



# NEWPORT BEACH

## City Council Staff Report

April 15, 2025  
Agenda Item No. 13

**TO:** HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

**FROM:** Seimone Jurjis, Assistant City Manager/Community Development Director - 949-644-3232, [sjurjis@newportbeachca.gov](mailto:sjurjis@newportbeachca.gov)

**PREPARED BY:** Lauren Wooding Whitlinger, Real Property Administrator, 949-644-3236, [lwooding@newportbeachca.gov](mailto:lwooding@newportbeachca.gov)

**TITLE:** Revocable License Agreement with Heritage Wellness Collective for Temporary Use of City Property for the Corona del Mar Farmers' Market

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### **ABSTRACT:**

The current agreement for the farmers' market located on City-owned property in Corona del Mar is set to expire June 30, 2025. In compliance with the City's procurement requirements, a Request for Proposal (RFP) was published in August 2024, to identify a qualified operator for continued operation. After a formal evaluation and interview process, Heritage Wellness Collective was selected as the most qualified and responsive proposer. For the City Council's consideration is a new, five-year Revocable License Agreement (Agreement) (Attachment A) with Heritage Wellness Collective, for operation and management of the farmers' market in Corona del Mar, including a request to waive City Council Policy F-7.

### **RECOMMENDATIONS:**

- a) Determine this action is exempt from the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) and 15060(c)(3) of the CEQA Guidelines because this action will not result in a physical change to the environment, directly or indirectly;
- b) Authorize the City Manager and City Clerk to execute the Revocable License Agreement between the City of Newport Beach and Heritage Wellness Collective, for temporary use of the City property for the Corona del Mar Community Market, in a form substantially similar to the agreement attached to the staff report; and
- c) Approve a waiver of City Council Policy F-7 – *Income and Other Property* based on the findings contained in this staff report and the Agreement, that charging less than fair market rent promotes the City's goals to provide essential or unique services to the community, that cannot otherwise be provided if full market rates were charged.

### **DISCUSSION:**

Since 1996, a certified farmers' market has operated on City-owned public parking lots in Corona del Mar. The market was initiated at the request of the market manager, Rick Heil, and local residents and began under a series of one-year encroachment permits.

The initial permit was amended by the City Council in 1999, to allow for 10 additional one-year extensions, through 2009. In 2009, a five-year license agreement was approved, followed in 2014 by a new agreement with a five-year term and five-year option, set to expire on June 30, 2025 (Current License). The Current License is held by Rick Heil, who oversees and manages the weekly Corona del Mar Certified Farmers' Market (CdM Market). The CdM Market operates on the City-owned lots at the corner of Marguerite Avenue and Bayside Drive and Larkspur Avenue and Bayside Drive, including a portion of the public right-of-way on Larkspur Avenue. The license area under the Current License is shown in Figure 1 below.



Figure 1

The CdM Market runs every Saturday morning and occupies 53 parking spaces between the two lots. The area is closed to vehicular traffic while the license area is being used for the CdM Market.

Under the Current License, the manager pays the City a license fee of \$369.11 per month, or \$4,429.32 per year. The CdM Market is limited to operating as a “certified farmers’ market” with “certified producers” as defined by the California Code of Regulations [Title 3, Sections 1392.2(d) and 1392.2(e)] with the appropriate permits and approvals from the State of California Department of Agriculture and the Orange County Health Department. The Current License allows for up to 40 vendors, with participation each week averaging around approximately 29 vendors.

### Request for Proposals

City Council Policy F-7 – *Income and Other Property* (Policy F-7) establishes the selection process for all tenants utilizing City-owned real property assets. In anticipation of the expiration of the current license, and in accordance with Policy F-7, the City published RFP No. 2015-14 (Attachment B) in August 2024 to solicit bids for the use of City-owned property. The RFP was distributed through PlanetBids, the City's web-based procurement portal, and was also emailed to more than 150 companies involved in operating and managing community and farmers markets throughout Southern California.

A mandatory pre-bid site walk was held on September 9, 2024, and proposals were due to the City by September 30, 2024.

The purpose of the RFP was to solicit proposals from qualified operators interested in managing a farmers' market that builds on the offerings of the existing CdM Market while retaining the quality and diversity of certified farm vendors. Market operators were asked to include the following in their proposals:

1. Their ability to provide family friendly programming, special holiday events, and activities that drive engagement with local schools and businesses, and feature music performances by local artists and school bands;
2. Their experience attracting high-quality vendors that offer organic produce from certified farmers, prepared foods, and non-food items with local artisans and businesses receiving a discounted rate to participate;
3. A comprehensive plan detailing the proposed community market layout and vendor mix, with an information tent, a restroom, trash and recycling, and signage plan; and
4. Information about the operator's staffing and management of the necessary permits and licensing, safety and security, setup and operating guidelines was also required, as well as the marketing and outreach capabilities.

The proposed location of the community market is detailed in Figure 2 on the next page and includes a portion of Bayside Park (labeled as Lot 3) which is not included in the Current License.



Figure 2

### Selection Process

The City received eight proposals to operate the CdM Market. The proposals were reviewed by a staff panel and scored based on the following criteria:

- Qualifications and Experience of the Firm
- Qualifications and Experience of Key Personnel and Staffing
- Method of Approach / Project Approach
- Pricing for Participating Vendors

Proposers were required to have a minimum of five years' experience delivering community or certified farmers' markets for local governments with knowledgeable and experienced staff. The proposers' ability to retain the mix and quality of products offered at the existing market, with the addition of food items for on-site consumption like coffee and juice drinks, bakery goods, and hot foods was of particular concern to the panel, as was a proposer's ability to nimbly adjust the mix of vendors in response to community feedback, seasonal changes and trends. The proposers' ideas and experience implementing special events and driving community engagement further determined the panel's scoring of each proposal.

City staff conducted a thorough review of the proposals and interviewed the top candidates. Following the evaluation of the eight submitted proposals, in-person interviews with the five highest-scoring firms were held in December 2024. During the interviews, proposers were asked to present additional details to the panel regarding their proposed market layout, vendor mix, anticipated community engagement and special events, as well as their marketing strategies.

Table 1 below lists the eight companies that submitted proposals and their total weighted score, as well as their final overall ranking. The proposal from Heritage Wellness Collective stood out in the rankings as meeting the qualifications and requirements of the RFP and illustrated their capacity to successfully operate and expand the CdM Market's vendor offerings, special events and programming, and community engagement.

Table 1		
RFP Scoring		
Proposer	Total Weighted Score	Rank after Interview
Heritage Wellness Collective	2,585	1
Farm & Craft Market	2,435	2
Orange County Farm Bureau	2,260	3
McGlynn Events	2,085	4
Corona del Mar Certified Farmers Market	2,080	5
B2G Consulting Pros (not interviewed)	2,025	6
Supporting Arms (not interviewed)	1,940	7
California Curated (not interviewed)	1,485	8

#### Heritage Wellness Collective

Heritage Wellness Collective, operating as Heritage Farmers Markets (Heritage), is a 501(c)(3) non-profit operator of community and certified farmers' markets, with over 15-years' experience developing and managing markets in Orange, Riverside, Los Angeles, and San Bernardino Counties. Currently operating eight successful weekly and bi-monthly markets around Southern California, Heritage is known for its high-quality, community-focused events. Heritage is also known for fostering a strong culinary experience, and curating markets boasting a mix of small local businesses, artisan vendors, and certified growers.

With a strong attention to detail and an emphasis on consistent aesthetics and cleanliness, Heritage's creates welcoming, well-organized market environments that

reflect the values of the communities they serve. Backed by a team of experienced professionals, Heritage is well-equipped to meet the City's administrative requirements for permitting and insurance, efficiently managing vendor documentation through its online platform, and fostering engagement with local residents and businesses.

The co-founders of Heritage, Myisha Croom-Turner and Bing Turner, MPH, have coalesced their professional experience into operating successful community-based farmers' markets. Myisha Turner had a 12-year public service career as an officer with the Los Angeles County Sheriff's Department and now focuses on managing vendors and organizing the administrative requirements of the markets. Bing Turner has worked for over 25 years as a public health professional and researcher and leverages his knowledge and experience by connecting Heritage with organizations like the American Public Health Association and obtaining a 2024 USDA Farmers Market business accelerator grant. He also handles much of the community engagement, connecting with local businesses, attending local events and collaborating with schools. Lead Operations Director, Kemberly Nystul, is trained in public safety and market management and will be onsite and responsible for the weekly market operations. Heritage will look to hire two new market staff from the local community to assist Kemberly with the weekly onsite logistics of the market.

