic/feasibility studies

Vendor Transition Fund

Flea Market Advisory Group



Help Berryessa Flea  
Market vendors  
through the  
redevelopment of  
the site

# | Vendor Outreach, Engagement, and Support

**VIRTUAL EBT VENDOR PROGRAM INFO SESSION**

August 11, 2022

2:00 PM

Via Zoom

**Speaker :**  
**Lisa Roach**  
Marketlink EBT Program Expert

Are you a vendor interested in accepting EBT? Register to learn more!

Register Here:





[www.sanjoseca.gov/fleamarketvendors](http://www.sanjoseca.gov/fleamarketvendors)



# | Key Facts

**July 2023:** Earliest possible 1-year notice of market closure

**July 2024:** Earliest possible market closure

**City's role:** can regulate land use, but does not own the land and cannot control market operations

# | Purpose of the Vendor Transition Fund

- Assist vendors with relocation
- Cover studies to inform decisions about the new 5-acre market
- Support the formation and administration of the Flea Market Advisory Group
- Involve vendors in the process



# Vendor Transition Fund (\$7.5 million)

Funding Source		Amount
Ready	Property owner has already contributed	\$500,000
	City of San Jose has set aside	\$2,500,000
Pending	Property owner will contribute when they issue a one-year notice of market closure	\$2,000,000
	Property owner will contribute when the market closes	\$2,500,000
<b>TOTAL</b>		<b>\$7,500,000</b>

Allocations	Amount
City has allocated to set up the Advisory Group, conduct studies to inform decisions, and conduct vendor outreach	\$625,000
Staff are proposing to use for a Business Transition Program	\$500,000
<b>REMAINDER</b> to be allocated based on Advisory Group recommendations	<b>\$6,375,000</b>





# | Purpose of the Flea Market Advisory Group

Make recommendations on the:

- Funding allocations to vendors for relocation
- Design, operation of 5-acre market
- How existing vendors will get the opportunity to be relocated in 5-acre Urban Market

Assist with outreach and engagement with other vendors

# | Charter Elements

What we know:

- At a minimum, the Advisory Group will consist of a supermajority of Flea Market vendors, including members from any vendors' association

To be determined:

- Membership composition: Who should serve on the Advisory Group? How many members? Who has voting rights?
- Membership selection: How should members be selected?
- Term length: How long should members serve?

# | Vendor Engagement on Advisory Group Process

Purpose	Event
<ul style="list-style-type: none"> <li>Kick-off project</li> </ul>	October 15 & 16 — Rent weekend outreach
<ul style="list-style-type: none"> <li>Meet consultants and vendors</li> </ul>	October 19 — Vendor meeting at Berryessa Library
<ul style="list-style-type: none"> <li>Understand how vendors want to be represented in an Advisory Group</li> </ul>	November 15 & 16 — Focus Groups (in-person and online)
<ul style="list-style-type: none"> <li>Answer questions</li> </ul>	November 19 & 20 — Rent weekend outreach



# | What We've Heard from Vendors So Far

- Feel a sense of urgency, want this group to be set up as soon as possible
- Want the diversity of vendors to be represented in the group
- Want representatives who are thinking about the broader community, not just individual interests
- Want representatives who are committed to the future of the market
- Feel that it's important that vendors are taken care of fairly, and this means meeting many people's different needs

# | Next Steps

Taking input through December



Host meetings to share the draft charter and get feedback



Update the draft charter



Take the charter to City Council for approval



Facilitate the member selection process

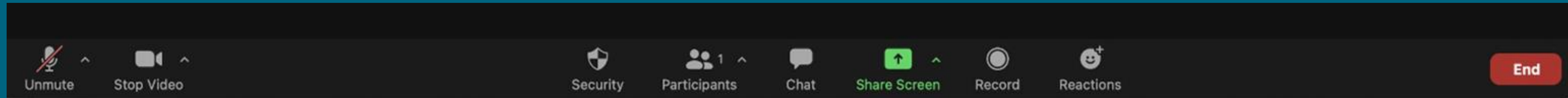


Begin holding Advisory Group meetings (targeting spring 2023)

