



**Honorable Mayor and Members of the Hermosa Beach City Council**

**APPROVAL OF THE FIRST AMENDMENT TO THE AGREEMENT WITH THE ROTARY CLUB OF HERMOSA BEACH, PROVIDING ONE-YEAR EXTENSION OF AGREEMENT FOR THE FRIDAY FARMERS MARKET**

**CEQA:** Approval of the first amendment to the Agreement between the City and the Rotary Club for the Friday Farmer's Market would be exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15304. This would have negligible or no permanent effect on the environment.  
(Community Resources Director Lisa Nichols)

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**Recommended Action:**

Staff recommends City Council:

1. Approve the proposed first amendment to an agreement with the Rotary Club of Hermosa Beach for use of the corner of 11<sup>th</sup> Street and Valley Drive for the Friday Farmers Market to extend the agreement an additional year (**Attachment 1**); and
2. Authorize the City Manager to execute and the City Clerk to attest the proposed first amendment, subject to approval by the City Attorney.

**Executive Summary:**

The current agreement with the Rotary Club for use of the corner of 11th Street and Valley Drive for the Friday Farmers Market expires June 27, 2025. To allow additional time for staff and the Rotary Club to work together to develop mutually agreeable terms for a new three-year agreement, staff recommends City Council approve the proposed first amendment (**Attachment 1**) to extend the agreement an additional year with an expiration date of June 26, 2026.

**Background:**

At its June 14, 2022 meeting, City Council approved a three-year agreement with the Rotary Club of Hermosa Beach for use of the corner of 11th Street and Valley Drive for the Friday Farmers Market through June 27, 2025 (**Attachment 2**).

***Past Council Actions***

Meeting Date	Description	Votes
<a href="#">June 14, 2022</a>	City Council approved a three-year agreement with the Rotary Club of Hermosa Beach for use of the corner of 11th Street and Valley Drive for the Friday Farmers Market through June 27, 2025	<b>All Ayes (5-0)</b> (Armato, Campbell, Detoy, Jackson, Massey)

**Discussion:**

The Friday Farmers Market takes place on the corner of 11th Street and Valley Drive and is heavily attended by school-aged children and the community in the surrounding area.

The current agreement with the Rotary Club for the Friday Farmers Market (**Attachment 2**) expires on June 27, 2025. Staff is recommending City Council approve a one-year extension of the current agreement to allow staff additional time to develop new mutually agreeable terms to incorporate in a new three-year agreement.

The new three-year agreement would identify and incorporate appropriate safety protocols and measures to secure the event perimeter and provide clarity on permit requirements from the Los Angeles County Department of Public Health to ensure full compliance for the Friday Farmers Market.

**General Plan Consistency:**

This report and associated recommendation have been evaluated for their consistency with the City’s General Plan. Relevant Policies are listed below:

*Governance Element*

**Goal 5. Small beach town character is reflected throughout Hermosa Beach.**

Policy:

- **5.7 Visitor and resident balance.** Recognize the desire and need to balance visitor-serving and local-serving uses as a key to preserving character and the economic vitality of the community.

**Goal 6. A broad-based and long-term economic development strategy for Hermosa Beach that supports existing businesses while attracting new business and tourism.**

Policy:

- **6.6 Pop-up shops.** Develop plans and programs for underutilized spaces, such as vacant buildings, utility corridors, parkways, etc., for temporary retail, restaurant, and community promoting uses.

*Parks and Open Space Element*

**Goal 3. Community parks and facilities encourage social activity and interaction.**

Policies:

- **3.2 Social and cultural events.** Design and program parks and open space to accommodate unique social and cultural events to foster connectedness and interaction.
- **3.5 Health and physical activity.** Increase the availability of space and variety of activities that promote community health and physical activity such as community gardens, fitness stations/equipment, and fields/courts.

**Fiscal Impact:**

Approval of the proposed amendment would result in the collection of approximately \$207 for the Amplified Sound Permit in Fiscal Year 2025-26, plus any costs related to City services or personnel required for the event.

**Attachments:**

1. Proposed First Amendment to the Agreement with the Rotary Club of Hermosa Beach for the Friday Farmers Market
2. Agreement with the Rotary Club of Hermosa Beach for the Friday Farmers Market

**Respectfully Submitted by:** Lisa Nichols, Community Resources Director

**Noted for Fiscal Impact:** Brandon Walker, Administrative Services Director

**Legal Review:** Todd Leishman, Interim City Attorney

**Approved:** Steve Napolitano, Interim Deputy City Manager