#### Proposed Farmers' Market

Heritage proposes to operate the farmer's market by retaining the existing vendors and producers and adding a number of new pre-packaged and prepared food vendors to complement the produce vendors and meet the interests of the community. Heritage will also introduce a handful of "hot" food vendors with unique items available for consumption at the market, aimed towards not pulling business away from local retail establishments. Heritage regularly seeks input and will update the market vendors and events based on customer feedback.

In addition to the market's regular food offerings, Heritage will introduce and enhance attendees' experience with periodic entertainment by local musicians, and seasonal events like pumpkin decorating kids' crafts, farm-to-table dinner fundraisers, earth day eco-friendly activities, and giveaways.

Seeking to provide the community with a seamless transition between market managers, Heritage has contacted the current CdM Market vendors to invite their continued participation in the farmers' market and has so far received positive feedback and interest from almost a dozen vendors. If the agreement is approved, Heritage has committed to commencing operations beginning in May, at the City's direction.

With an emphasis on safety and security, Heritage will be required to adhere to new operating conditions to limit vehicular access points and improve pedestrian areas of the market. Appropriate permits will also be obtained from the Fire Department to ensure the safety of the new food vendors that will be cooking onsite. Heritage's proposed market layout and site plan is shown on Attachment C.

### City Council Policy F-7, Income and Other Property

Due to the unique services provided to the community, and the income and operational limitations of managing a weekly market, a nominal amount of rent is proposed in the Agreement to offset some of the City's administrative costs and lost parking fee revenue. Staff believes the following findings can be made, as required by Policy F-7 (Attachment D) when less than fair market value rent is received, and a waiver is requested:

1. The CdM Market provides an essential or unique service to the community that might not otherwise be provided were full market value of the property be required; and
2. With the proposed rent charged at less than fair market value, the use provides an important amenity to the City and might not otherwise be provided were full fair market value of the property be required.

### Revocable License Agreement

The proposed terms of the Agreement are summarized below:

1. The initial term is 5 years, with one 5-year extension option, for a total possible term of 10 years, unless terminated earlier as provided by the Agreement.
2. A license fee in the amount of \$6,000 per calendar year shall be paid by the market manager, with payments submitted to the City each month. The license fee shall be adjusted by the change in the Consumer Price Index (CPI) each year upon the anniversary of the effective date of the Agreement.
3. The market manager shall be responsible for obtaining the necessary permits and approvals from state and local agencies to operate the market and will be responsible for ensuring each of the vendors has the necessary permits and approvals for their individual businesses, including obtaining a City business license, if required. The requirement for a City business license shall be waived as a hardship for certified producers pursuant to Section 5.04.025 of the Newport Beach Municipal Code (NBMC).
4. The market may operate every Saturday from 9 a.m. to 1 p.m., with setup beginning no earlier than 7:30 a.m. and tear-down completed by 3 p.m., and the site returned to its original condition free of trash and debris.
5. Setup of the market shall include placement of traffic control bollards and signage as may be required by the City's Public Works and/or Fire Departments.
6. The market operations must adhere to the NBMC noise restrictions and sound amplification requirements and the operator shall obtain the necessary permits and approvals.
7. A representative from Heritage shall be present onsite during each farmers' market, from commencement of setup to completion of clean up.

8. Heritage shall provide certificates of insurance to the satisfaction of the City's risk manager, naming the City as additional insured.

The Agreement has been reviewed by the City Attorney's Office and has been approved as to form. Heritage has reviewed and approved the terms of the Agreement.

#### Public Input

While the results of the solicitation are not final until the City Council authorizes the Agreement, in the last several months there has been community interest and input regarding the RFP and the proposed change in management of the CdM Market. Staff attended the monthly Corona del Mar Residents Association meeting in March and provided an update on the process and timeline. Community members were not happy that the City was considering changing the CdM Market operator, and that they did not provide input to develop the scope of the RFP or participate in the selection process. Correspondence from the public that has been directed to City Council, and which was received by April 7, 2025, at 12 p.m., is included in Attachment E.

#### **FISCAL IMPACT:**

Revenues collected pursuant to the proposed Agreement, \$6,000.00 per year as adjusted annually by the change in CPI, will continue to be posted to the General Fund (01050505) accounts in the Community Development Department and will be included in future years' budgets.

#### **ENVIRONMENTAL REVIEW:**

Staff recommends the City Council find this action is not subject to the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and 15060(c)(3) (the activity is not a project as defined in Section 15378) of the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, because it has no potential for resulting in physical change to the environment, directly or indirectly.

#### **NOTICING:**

The agenda item has been noticed according to the Brown Act (72 hours in advance of the meeting at which the City Council considers the item).

#### **ATTACHMENTS:**

Attachment A – Revocable License Agreement  
Attachment B – RFP No. 2025-14  
Attachment C – Market Site Plan  
Attachment D – City Council Policy F-7  
Attachment E – Public Comments

# **Attachment A**

Revocable License Agreement

Draft

**REVOCABLE LICENSE AGREEMENT  
BETWEEN THE CITY OF NEWPORT BEACH  
AND HERITAGE WELLNESS COLLECTIVE FOR  
TEMPORARY USE OF CITY PROPERTY  
FOR CORONA DEL MAR COMMUNITY MARKET**

THIS REVOCABLE LICENSE AGREEMENT FOR TEMPORARY USE OF CITY PROPERTY FOR A COMMUNITY MARKET ("License") is made and entered into as of this \_\_\_\_ day of \_\_\_\_\_, 2025 ("Effective Date"), by and between the CITY OF NEWPORT BEACH, a California municipal corporation and charter city ("City"), and HERITAGE WELLNESS COLLECTIVE, a California nonprofit public benefit corporation ("Licensee"), and is made with reference to the following:

**RECITALS**

- A. City is a municipal corporation duly organized and validly existing under the laws of the State of California with the power to carry on its business as it is now being conducted under the statutes of the State of California and the Charter of the City.
- B. Licensee desires to use City property for purposes of operating a weekly community market offering certified farmers' market products, pre-packaged goods, food and beverage products, craft products, services and related activities ("Community Market").
- C. A certified farmers' market is defined by the California Code of Regulations as a location approved by the county agricultural commissioner of the county where agricultural products are sold by producers or certified producers directly to consumers or to individuals, organizations, or entities that subsequently sell or distribute the products directly to end users. A certified farmers' market may only be operated by one or more certified producers, by a nonprofit organization, or by a local government agency (3 CCR § 1392.2(a)).
- D. Licensee is a producer and has operated a certified farmers' market, in accordance with the Food and Agriculture Code Section 47000 *et seq.* (implementing regulations) and California Code of Regulations, Title 3, Section 1392, *et seq.* (hereinafter "Certified Farmers' Market") in Newport Beach since 1996.
- E. Licensee represents that it has the requisite specialized skills, knowledge, and experience to organize and operate certified farmers' markets, as well as special events held in conjunction with or adjacent to community markets offering food, beverages, and related services. This includes experience collaborating with certified and experienced organizations, vendors, and service providers (collectively, "Vendors").
- F. In accordance with City Council Policy F-7, whenever an open bid process is not conducted prior to entering a license agreement for City property, the City shall make specific findings setting forth the reasons thereof. The City finds that

converting the property to another use, or changing its licensee, would result in excessive vacancy that outweighs potential financial benefits. Furthermore, the property provides an essential or unique community service that likely wouldn't exist if full market value were required.

- G. In consideration of the mutual promises and obligations contained in this License, the receipt and sufficiency of which is hereby acknowledged, City hereby grants to Licensee the revocable right to temporarily occupy and use the License Area, and Licensee accepts the same on the following terms and conditions.

**NOW, THEREFORE**, it is mutually agreed by and between the undersigned parties as follows:

## **1. LICENSE**

1.1. City hereby grants to Licensee a revocable non-exclusive license for the right to enter and use the City owned public parking lot located at the corner of Bayside Drive and Marguerite Avenue, and a portion of Bayside Park ("License"). The Community Market shall span the following lots: (i) property at the southwest corner of Bayside Drive and Marguerite Avenue (behind Bandera Restaurant located at 3201 Coast Highway E); (ii) the property at the southwest corner of Bayside Drive and Larkspur Avenue (behind the Rite Aid Pharmacy located at 3141 Coast Highway E); and (iii) the property at the southeast corner of Bayside Drive and Jasmine Avenue (which is a portion of Bayside Park), and as further depicted on Exhibit A ("License Area"), which is attached hereto and incorporated herein by this reference.

1.2. The License granted herein is subject to the terms, covenants and conditions hereinafter set forth, and Licensee covenants, as a material part of the consideration for this License, to keep and perform each and every term, covenant and condition of this License.

