



City Council Meeting - April 25th 2023 - Public Comment

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Questions for Placerville city council regarding item 12.1 Farmers Market:

The National Farmer's Share Report states that direct-to-consumer sales means farmers, local makers, and the local community get the full financial benefit of their sales rather than traditional retail marketing. What has the council done as far as fiscal benefit comparisons to other cities that encourage markets (like Folsom and Downtown Sac Capital) similar to the Wednesday night market?

Also, what kind of revenue impact surveys has the council done with local downtown businesses to see how moving the market and creating limitations to attracting more patrons will impact them?

Additionally, the Farmer's Market encourages civic engagement and creates greater equity in a community. Why does the Placerville City Council want to create limitations within a community that goes against supporting Diversity and Equity. Does the Council not support inclusive engagement with its community and small businesses?

Great communities have at their core, strong, inclusive, civic engagement that capitalizes on the ideas and talents of the members of the community. Local Farmer's Markets (including small businesses and makers) are the core of great communities. Why does the Council seem to want to create barriers to prohibit civic engagement?

Nearby, in our own State Capital there is a very successful market that is inclusive of baked goods, cheeses, hot foods, and right down the road, Folsom highlights their historic district with over 40 farmers and vendors, including live music and they hold it year-round. Both encompass much larger areas and are capable of managing traffic and parking challenges and also support their markets with street closures. Farmers Markets constitute an estimated \$250 million annual industry in California.

Does the Placerville City Council support the benefit in this industry? If so, why not work with those councils to understand how to overcome challenges and also understand the benefit to the area?

Jamie Boulet