## | How to learn more and reach us

- Check out the project website at: [www.sanjoseca.gov/fleamarketvendors](http://www.sanjoseca.gov/fleamarketvendors)
- Sign up for emails / texts from the City/consultant teams: [www.tinyurl.com/SJFleaM](http://www.tinyurl.com/SJFleaM)
- Email any comments or questions to: [fleamarketsj@sanjoseca.gov](mailto:fleamarketsj@sanjoseca.gov)
- Call us at 408-535-8181 (you may leave a message for a call back in Spanish or Vietnamese)
- City team/consultants will continue to have tables at rent weekends

# Questions?



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## PARTICIPANTES

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## CHAT

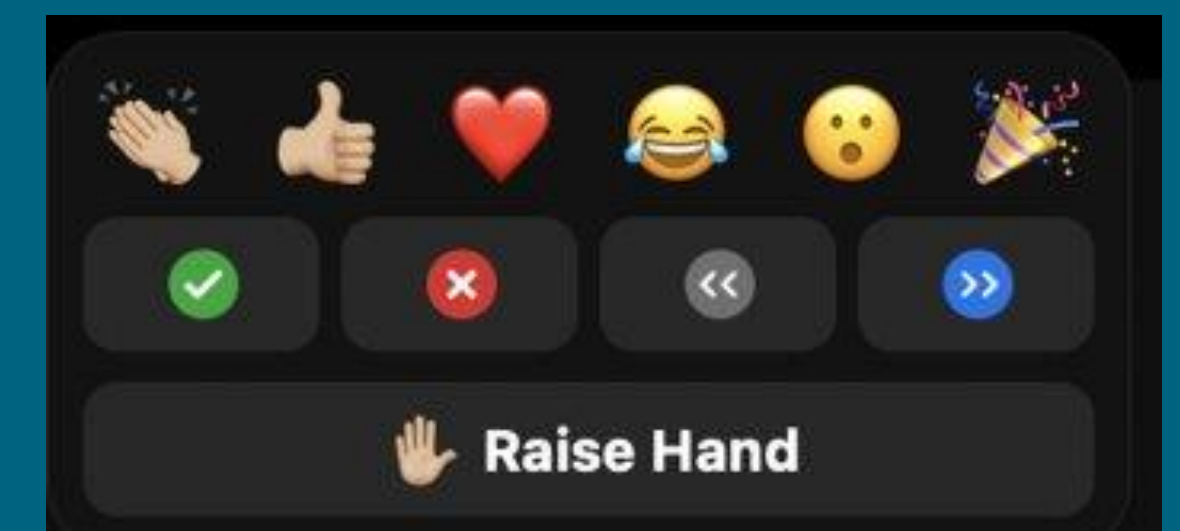
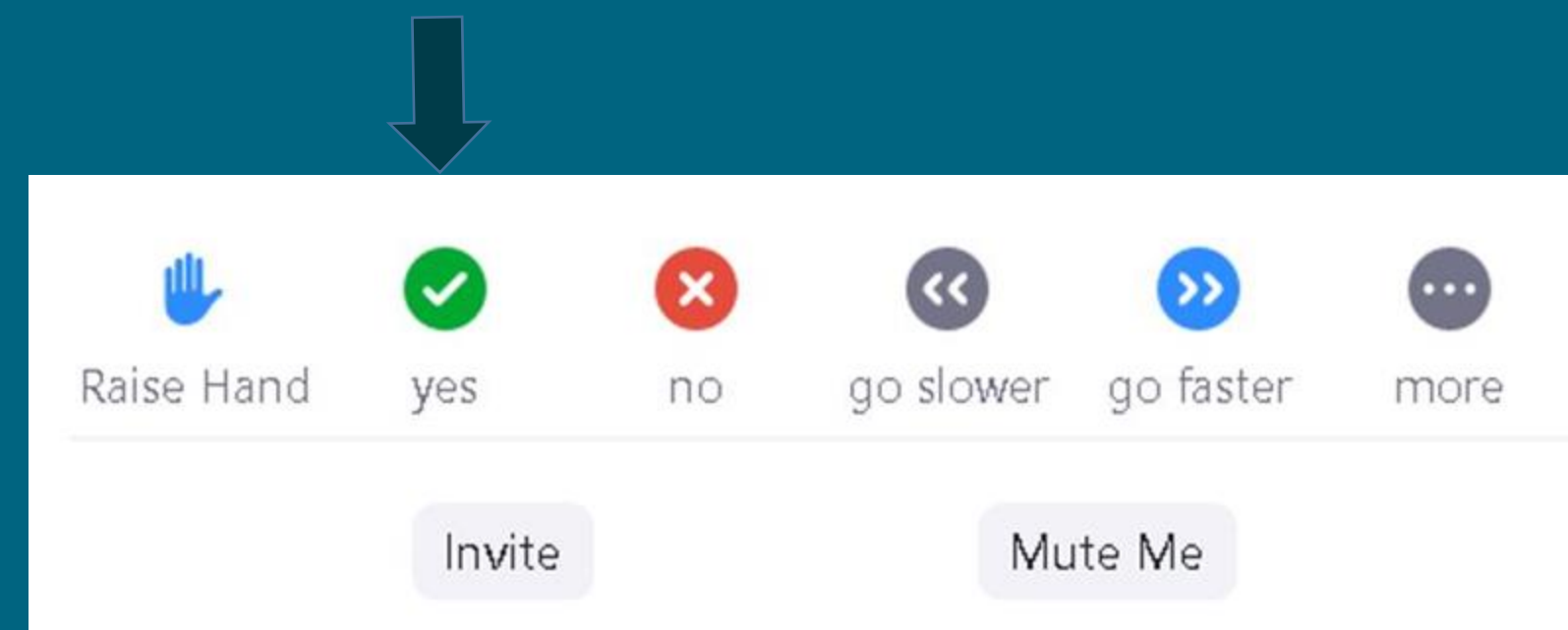
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## REACTIONS