## **2. USE OF THE LICENSE AREA**

2.1 The purpose of this License is to allow for the operation of a Community Market within the License Area as depicted on Exhibit A. Use of any area outside the License Area shall not be permitted unless prior written consent is provided by the City. Licensee agrees to use the License Area only for the activities described herein, and not to use or permit the use of the License Area for any other purpose without first obtaining the prior written consent of City, which consent may be withheld in City's sole discretion.

2.2 Acceptable ancillary activities include:

i. Entertainment typical of a Community Market, such as live music, local performers, school bands, face painter, balloon artist, seasonal characters (e.g., Santa Claus), etc.

ii. Family-friendly games and programming, special events for holidays, dog valet, picnic basket rentals, giant chess, stroller parking, and engage with schools and the

community. Regularly scheduled pop-ups should be advertised to keep the market fresh and inviting.

iii. Local artisan booths to sell hand-made goods typically made in a traditional or non-mechanized manner utilizing high quality ingredients (e.g., cheese, bread, soap, jewelry, etc.).

iv. Community booths to allow participation of local organizations to take part in the community focused event (e.g., nonprofits, green initiatives, health awareness).

v. Local business participation as market vendors.

vi. Information tent to allow customers and visitor an opportunity for the Licensee to answer questions and take suggestions on potential new vendors.

### **3. PERMITS AND LICENSES**

3.1. Licensee, at its sole cost and expense, shall obtain and maintain during the term of this License, all appropriate permits, licenses and certifications that may be required by any governmental agency, including without limitation those permits as may be issued by the State of California, Department of Agriculture, the Orange County Agricultural Commissioner, the Orange County Health Care Agency and the City of Newport Beach to operate a Community Market.

3.2. If applicable, Licensee shall obtain an event organizer permit pursuant to Health and Safety Code Section 114381.1.

3.3. Licensee shall provide the License Administrator, as defined in Section 9 below, with a copy of all required permits, licenses and certificates that may be required by Licensee and Vendors.

3.4. Licensee shall not allow any Vendor to participate in the Community Market until: (1) all appropriate permits, licenses and certifications are obtained; and (2) a copy of said permits are furnished to the Licensee (This includes, but is not limited to, a City business license and a temporary food facility permit from the Orange County Health Care Agency); and (3) a completed Liability Release Statement in accordance with Section 7.7 is received by Licensee.

### **4. TERM**

4.1. The term of this License shall commence on the Effective Date and continue for a five (5) year term, with the option to renew for one (1) additional five (5) year term at the discretion of the City Manager, unless terminated earlier as set forth herein.

4.2. The City Manager may renew this License for one (1) additional five (5) year term if it is determined that: (i) the terms of this License have been complied with; (ii) a copy of all required license, permits and certificates are on file with the City's Real Property Administrator; and (iii) the use by Licensee is not causing a negative impact on

surrounding properties and uses. Any renewals approved pursuant to this Section must be in writing and approved as to form by the City Attorney for the City.

## **5. FEES**

5.1. Licensee shall pay the City **Five Hundred Dollars and 00/100 (\$500.00)** per month ("License Fee"), which amount shall be due and payable on the first of each month (the "Due Date"), commencing one month from the Effective Date. The License Fee shall be pro-rated in the event of a partial month's use of the License Area.

5.2. If Licensee fails to pay the License Fee within thirty (30) days of the Due Date, Licensee shall pay a late charge in an amount equal to ten percent (10%) of the amount that was not timely paid by the Licensee.

5.3. Upon the first anniversary of the Effective Date and upon each anniversary of the Effective Date thereafter, the License Fee shall be adjusted in proportion to changes in the Consumer Price Index, subject to the maximum adjustment set forth below. Such adjustment shall be made by multiplying the License Fee by a fraction, the numerator of which is the value of the Consumer Price Index for the calendar month three (4) months preceding the calendar month for which such adjustment is to be made, and the denominator of which is the value of the Consumer Price Index for the same calendar month immediately prior to Effective Date. The Consumer Price Index to be used in such calculation is the "Consumer Price Index, All Items, 1982-84 = 100 for All Urban Consumers (CPI-U)", for the Los Angeles-Long Beach-Anaheim Metropolitan Area, published by the United States Department of Labor, Bureau of Labor Statistics. If both an official index and one or more unofficial indices are published, the official index shall be used. If said Consumer Price Index is no longer published at the adjustment date, it shall be constructed by conversion tables included in such new index. In no event, however, shall the amount payable under this License be reduced below the License Fee in effect immediately preceding such adjustment. The maximum adjustment increases to the License Fee, for any year where an adjustment is made pursuant to this Section, shall not exceed 2.5% of the License Fee in effect immediately preceding such adjustment.

## **6. CONDITIONS OF LICENSE**

Licensee shall comply with the following conditions prior to the commencement of use of the License Area:

6.1. Licensee shall procure and maintain any and all required licenses, permits and certifications to operate the Community Market in accordance with Section 3 above. Licensee shall require the same of Vendors.

6.2. Licensee shall submit all advertising and directional signage to the City's Public Works Department and Community Development Department for review and approval.

6.3. The Licensee shall work with adjacent commercial property owners to reach agreements over the use of parking facilities or develop a shared use parking plan, as

determined and approved by the City's Community Development Director. City Staff may assist in obtaining approval.

6.4. An initial site plan and/or floor plan showing the layout of the Community Market sales areas, and such other information has been reviewed by the City's Community Development Department, Fire Department, and Public Works Department ("Site Plan") and is attached hereto as Exhibit A-1 and incorporated herein by this reference. Prior to implementing any modifications to the Site Plan during the Term, Licensee shall submit any proposed changes to the market layout to the City for review and approval and shall obtain any new or modified permits that may be necessary, at Licensee's sole cost and expense.

6.5. Licensee shall obtain and be responsible for the costs for all building permits and other required permits as may be required by the City prior to the commencement of any proposed improvements.

6.6. Licensee shall allow local businesses to participate as market vendors at a discounted rate.

6.7. Licensee shall follow the marketing plan and reporting requirements for the Community Market and submit proof thereof to the City as further detailed in the Marketing Plan attached hereto as Exhibit B and incorporated herein by this reference.

## **7. CONDITIONS OF OPERATION**

Licensee shall comply with the following conditions of operation during use of the License Area:

7.1. Licensee may utilize the License Area on Saturdays from 7:30 a.m. until 3:00 p.m. Set up activities for the Community Market shall not occur prior to 7:30 a.m. The Community Market may operate each Saturday from 9:00 a.m. to 1:00 p.m., respectively. Licensee shall ensure that the License Area is returned, clean and free of debris, to its original condition no later than 3:00 p.m. on the same day. City reserves the right to modify the hours of set up and operation, in the City's sole discretion.

7.2. Licensee shall be present during each and every Community Market from commencement of set up to the completion of clean up. On any occasion when Licensee cannot be present during the operation of a Community Market, Licensee may provide a substitute qualified person to manage the operations, subject to prior written approval of City.

7.3. The storage of materials is expressly prohibited in the License Area beyond the approved hours of use of the License Area.

7.4. Licensee shall recruit and retain Vendors for the Community Market. Licensee shall verify that individual vendors that are:

(1) "Certified producers" or "producers" comply with the meaning of California Code of Regulations Title 3, Sections 1392.2(d) and 1392.2(e), and ensure that such vendors adhere to all applicable rules and regulations concerning product quality and that the products offered for sale by vendors are pest and disease free.

(2) Selling food obtain a temporary food facility permit pursuant to Health and Safety Code Section 114380 *et seq.*, if applicable.

7.5. Pursuant to Section 5.04.025 of the Municipal Code, the City Council found that the requirement to obtain a business license is a hardship on the certified producers (farmers) due to the increase costs associated with the production and transportation certified produce or products, and the City Council waived the requirement for certified producers to obtain a business license. All other vendors must comply with the Municipal Code and obtain the necessary business licenses.

7.6. Licensee shall inform Vendors that engage in selling tangible personal property they may be subject and shall comply with the California sales tax reporting laws and inform the State Board of Equalization that the City is the point of sale location.

7.7. Licensee shall obtain a completed Liability Release Statement from each Vendor, prior to the Vendor's participation in any Community Market, in the form as attached hereto as Exhibit C, and incorporated herein by this reference. Licensee shall not allow any person or organization to participate in the Community Market until a Liability Release Statement is received by the City.

7.8. Licensee shall annually, upon the anniversary of the Effective Date, provide to the City a current roster of Vendors.

7.9. The number of Vendors displaying or selling food or products at the Community Market shall be determined by the City, at its discretion, based on the site's capacity, in compliance with fire and health department regulations, including spacing, Vendor grouping requirements, and separation limits. The final Vendor count shall be at the discretion of the Licensee, based on their professional experience. No additions, enlargements, or modifications to uses or structures within the License Area shall be allowed without prior approval of the City.

