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Memorandum
by City Manager's Office

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: John Stufflebean

SUBJECT: TUESDAY MARKET AT CITY HALL **DATE:** 04-06-09

Approved

Date

2/10/09

INFORMATION

Starting April 21, 2009 and continuing through September 1, 2009, there will be a new farmers' market every Tuesday behind City Hall (located on Fifth and San Fernando Streets), from 3:00 – 7:30 p.m. The Tuesday Market at City Hall, which is being managed in conjunction with, and by the same firm as, the Downtown Association's Friday Farmers Market at San Pedro Square, will provide a weekly environmentally-friendly market that features locally grown produce, unique local arts and crafts, and resource booths on how to live a "greener" lifestyle by becoming energy efficient, installing solar, reducing waste, conserving water, and preventing pollution.

Tuesday Market at City Hall will emphasize the value of supporting local agriculture by buying locally grown produce, fruits and vegetables that are fresher, healthier, and better tasting and do not have the environmental impact of food transported long distances. Greenhouse gas emissions that affect climate change are reduced when buying from local sources. Produce vendors will be certified local by the California Federation of Certified Farmers' Markets.

To further reduce the markets environmental footprint, the public will be encouraged to walk, bike, or take public transportation to the market to further reduce fuel consumption. In the spirit of a greener lifestyle, attendees will be encouraged to bring their own reusable shopping bag. Vendors have been asked to minimize packaging, use paper bags for produce, and serve food using compostable plates and utensils, which will be taken to a sorting facility where all disposable items will be recycled or composted, making the Tuesday Market a "zero waste" event.

The Tuesday Market will also be an opportunity for promoting the City's Green Vision and other environmental initiatives. At each Tuesday Market, the City will have the opportunity to use up to five booths to promote City programs and services including the Green Vision.

Vendors interested in reserving booth space at this event should contact Lisa Mitchell at Filco Events at (408) 298-6861 or email TuesdayMarket@filco.com. Filco Events has extensive

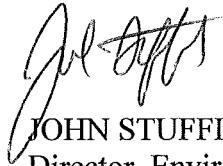
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experience working with the City on numerous public events including last year's Earth Day at City Hall and the Downtown Association's Farmers' Market at San Pedro Square.



JOHN STUFFLEBEAN
Director, Environmental Services

For questions please contact MaryEllen Dick, Division Manager, Office of Sustainability, at (408) 535-8555.