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# Business Transition Program



# | Business Transition Program

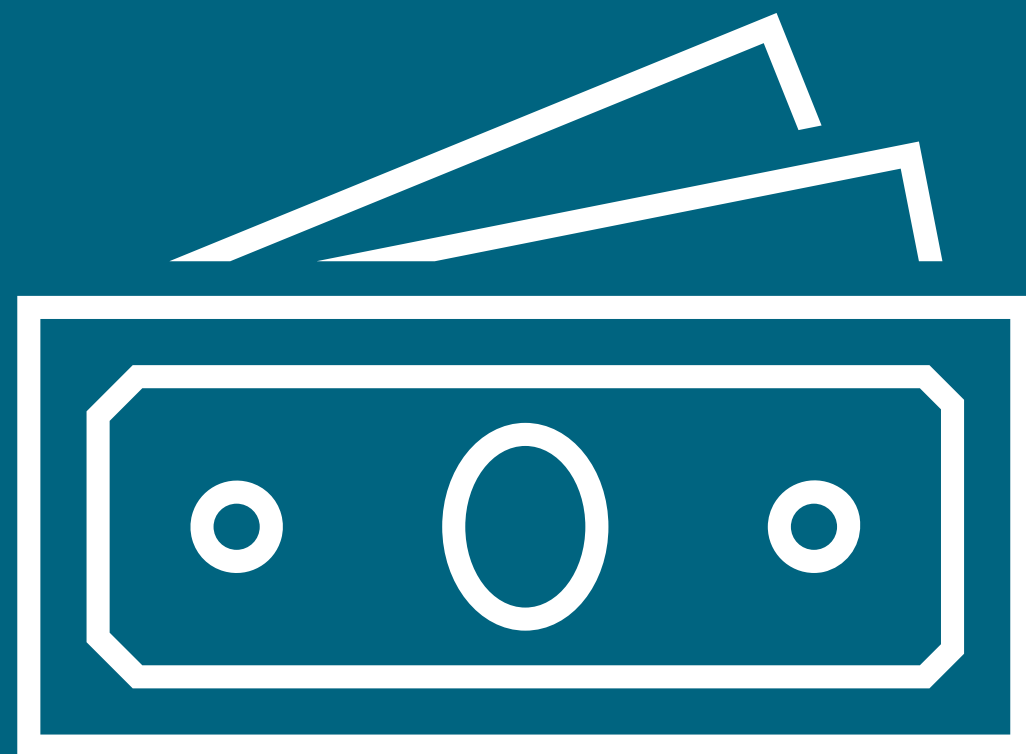
Vendors' business needs are not 'One size fits all':

- Stay at market as long as possible; go to another market
- Move to a retail center
- Expand to ecommerce
- Pivot business/career
- Retire?