7.10. Licensee shall be responsible for setup, operation, maintenance, sanitation and cleanup of the Community Market. Set up shall include placement of vendors in accordance with the approved Site Plan. Licensee shall be responsible for maintaining the License Area in a clean and orderly fashion during the approved hours of use of the License Area by providing routine removal of foreign material, waste and debris from the License Area. After the completion of each Community Market, Licensee shall be responsible for properly disposing of all trash that has accumulated from the operations of the Community Market. Maintenance, sanitation and clean up shall be conducted within such rules and guidelines as may be promulgated by the Orange County Health Department and the City.

7.11. Licensee shall comply with all traffic regulations established for the operation of the Community Market by the City Traffic Engineer, as listed on the conditions of approval issued by the Public Works Department, which is attached as Exhibit D to this agreement and incorporated herein by this reference. Throughout the term of this License, City reserves the right to require Licensee, at Licensee's sole cost and expense, to provide additional traffic control measures deemed necessary by the City, in its sole and absolute discretion, to ensure public safety and/or to alleviate traffic impacts in the areas surrounding the License Area; in each case upon not less than five (5) calendar days' prior written notice to Licensee.

7.12. Setup and cleanup of the Community Market shall include placement of traffic control bollards and signage at the portion of the License Area that crosses Larkspur Avenue, and in the surrounding areas, as may be required by the City's Public Works Department and/or the City's Fire Department.

7.13. Licensee shall observe community noise restrictions as set forth in the Newport Beach Municipal Code. Sound Amplification associated with any activity is also subject to the Newport Beach Municipal Code. Licensee shall obtain and maintain a sound amplification permit prior to the use of any sound amplification equipment.

7.14. Entertainers shall be limited to live musical or vocal acts, face painters, balloon artists, jugglers, and seasonal characters or similar acts. Licensee or entertainer shall eliminate or reduce the volume of entertainment acts or amplified sound if complaints are received and at the direction of a Police Officer, Code Enforcement Officer, or Park Patrol Officer if sound disturbs persons of normal sensitivity.

7.15. Community booths shall be limited to non-profit organizations, or local service organizations to promote community awareness or events. The promotion or display of alcohol or tobacco related products shall be prohibited unless associated with a law enforcement awareness program.

7.16. Operations shall be conducted in accordance with California Code of Regulations Title 3, Section 1392.1, *et seq.*, and within the guidelines set forth in the State of California Department of Agricultural marketing plan.

7.17. All loading and unloading of merchandise, vendor booths and other related improvements shall take place within the License Area.

7.18. The Site Plan shall be designed and operated so as to conform to access standards set forth by Title 24 of the Uniform Building Code (handicapped access requirements).

7.19. The Community Market shall be laid out and operated so as to conform to access standards set forth by the City's Fire Department and the Municipal Code, for fire vehicle and emergency access requirements. Additionally, Licensee shall comply with all fire guidelines established for the operation of the Community Market by the City, as listed on the conditions of approval issued by the Fire Department, which is attached as Exhibit E to this agreement, and incorporated herein by this reference.

7.20. Licensee shall include a variety of food vendors to provide food items that shall be sold for on-site consumption and that are complementary to the Community Market.

7.21. Only a Community Market may be operated in the License Area. Licensee may not operate or conduct any other event or enterprise unless Licensee receives required additional approvals from the City.

7.22. Sale or consumption of alcoholic beverages is not permitted at the Community Market.

7.23. If the Community Market is determined by the City's Chief of Police to be creating an undue impact to existing City police services, Licensee may be required to secure a private security guard or guards upon at least thirty (30) calendar days' prior written request by the City. Should Licensee fail to secure a private security guard or guards pursuant to said written notice, Licensee shall reimburse City for any costs related to City hiring a private security guard or guards. Should the Community Market create the need for additional police services including City traffic officer services, as determined by the City's Chief of Police, the Licensee shall reimburse the City for these additional police services.

7.24. Licensee covenants and agrees that Licensee shall: (i) not use the License Area for any unlawful purpose; (ii) use the License Area in a careful and proper manner in accordance with this License; and (iii) not bring or use any Hazardous Materials, as defined by state or federal law, on the License Area.

7.25. City shall be entitled, with a Licensee representative, to inspect the License Area for compliance with the terms of this License, and with all applicable Federal, State and local (including those of the City) government regulations.

7.26. Only individuals aged 18 and over are eligible to volunteer at the Community Market. Volunteers under the age of 18 may not participate, unless the City provides prior written approval and the Licensee obtains and maintains insurance coverage acceptable to the City, at its sole discretion.

## **8. TERMINATION OF LICENSE**

8.1. Notwithstanding the term of this License, this License may be terminated during the term or any extended term in the following manner:

i. By Licensee: At any time, without cause upon the giving of thirty (30) days written notice of termination to City;

ii. By City: At any time, without cause upon the giving of thirty (30) days written notice of termination to Licensee;

iii. If, after written notice of default to Licensee of any of the terms or conditions of this License, Licensee fails to cure or correct the default within ten (10) business days of receipt of written notice, City may immediately terminate the License; or

iv. By mutual written agreement of Licensee and City.

## **9. ADMINISTRATION**

This License shall be administered by the Community Development Department. The Community Development Director shall be the License Administrator and shall have the authority to act for City under this License. The License Administrator or their authorized representative shall represent City in all matters pertaining to this License.

## **10. INDEMNITY AND LIABILITY FOR DAMAGES**

10.1. Licensee shall indemnify, defend and hold harmless City, its City Council, boards and commissions, officers, agents, volunteers, and employees (collectively, the "Indemnified Parties") from and against any and all claims (including, without limitation, claims for bodily injury, death or damage to property), demands, obligations, damages, actions, causes of action, suits, losses, judgments, fines, penalties, liabilities, costs and expenses (including, without limitation, attorney's fees, disbursements and court costs) of every kind and nature whatsoever (individually, a Claim; collectively, "Claims"), which may arise from or in any manner relate (directly or indirectly) to any breach of the terms and conditions of this License, any work performed or services provided under this License including, without limitation, defects in workmanship or materials or Licensee's presence or activities conducted that relate in any way to this License (including the negligent and/or willful acts, errors and/or omissions of Licensee, employees, vendors, suppliers, and anyone employed directly or indirectly by any of them or for whose acts they may be liable or any or all of them). Notwithstanding the foregoing, nothing herein shall be construed to require Licensee to indemnify the Indemnified Parties from any Claim arising from the sole negligence or willful misconduct of the Indemnified Parties. Nothing in this indemnity shall be construed as authorizing any award of attorney's fees in any action on or to enforce the terms of this License. This indemnity shall apply to all claims and liability regardless of whether any insurance policies are applicable. The policy limits do not act as a limitation upon the amount of indemnification to be provided by the Licensee. Licensee's obligations under this Section shall survive the expiration or other termination of this License.

10.2. Licensee shall be liable and responsible for the security, repair and maintenance of the License Area to the extent necessitated by Licensee's use of the License Area under this License, for such time as this License is in effect. Licensee shall use care to protect the License Area and restore it to its original condition to the satisfaction of the City when the License Area is not in use by Licensee.

## **11. INSURANCE**

Without limiting Licensee's indemnification of City, and prior to commencement of work, Licensee shall obtain, provide and maintain at its own expense during the term of

this License or for other periods as specified in this License, policies of insurance of the type, amounts, terms and conditions described in the Insurance Requirements attached hereto as Exhibit F, and incorporated herein by this reference.

## **12. PROHIBITION AGAINST ASSIGNMENT AND TRANSFER**

This License shall not be assigned or transferred without the prior written approval of City which approval may be withheld in the City's sole discretion.

## **13. CONFLICT OF INTEREST**

The Licensee or its employees may be subject to the provisions of the California Political Reform Act of 1974 ("Act"), which (a) requires such persons to disclose any financial interest that may foreseeably be materially affected by the work performed under this License, and (b) prohibits such persons from making, or participating in making, decisions that will foreseeably financially affect such interest. If subject to the Act, Licensee shall conform to all requirements of the Act. Notwithstanding Section 8 of this License, failure to conform to the requirements of the Act constitutes a material breach and is grounds for immediate termination of this License by City. Licensee shall indemnify and hold harmless City for any and all claims for damages resulting from Licensee's violation of this Section.

