



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Nanci Klein

SUBJECT: SEE BELOW

DATE: April 24, 2023

Approved

Date

4/25/23

INFORMATION

SUBJECT: BERRYESSA FLEA MARKET ADVISORY GROUP MEMBER SELECTION

At the March 28, 2023, City Council meeting, staff provided an update on the formation of the Berryessa Flea Market Advisory Group (Advisory Group) and shared the charter that was based on an extensive stakeholder engagement process. The charter established the membership criteria, member selection process, term lengths, and the roles of staff and the Advisory Group. Staff is pleased to report that the member selection process has been completed, and the first meeting of the Advisory Group is scheduled for May 17, 2023. This memorandum documents the City Manager's appointments of the initial Advisory Group members and summarizes its next steps.

Member Selection Process

In accordance with the charter for the Advisory Group, there will be 11 voting members, including 10 vendor representatives and one property owner representative. Staff received nominations from the Berryessa Flea Market Vendor Association (BFVA) for six of the vendor seats and from the property owner for their seat and an alternate. For the remaining four vendor seats, staff conducted an application and evaluation process. Applications were accepted by paper, email, or online from February 22, 2023, through March 27, 2023. Staff received 13 applications and screened them for completeness (i.e., ensured that the applicants provided responses to all questions, including information for five references).

A panel of City staff then evaluated the completed applications against the membership criteria set forth in the charter and recommended the four applicants with the highest scores to the City Manager for appointment to the Advisory Group. The evaluation was based on the responses

provided in the applications (no interviews were conducted). The panel considered the six BFVA nominations when evaluating the applications for the general seats to help meet the diversity objectives for the Advisory Group.

The selected members are shown in the following table, along with their initial term length in years. The initial term length is based on their stated preference and the need for staggered terms (half will serve three years initially, while the others will serve the standard term of two years).

| Name | Seat | Initial term length |
|------------------|------------------------|---------------------|
| Roberto Gonzalez | BFVA Nominee 1 | 3 |
| Olga Chervyakovq | BFVA Nominee 2 | 3 |
| Mariana Mejia | BFVA Nominee 3 | 3 |
| Israel Garcia | BFVA Nominee 4 | 2 |
| Erika Barajas | BFVA Nominee 5 | 2 |
| Alma Jacobo | BFVA Nominee 6 | 2 |
| Jimmy Hernandez | General vendor seat 1 | 3 |
| Humberto Ramos | General vendor seat 2 | 3 |
| Maggie Castellon | General vendor seat 3 | 2 |
| Isabel Kay Torro | General vendor seat 4 | 2 |
| Patrick deTar | Property 1 - Primary | 3 |
| Thomas Bumb | Property 2 - Alternate | |

The selected vendor representatives have demonstrated a strong sense of commitment, leadership, and cooperation. As a whole, the Advisory Group is composed of a diverse group of representatives who bring a wide range of perspectives and expertise to the table.

Advisory Group Work Plan

The Advisory Group’s primary role will be to provide feedback, recommendations, and guidance on the following topics:

- Uses of the Vendor Transition Fund, including funding from the property owner and the City;
- Design, operation, and parking concepts for the urban market area designated for approximately five acres of the Berryessa site; and

- Process for allocating vendor space in the new urban market to existing Berryessa Flea Market vendors.

The Advisory Group will advise the City Administration; however, they will not make recommendations directly to City Council. Staff will facilitate the meetings (with consultant assistance) and be responsible for preparing a work plan for the Advisory Group and acting on the feedback received.

The current goal is to work with the Advisory Group to prepare a high-level plan for the unallocated funds in the Vendor Transition Fund over the next 8-10 months. The first Advisory Group meeting will focus on laying the groundwork for working together. At the following meetings, staff will report on the various studies underway to inform uses of the Vendor Transition Fund, plans for the five-acre urban market area on the Berryessa site, and other decisions affecting the vendor community. The consultant team led by Estolano Advisors will conduct these studies, which include:

- An Economic and Cultural Impact Study of the existing Flea Market to provide supportive data and help create the business case for a future market (the specific format for sharing the results of the study is still to be determined);
- An Alternative Site Assessment to explore potential relocation options; and
- Research on potential operating models for a new flea market.

Advisory Group Meetings

The first Advisory Group meeting is scheduled for May 17, 2023, at the Berryessa Community Center at 7:00 p.m. Most future meetings will be held online using Zoom. Each meeting of the full Advisory Group will be open to the public and will include time for non-members to join the discussion. All meetings will include interpretation in Spanish and Vietnamese. While the Advisory Group will be the focus of vendor engagement efforts, staff will utilize other communication channels and work with Advisory Group members to reach out, inform, and involve the broader vendor community in the process.

The onboarding process for the members is currently underway, and staff will be providing additional information and support to ensure a successful launch of the Advisory Group. Staff appreciates all of the applicants and nominees for their interest in serving on the Advisory Group and hopes that all vendors will continue to stay informed and engaged as we advance into the next phase of planning and working together.

Please refer to <https://www.sjeconomy.com/FleaMarketVendors> for additional background information and for updates on the Advisory Group (including meeting agendas, links, and presentations) and other opportunities to get involved.

HONORABLE MAYOR AND CITY COUNCIL

April 24, 2023

Subject: Berryessa Flea Market Advisory Group Member Selection

Page 4

Earliest One-year Notice Date pushed from July 1, 2023 to October 1, 2023

Staff also wants to provide an update from the property owner. In their latest [Quarterly Report](#), the owners state that they will not provide any one-year advanced notice of Flea Market closure prior to October 1, 2023 (instead of July 1, 2023 as previously required). The voluntary gesture to communicate this timing is much appreciated as it gives us all more time to plan for the future closure.

/s/

Nanci Klein

Director, Office of Economic Development
and Cultural Affairs

For questions, please contact Adolfo Ruelas, Business Development Officer, at adolfo.ruelas@sanjoseca.gov or (669) 259-5585.