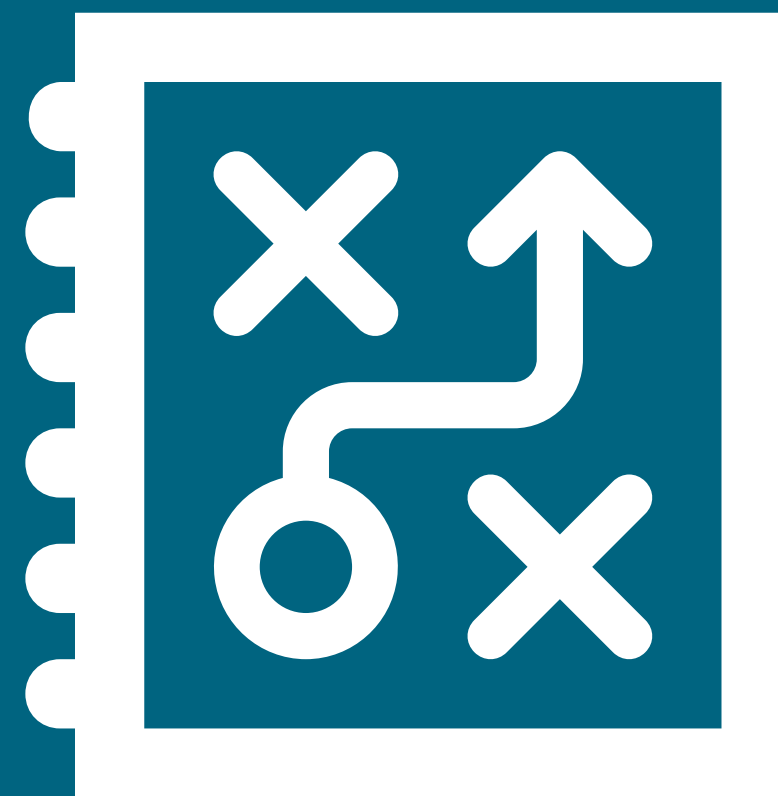
# | Business Transition Program

## Common Needs

Funding  
(Grants &  
Loans)



Business  
Planning



Financial  
Planning



Resource  
referrals



# | Business Transition Program

## Solution

Provide Flea Market vendors with financial and business planning, with a focus on access to capital, in both 1:1 and group-based settings.

Pair with access to privately funded loans (0% interest) and grants to help with credit-building, immediate needs, and growth plans.

# | Business Transition Program

- **Provider:** Mission Asset Fund, a nonprofit lender and technical assistance organization.
- They have helped thousands of small business owners build credit and achieve their financial and business goals.
- They specialize in helping immigrant entrepreneurs.



# | Business Transition Program

- **Public/private partnership:**
  - City invests **\$500,000**; Mission Asset Fund (MAF) + Philanthropies invest **\$700,000** for zero-interest loans + grants
  - 2.25 staff members dedicated to working with Flea Market vendors
  - Vendors receive access to assistance and zero-interest loans and grants funded by MAF + partners
  - Seeking City Council approval Dec. 13



# Update on Economic Studies and Vendor Survey

# | Update on Economic Studies

The goals of the economic studies are to:

- Inform decision-makers and Advisory Group with data
- Support the development of a future market
- Support vendor relocation efforts

There are three projects that are part of the economic studies:

- Economic study to document the cultural, social, and economic benefit of the Flea Market.
- Review of potential market relocation options to understand the opportunities and challenges of other sites.
- Research project focused on operating models for a future market.

# | Update on Economic Studies

## **Goal of the Vendor Survey:**

Understand what aspects of the current Flea Market work well for vendors

## Information on the Vendor Surveys:

- 22 questions that will take about 15 minutes
- Outreach team will be at the market to speak to vendors during the December rent weekend.
- Surveys are anonymous and it is completely optional to share your name.
- Your individual responses will not be shared with anyone outside of the research team.



# | Thank you! Next Steps

We will continue to reach out to you:

- Estolano Advisors' outreach team will be at the market in December to conduct surveys
- Survey will run \_\_\_\_

You can reach out to us:

- Sign up for emails / texts: [www.tinyurl.com/SJFleaM](http://www.tinyurl.com/SJFleaM)
- Website: [www.sanJoseca.gov/fleamarketvendors](http://www.sanJoseca.gov/fleamarketvendors)
- Email us at [fleamarketsj@sanJoseca.gov](mailto:fleamarketsj@sanJoseca.gov)
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**Thank You!**  
**Questions?**