## **14. NOTICE**

14.1. All notices, demands, requests or approvals to be given under the terms of this License shall be given in writing, and conclusively shall be deemed served when delivered personally, or on the third business day after the deposit thereof in the United States mail, postage prepaid, first-class mail, addressed as hereinafter provided. All notices, demands, requests or approvals from Licensee to City shall be addressed to City at:

Community Development Department  
City of Newport Beach  
Attn: Real Property Administrator  
100 Civic Center Drive  
PO Box 1768  
Newport Beach, CA 92658

14.2. All notices, demands, requests or approvals from City to Licensee shall be addressed to Licensee at:

Heritage Wellness Collective  
Attn: D. Bing Turner  
464 N. Indian Hill Blvd, Suite A  
Claremont CA, 91711

## 15. STANDARD PROVISIONS

15.1. Recitals. City and Licensee acknowledge that the above Recitals are true and correct and are hereby incorporated by this reference into this License.

15.2. Compliance with all Laws. Licensee shall at all times comply with, and shall pay all costs, expenses, penalties and fines which may be incurred or required to be paid in order to comply with, any and all permitting requirements, laws, statutes, labor codes, ordinances, rules and regulations, including any and all laws or regulations relating to hazardous materials, toxic materials, substances or waste, or public health, safety and welfare and the protections of the environment, the Americans with Disabilities Act of 1990, 42 U.S.C. Sections 12101 *et seq.*, as amended, covenants and restrictions of record, life and fire safety and similar requirements, including those of the State of California, the County of Orange, City, or other applicable public agency ("Laws") which apply to the operation and use of the Community Market License Area or any portion thereof, including those requiring additions to be made to, or safety appliances or devices to be maintained or installed in, on or about the Community Market License Area or any portion thereof under any Laws now or hereafter adopted, enacted or made and applicable to the Community Market License Area or any portion thereof, and payment of any fees, charges or assessments arising out of or in any way related to the Community Market License Area or any portion thereof as a source of adverse environmental impacts or effects. Licensee shall not permit or suffer any mechanic's lien to be filed against the Community Market License, or any interest of City or Licensee therein, and shall immediately discharge any such lien. In addition, all work prepared by Licensee shall conform to applicable City, county, state and federal laws, rules, regulations and permit requirements and be subject to approval of the License Administrator.

15.3. Waiver. A waiver by either party of any breach, of any term, covenant or condition contained herein shall not be deemed to be a waiver of any subsequent breach of the same or any other term, covenant or condition contained herein, whether of the same or a different character.

15.4. Integrated Agreement. This License represents the full and complete understanding of every kind or nature whatsoever between the parties hereto, and all preliminary negotiations and agreements of whatsoever kind or nature are merged herein. No verbal agreement or implied covenant shall be held to vary the provisions herein.

15.5. Interpretation. The terms of this License shall be construed in accordance with the meaning of the language used and shall not be construed for or against either party by reason of the authorship of the License or any other rule of construction which might otherwise apply.

15.6. Amendments. This License may be modified or amended only by a written document executed by both Licensee and City and approved as to form by the City Attorney.

15.7. Severability. If any term or portion of this License is held to be invalid, illegal, or otherwise unenforceable by a court of competent jurisdiction, the remaining provisions of this License shall continue in full force and effect.

15.8. Controlling Law and Venue. The laws of the State of California shall govern this License and all matters relating to it and any action brought relating to this License shall be adjudicated in a court of competent jurisdiction in the County of Orange.

15.9. Taxes. Licensee acknowledges that the License granted herein may be subject to possessory interest taxes. Licensee shall have the sole obligation to pay any taxes, fees and assessments, plus applicable penalties and interest, which may be imposed by law and arise out of Licensee's License hereunder. Licensee shall indemnify, defend and hold harmless City against any and all such taxes, fees, penalties or interest assessed, or imposed against City hereunder.

15.10. No Third Party Rights. The Parties do not intend to create rights in or grant remedies to, any third party as a beneficiary of this License, or of any duty, covenant, obligation or undertaking established herein.

15.11. No Attorneys' Fees. In the event of any dispute under the terms of this License the prevailing party shall not be entitled to attorneys' fees.

15.12. Counterparts. This License may be executed in two (2) or more counterparts, each of which shall be deemed an original and all of which together shall constitute one and the same instrument.

**[SIGNATURES ON NEXT PAGE]**

IN WITNESS WHEREOF, the parties have caused this License to be executed on the dates written below.

**APPROVED AS TO FORM:  
CITY ATTORNEY'S OFFICE**

Date: 4/3/25

**CITY OF NEWPORT BEACH,  
a California municipal corporation**

Date: \_\_\_\_\_

By: Jose Montoya for  
Aaron C. Harp  
City Attorney  
4.3.25  
AG

By: \_\_\_\_\_  
Grace K. Leung  
City Manager

**ATTEST:**

Date: \_\_\_\_\_

**LICENSEE: HERITAGE WELLNESS  
COLLECTIVE, a California non-profit  
public benefit corporation**

Date: 4/7/2025

By: \_\_\_\_\_  
Leilani I. Brown  
City Clerk

By: [Signature]  
D. Bing Turner  
Executive Director

**[END OF SIGNATURES]**

**Attachments:**

Exhibit A: License Area  
Exhibit B: Marketing Plan  
Exhibit C: Vendor Liability Release Statement  
Exhibit D: Traffic Regulations  
Exhibit E: Fire Department Conditions of Approval  
Exhibit F: Insurance Requirements

**EXHIBIT A  
LICENSE AREA**

Draft

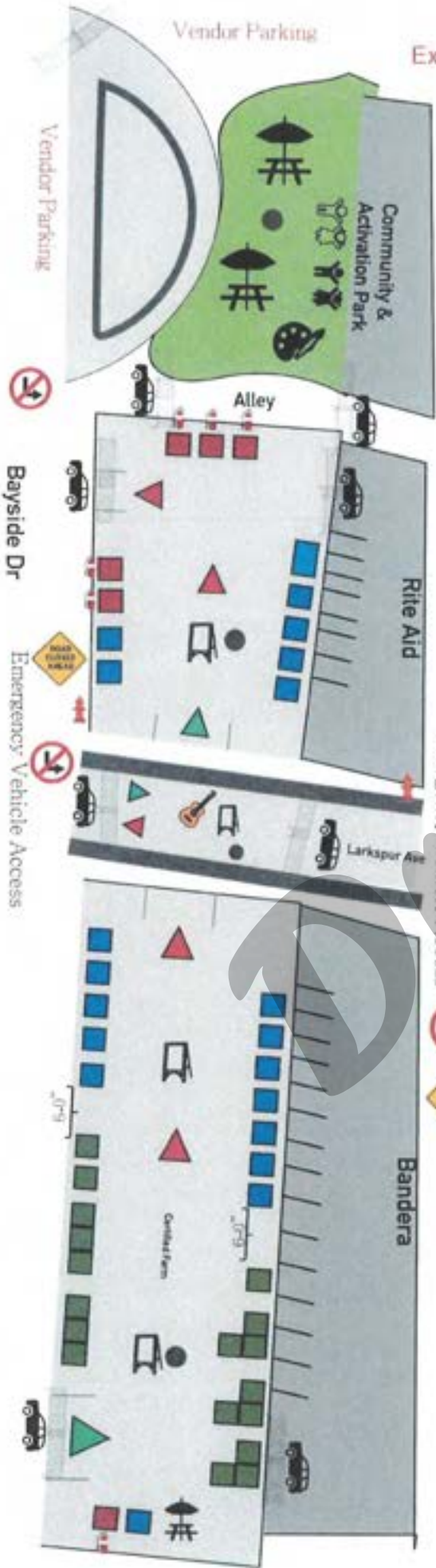


Exhibit A



## Heritage Farmers Market at Corona del Mar

Every Saturday from XX/XX/2025-XX/XX/2026  
7:30am-2pm

### Stall Color Guide

- |                                   |                        |
|-----------------------------------|------------------------|
| Prepared Foods                    | Trash cans             |
| Pre-Packaged/ Non-Cooking Vendors | Barricades             |
| Certified Farm                    | Fire Extinguisher      |
| Storage Container                 | Fire Hydrants          |
| Ingress                           | Signage                |
| Egress                            | Kids Craft Area        |
| Fire Hydrants                     | Seating                |
| Fire Hydrants                     | Entertainment          |
| Road closure ahead                | Street Closure Signage |
| Block access with vehicle         |                        |
| 10 x 10 Hot Food Vendors          |                        |
| 10 x 10 Non-Hot Food Vendors      |                        |
| 10 x 20 Certified Farm            |                        |
| 10 x 30                           |                        |
| 10 x 10                           |                        |

**EXHIBIT B  
MARKETING PLAN**

Draft



## **PRE-LAUNCH: April 2025 (date TBD)**

**Goals:** Build anticipation and seed content

### **1. Set Up Accounts:**

- Instagram & TikTok handles: @HeritageCDM
- Bio example: "Fresh, local, & vibrant! Corona del Mar's farmers market is coming back with new energy and more vibrant than ever May 2025." #CdMFresh

### **2. Content Prep:**

- Create videos/photos highlighting behind-the-scenes preparations, vendor stories, and sneak peeks of what's coming.

### **3. Teaser Posts:**

- Share 3–5 teaser reels and TikToks:
  - Vendor previews (e.g., a florist arranging bouquets).
  - Short clips of setting up the market space.
  - Countdown graphics or videos (e.g., "Only 10 days until fresh flavors come to Corona del Mar!").

#### 4. Engage the Community:

- Follow local businesses, influencers, and community groups in Corona del Mar.
- Leave thoughtful comments on their posts to create buzz.

#### 5. Announce Giveaways:

- Start promoting launch day giveaways.

Example:

- **Post Idea:** "Mark your calendars for May xx, 2025! Join us at the Heritage @ CDM Farmers Market grand re-opening and win exciting prizes. Follow us for updates!"

#### May 2025: Launch Month

**Goals:** Drive traffic to the market, build awareness, and engage followers

##### 1. Posting Frequency:

- Instagram: 3–5 posts/week + 3 stories/day
- TikTok: 2–4 videos/week

##### 2. Content Ideas:

- **Countdown Posts:** Continue daily reminders leading up to launch day.
- **Vendor Spotlights:** Post reels/TikToks introducing vendors.
- **Launch Day Highlights:** Post dynamic videos showcasing the crowd, products, and activities.

- **Giveaway Posts:**

- Promote the giveaways across platforms:
  - Entry rules: Follow us, like this post, and tag 3 friends! Bonus entry: Share this post to your story.
- Announce winners via stories on launch day.

### **3. Engagement Activities:**

- Use Instagram Stories with interactive stickers (e.g., What's your must-have market item?).
- Create a TikTok trend challenge (e.g., Show off your Farmers Market haul using #CdMHaul).

### **4. On-Site Social Media Promotion:**

- Use signage: Follow @HeritageCDM for updates & prizes!
- Offer small incentives like a free tote bag for attendees who show they're following your pages.

## **May 2025 & BEYOND: Growth & Retention**

**Goals:** Build community, grow following, and encourage market visits

### **1. Content Ideas:**

- Monthly newsletter & "What's In Season" posts.
- Stories or reels showcasing customers' experiences or highlighting favorite vendors.
- Post a recurring theme (e.g., "**Wellness Wednesdays**" with a focus on a healthy product or activity).

## **2. Interactive Campaigns:**

- Launch a photo contest: "Post your market moment with #CdMFresh to win \$20 in market bucks!"
- Instagram Live sessions with vendors or market staff showcasing different aspects of the market (events, new vendors, staff skits).

## **3. Collaborations:**

- Partner with local influencers or chefs to create content (e.g., cooking demos with market produce).

Engage community members in farmers market events and activations (Surveys, Yoga in the Park, Kids Crafts, Chef Cooking Demos, Live Music, Holiday Photo Ops).

## **DEDICATED SOCIAL MEDIA PERSON**

- Assign a social media manager for @HeritageCDM.

### **• Responsibilities:**

- Post consistently on Instagram and TikTok.
- Engage with followers by replying to comments and DM messages.
- Attend the market regularly to capture real-time stories, customer interactions, and fresh content.

### **DEDICATED COLORED LOGO FOR HERITAGE @ CDM**

- Create a unique logo in a distinct color palette that complements the Heritage Farmers Market brand.
- Use it consistently across all marketing materials, social media posts, and on-site signage to build recognition.

### **DEDICATED TEAM MEMBER FOR COMMUNITY OUTREACH**

- If possible, participate in community events leading up to the re-launch. Distribute branded merchandise, flyers and activate our carrot give-away to engage community members, grow our social media platforms, and share information about the new and improved farmers market.

EXHIBIT C  
VENDOR LIABILITY RELEASE STATEMENT

Draft

**CITY OF NEWPORT BEACH – COMMUNITY MARKET  
VENDOR LIABILITY RELEASE STATEMENT**

WHEREAS, the CITY OF NEWPORT BEACH, a California municipal corporation and charter City ("City"), has entered into a license agreement with Heritage Wellness Collective, a California nonprofit public benefit corporation ("Licensee"), to allow to use the City owned public parking lot owned located at the corner of Marguerite Avenue and Bayside Drive, and the smaller municipal lot across and including a portion of Larkspur Street, in Corona del Mar, Newport Beach, California for a Community Market ("Market");

WHEREAS, I, \_\_\_\_\_  
being over the age of eighteen (18), have made a voluntary request to participate in the Market; and

WHEREAS, in consideration of acceptance of my entry in the Market, I agree on behalf of myself, my heirs, my executors, and administrators, to waive, release, and forever discharge any and all rights and claims for damages which may hereafter accrue to me against the below listed agencies, companies or entities, their officials, employees, as provided herein; and

WHEREAS, the City is willing to allow me to participate in the Market pursuant to the below conditions.

NOW, THEREFORE, in consideration of the permission given to participate in the Market, I do hereby agree to the following:

1. I recognize that participation in the Market is dangerous and contains risk of personal injury, death, disfigurement, disability or property damage or loss ("damages").

2. I have been fully informed of all aspects of the Market and all aspects of the activities that I will be participating in at the Market. Despite the potential risk of damages to me as a result of my participation in the Market, I have decided to participate in the Market. I understand and agree that my participation in the Market is voluntary and that I may quit the Market at any time.

3. I hereby agree to assume any and all risk and responsibility for all risks and damages associated with my participation in the Market, whether identified by the City of Newport Beach, Corona del Mar Community Market, the market managers or the County of Orange including, but not limited to, strenuous physical activity or exertion, tripping or falling and being struck by objects or persons. Such risks may result in injuries that include, but are not limited to, sprains, strains or tear of muscles or ligaments; fracture or dislocation of joints or bones; head or facial injuries; spinal cord or internal injuries; or other damages related to pre-existing medical conditions I may have.

4. To the maximum extent permitted by law, I hereby, for myself, my heirs, executors, administrators, assigns or anyone who might claim on my behalf, agree not to bring any claim, and waive, release and discharge the City of Newport Beach, Corona del Mar Community Market, the market managers or the County of Orange, its officials, officers, agents, volunteers, consultants, attorneys and employees ("Released Parties") from any and all duty to me; liability for any damages to me; and/or liability for any damages, losses, costs, and expenses arising out of or in the course of my participation in the Market, including all liability for any active or passive negligence by the Released Parties. This release and waiver extends to all claims of every kind or nature whatsoever, foreseen or unforeseen, known or unknown. I expressly intend this waiver and release to be effective, regardless of whether the claim of liability is asserted in negligence, strict liability or other theory of recovery.

5. I hereby for myself, my heirs, executors, administrators, and assigns, agree to defend and indemnify the Released Parties against any and all manner of actions, causes of actions, suits, debts, claims, demands, or damages or liability or expense of every kind and nature incurred or arising by reason of any actual or claimed negligent or wrongful act or omission of mine while participating in the Market.

**I HAVE READ, UNDERSTAND AND AGREE TO THE WAIVER AND RELEASE OF LIABILITY. I UNDERSTAND THAT BY MY SIGNATURE ON THIS DOCUMENT, I AM WAIVING MY RIGHTS, INCLUDING ANY RIGHTS I MAY HAVE AGAINST THE RELEASED PARTIES**

Dated: \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Witness

Original: To Records

## **EXHIBIT D TRAFFIC REGULATIONS**

1. Prior to Implementing any modifications to the Site Plan, Licensee shall submit the changes to the market layout to the Public Works Department for review and approval.
2. All vehicles shall be lawfully parked. No fire lane exemption.
3. No exclusive use of street, alleys, or sidewalks, except in the License Area pursuant to the terms of this Agreement.
4. No exclusive use of public parking areas.
5. No activities permitted in any portion of public street, sidewalk, or alley, except in the License Area pursuant to the terms of this Agreement.
6. No posting of promotional signs permitted on a portion of public property, including trees, utility poles, street signs unless otherwise approved by relevant City staff.
7. Activities shall not create a pedestrian or traffic hazard. Prevent crowds from standing in streets and from blocking sidewalks.
8. Complete clean-up of the License Area is the responsibility of the Licensee.
9. No vehicles shall be driven onto the sidewalk.
10. All directional signage must be set-up on the day of the Community Market and removed immediately following the event, pursuant to the terms of Section 7 of this Agreement.
11. Licensee shall direct attendees to carpool or use alternate means of transportation to the Community Market to the extent possible. Parking within the residential neighborhood shall be kept to a minimum.
12. Do not block entrances or exits from any building. Do not block Fire Department access to any fire suppression equipment.
13. Licensee shall ensure all traffic control measures for the road closure are installed no later than one-hour before the start of the Community Market and removed immediately following the event, pursuant to the terms of Section 7 of this Agreement.
14. Traffic control equipment may be stored in container on site as depicted on Exhibit A of the Agreement. The City reserves the right to have it removed pursuant to Section 7 of the Agreement, if deemed necessary.

15. The activity area in parking lot and/or public alley right-of-way shall be blocked off with water filled barricades, "k" rails or other approved significant barricade. Applicant is responsible for rental and placement of any traffic control equipment, water filled barricades, "k" rails, and/or vehicles.

Draft

**EXHIBIT E**  
**FIRE DEPARTMENT CONDITIONS OF APPROVAL**

1. Licensee to obtain any necessary Fire Department permits that may be required based on the market layout shown on the Site Plan. Prior to implementing any modifications to the Site Plan, Licensee shall obtain any new or updated permits that may be required by the Fire Department.
2. Do not block entrances or exits from any building. Do not block Fire Department access to any fire suppression equipment.
3. Emergency access must be maintained at all times during the Community Market, including the set-up period before and the clean-up period after the event.
4. Obey all City, County and State regulations. Comply with the lawful orders of Police and Fire personnel, or other government officials.
5. Licensee is responsible for ensuring all tents/canopies/shade structures or other similar equipment being used at the event are properly secured to the ground to ensure the safety of event participants and the public.
6. Inspections required on all tent permits. If tent permit is required, inspection fees apply.
7. Bollards to be installed per permitted plans.
8. Do not exceed posted occupant load inside buildings.
9. Visible and mounted fire extinguishers with current service tags.
10. No smoking signs are required.
11. Illuminated exit signs.
12. Emergency lighting.
13. Exit doors are not to be blocked and are to remain accessible as exits when the tent is occupied.
14. All interior decorative fabrics or materials shall be flame resistant. Provide certificates of flame resistance.
15. Bonding of chairs (if used) in groups of three or more is required when loose seats, folding chairs, or similar seating is not fixed to the floor, the occupant load is 200 or more, and tables are not provided.
16. Cooking and heating equipment shall not be located within 10 feet of exits or combustible materials.

17. Outdoor cooking that produces sparks or grease-laden vapors shall not be performed within 20 feet from a temporary membrane structure, tent, or canopy.
18. LPG containers shall be located outside and be adequately protected and secured. If LPG used, permit must be obtained from Fire Department.
19. Open flame or other devices emitting flame are not permitted inside or within 20 feet of the tent, canopy, or temporary membrane structure.
20. If a pre-event inspection or inspector stand-by services are required, fees shall be charged accordingly.

Draft

## EXHIBIT F INSURANCE REQUIREMENTS

1. Provision of Insurance. Without limiting Licensee's indemnification of City, and prior to commencement of work, Licensee shall obtain, provide and maintain at its own expense during the term of this License, policies of insurance of the type and amounts described below and in a form satisfactory to City. Licensee agrees to provide insurance in accordance with requirements set forth here. If Licensee uses existing coverage to comply and that coverage does not meet these requirements, Licensee agrees to amend, supplement or endorse the existing coverage.
2. Acceptable Insurers. All insurance policies shall be issued by an insurance company currently authorized by the Insurance Commissioner to transact business of insurance in the State of California, with an assigned policyholders' Rating of A- (or higher) and Financial Size Category Class VII (or larger) in accordance with the latest edition of Best's Key Rating Guide, unless otherwise approved by the City's Risk Manager.
3. Coverage Requirements.
  - A. Workers' Compensation Insurance. Licensee shall maintain Workers' Compensation Insurance, statutory limits, and Employer's Liability Insurance with limits of at least one million dollars (\$1,000,000) each accident for bodily injury by accident and each employee for bodily injury by disease in accordance with the laws of the State of California.

Licensee shall submit to City, along with the certificate of insurance, a Waiver of Subrogation endorsement in favor of City, its City Council, boards and commissions, officers, agents, volunteers, and employees.
  - B. General Liability Insurance. Licensee shall maintain commercial general liability insurance, and if necessary excess/umbrella liability insurance, with coverage at least as broad as provided by Insurance Services Office form CG 00 01, in an amount not less than one million dollars (\$1,000,000) per occurrence, two million dollars (\$2,000,000) general aggregate. The policy shall cover liability arising from bodily injury, property damage, product liability, personal and advertising injury, and liability assumed under an insured contract (including the tort liability of another assumed in a business contract) with no endorsement or modification limiting the scope of coverage for liability assumed under a contract. If required, the policy shall be endorsed to include affirmative coverage for Sexual Abuse/Molestation and corporal punishment, or a separate policy shall be obtained with a limit of not less than one million dollars (\$1,000,000) per occurrence and three million dollars (\$3,000,000) general aggregate.

- C. Automobile Liability Insurance. Licensee shall maintain automobile insurance at least as broad as Insurance Services Office form CA 00 01 covering bodily injury and property damage for all activities of Licensee arising out of or in connection with work to be performed under this License, including coverage for any owned, hired, non-owned or rented vehicles, in an amount not less than one million dollars (\$1,000,000) combined single limit each accident.
  - D. Professional Liability Insurance. If determined by the City's Chief of Police for Licensee to secure a private security guard or guards, Licensee shall require and verify that contractor(s) maintain professional liability insurance with limit of not less than two million dollars (\$2,000,000) per occurrence and four million dollars (\$4,000,000) in the aggregate. The policy shall include coverage for assault and battery, abuse and molestation, care custody and control, and false arrest.
  - E. Excess/Umbrella Liability Insurance. If any excess or umbrella liability policies are used to meet the limits of liability required by this contract, then said policies shall be "following form" of the underlying policy coverage, terms, conditions, and provisions and shall meet all of the insurance requirements stated in this contract, including, but not limited to, the additional insured and primary & non-contributory insurance requirements stated herein. No insurance policies maintained by the City, whether primary or excess, and which also apply to a loss covered hereunder, shall be called upon to contribute to a loss until the Contractor's primary and excess/umbrella liability policies are exhausted.
4. Worker's Compensation Insurance Requirements. The policies are to contain, or be endorsed to contain, the following provisions:
- A. Waiver of Subrogation. All insurance coverage maintained or procured pursuant to this License shall be endorsed to waive subrogation against City, its City Council, boards and commissions, officers, agents, volunteers, and employees or shall specifically allow Licensee or others providing insurance evidence in compliance with these requirements to waive their right of recovery prior to a loss. Licensee hereby waives its own right of recovery against City, and shall require similar written express waivers from each of its subcontractors.
  - B. Additional Insured Status. All liability policies including general liability, excess liability and automobile liability, if required, but not including professional liability, shall provide or be endorsed to provide that City, its City Council, boards and commissions, officers, agents, volunteers, and employees shall be included as insureds under such policies.

- C. Primary and Non Contributory. All liability coverage shall apply on a primary basis and shall not require contribution from any insurance or self-insurance maintained by City.
  - D. Notice of Cancellation. All policies shall provide City with thirty (30) calendar days notice of cancellation (except for nonpayment for which ten (10) calendar days notice is required) or nonrenewal of coverage for each required coverage.
5. Additional Agreements Between the Parties. The parties hereby agree to the following:
- A. Evidence of Insurance. Licensee shall provide certificates of insurance to City as evidence of the insurance coverage required herein, along with a waiver of subrogation endorsement for workers' compensation and other endorsements as specified herein for each coverage. Insurance certificates and endorsement must be approved by City's Risk Manager prior to commencement of performance. Current certification of insurance shall be kept on file with City at all times during the term of this License. City reserves the right to require complete, certified copies of all required insurance policies, at any time.
  - B. City's Right to Revise Requirements. City reserves the right at any time during the term of the License to change the amounts and types of insurance required by giving Licensee sixty (60) calendar days advance written notice of such change.
  - C. Enforcement of License Provisions. Licensee acknowledges and agrees that any actual or alleged failure on the part of City to inform Licensee of non-compliance with any requirement imposes no additional obligations on City nor does it waive any rights hereunder.
  - D. Requirements not Limiting. Requirements of specific coverage features or limits contained in this Section are not intended as a limitation on coverage, limits or other requirements, or a waiver of any coverage normally provided by any insurance. Specific reference to a given coverage feature is for purposes of clarification only as it pertains to a given issue and is not intended by any party or insured to be all inclusive, or to the exclusion of other coverage, or a waiver of any type.
  - E. Self-insured Retentions. Any self-insured retentions must be declared to and approved by City. City reserves the right to require that self-insured retentions be eliminated, lowered, or replaced by a deductible. Self-insurance will not be considered to comply with these requirements unless approved by City.
  - F. City Remedies for Non-Compliance. If Licensee fails to provide and maintain insurance as required herein, then City shall have the right but not

# **Attachment B**

RFP No. 2025-14

Draft

# CITY OF NEWPORT BEACH



## REQUEST FOR PROPOSALS NO. 25-14 CORONA DEL MAR CERTIFIED FARMERS' MARKET OPERATOR

**RFP DUE DATE:**

September 30, 2024 by 1:00PM

**RFP ADMINISTRATOR:**

Jennifer Anderson  
[janderson@newportbeachca.gov](mailto:janderson@newportbeachca.gov)

*Interested parties may obtain a copy of this RFP by  
accessing the City of Newport Beach portal:*

<http://www.newportbeachca.gov/bidderportal>

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# RFP INTRODUCTION, INSTRUCTIONS AND TERMS & CONDITIONS



### OBJECTIVE

The City of Newport Beach ("City") is seeking proposals from qualified proposers interested in providing Comprehensive Management Services for a Community Market in the City of Newport Beach. The selected Market Operator will be responsible for providing services in accordance with the Scope of Services section of the RFP. The objective of this Request for Proposals ("RFP") solicitation is to identify the highest-qualified proposer to provide these services over the course of a proposed five (5) year contract term with an option to extend for one (1) additional five (5) year renewal. The City reserves the right to make multiple awards if doing so serves in the best interest of the City. Final contract terms, including compensation and length of the agreement are subject to final City and/or City Council approval.

### BACKGROUND

The City was incorporated September 1, 1906 and the current City Charter was adopted in 1954. The City operates under a Council-Manager form of government. The City is located in the County of Orange and serves a population of approximately 86,000 people. The City covers an area land of approximately 26 square miles, with an additional 25.5 square miles of ocean, bay, and harbor waters.

The City of Newport Beach owns and/or holds in trust a variety of real property, both income and non-income producing assets. The income producing properties vary in use from residential developments, tidelands with yacht basins and upland office space, to telecommunication sites. The City's non-income producing properties also vary in used and include beaches, parks, open space preserves and reservoirs, parking lots, libraries, community, and police and fire station.

### DEFINITIONS

The following is an explanation of terms frequently referred to in this document:

- "City": Refers to the City of Newport Beach.
- "Request for Proposals (RFP)": Refers to the solicitation process wherein the City is seeking proposals.
- "Proposal": The formal response to this solicitation submitted to the City by a Proposer or Proposers.
- "Proposer": Refers to the individual, partnership, or corporation that is submitting a proposal in response to this RFP process.
- "Project": The provision of a Community Market, as requested in this solicitation.
- "Shall": Refers to a mandatory requirement.
- "Contractor or Consultant": Refers to the individual, partnership, or corporation that is awarded a contract by the City upon conclusion of this RFP process.
- "Contract" or "Agreement": A promissory agreement with specific terms between the City and one or more parties that creates, modifies or destroys a legal relation in exchange for consideration.

- “Project Manager”: The City’s Real Property Administrator, or designee as assigned by the City.

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## INSTRUCTIONS

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### RFP REGISTRATION:

All aspects of this RFP will be managed on the City of Newport Beach PlanetBids portal. Interested proposers are required to register with the City by using the following URL/link:

<http://www.newportbeachca.gov/bidderportal>

Any and all updates, addenda, questions and answers and changes to this RFP will be distributed through the Portal. The City shall not be held responsible or liable if interested bidders or proposers do not register for this solicitation specifically and miss any information relevant to this RFP.

### PREBID MEETING:

Prebid meeting mandatory: Yes  
Prebid date and time: September 9 at 11:00AM  
Prebid address and location: Public Parking Lot behind Bandera restaurant  
3201 East Coast Highway  
Newport Beach, CA 92660

Prebid contact: Lauren Wooding Whitlinger  
(949) 644-3236  
[lwooding@newportbeachca.gov](mailto:lwooding@newportbeachca.gov)

Additional instructions: Please bring company business card

### QUESTIONS, ANSWERS AND ADDENDA TO RFP:

**Questions are due on Tuesday, September 17, 2024 by 12:00PM.** Prior to the RFP submission deadline questions may arise regarding the specifications and procedural or administrative matters. All questions pertaining to this RFP shall be submitted using the City of Newport Beach PlanetBids portal, using the "Q&A" tab within this solicitation. Proposers shall contact PlanetBids for all technical matters related to use and function of PlanetBids; proposers **shall not** contact any other City staff with questions. The RFP Administrator will provide formal answers to all questions. Changes to the RFP itself shall only be made by the City via formal written addenda. Addenda will be published and distributed through the Portal. All addenda shall become a part of the RFP document requiring acknowledgment by the proposer.

It is the sole responsibility of the proposer to ensure that they have received the entire Request for Proposals, including any and all questions, answers and addenda by visiting the City of Newport Beach PlanetBids portal.

### SUBMITTAL INFORMATION:

**Proposals are due Monday, September 30, 2024 by 1:00PM.** It is the sole responsibility of the bidder to ensure that their bid and/or proposal is submitted through the City of Newport Beach PlanetBids portal before the stated deadline. In the event you encounter any complications with the Portal or require further assistance, please contact PlanetBids support at (818) 992-1771,

Monday – Friday between 7am – 5pm (PST). The submittal status of a bid and/or proposal can be checked any time using PlanetBids. The City shall not be held liable for complications arising due to connectivity or network issues. Should you have any questions regarding the RFP or contract process, please reach out to the RFP Administrator below:

RFP Administrator: Jennifer Anderson  
Email: [janderson@newportbeachca.gov](mailto:janderson@newportbeachca.gov)

#### PROPOSAL EVALUATION CRITERIA:

Proposals will be evaluated on the basis of the response to all provisions of this RFP. Since this solicitation is an RFP as opposed to a bid, pricing alone will not constitute the entire selection criteria. The City may use some or all of the following criteria and corresponding percentages in its evaluation and comparison of proposals submitted. The criteria listed are not necessarily an all-inclusive list. The order in which they appear is not intended to indicate their relative importance. The City reserves the right to modify the evaluation criteria and percentage of score as deemed appropriate prior to the commencement of evaluation.

PROPOSAL EVALUATION CRITERIA	
EVALUATION CRITERION	PERCENTAGE OF SCORE
Qualifications and Experience of the Firm	40%
Qualifications and Experience of Key Personnel and Staffing	25%
Method of Approach / Project Approach	30%
Pricing for Participating Vendors	5%
The following deficiencies may result in a proposal disqualification, deemed non-responsive or penalized in the evaluation of the proposal:	<ul style="list-style-type: none"> <li>• Missing required submittal documentation.</li> <li>• Cost File submitted in Response File.</li> </ul>
The following deficiencies may result in a penalty in the evaluation of the proposal:	<ul style="list-style-type: none"> <li>• Incomplete submittal documentation.</li> <li>• Number of Exceptions Taken</li> </ul>

The City reserves the right to determine whether or not a proposal meets the specifications and requirements of this RFP and reject any proposal that, in the City's opinion, fails to meet the detail or intent of the requirements. The City reserves the right to reject any and all proposals.

### **SELECTION PROCESS:**

The City shall employ a two-step process to select a contractor for this Project, with an option for a third step, if necessary. In the first step, a panel shall rate all proposals using the criteria described above. Each criterion shall be assigned a unique scoring weight based on the significance of each criterion to the overall success of the Project. Proposals must earn a minimum of 70% of the available points in Step 1 to advance to Step 2. In the second step, a cost analysis shall be performed on all cost proposals and/or fee schedules received from the proposals. A Ratio of Cost score shall be assigned to each Proposal based on the proposed rates for the requested services, adjusted to reflect a projection commensurate with the anticipated contract term. The City reserves the right to initiate a third step which shall involve a panel interview. Proposers invited to this third step shall have their panel interviews evaluated and scored, resulting in an adjustment to the Technical Score.

### **PROJECT SCHEDULE:**

The following is a tentative schedule of this entire RFP process. While the City will attempt to apply the necessary resources to maintain this schedule, the following dates are merely projections, and the City reserves the right to modify this schedule as needed to accommodate the completion of this RFP process.

<b>TENTATIVE PROJECT SCHEDULE</b>	
RFP Published:	August 26, 2024
Mandatory Pre-Bid Meeting	September 9, 2024 11:00AM
Questions from Proposers Due:	September 17, 2024 by 12:00PM
Questions and Answers Posted:	September 20, 2024
Proposals Due:	September 30, 2024 by 1:00PM
Anticipated Contract Award:	October 2024

### **PROPOSAL FORMAT:**

Please refer to the Submittal Checklist and Proposal Format (located in this RFP) section for a comprehensive guide regarding the format of the proposal submittal.

## TERMS AND CONDITIONS

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### **I. Acceptance of Terms and Conditions**

Submission of a proposal indicates acceptance by the company submitting the proposal of the terms, conditions and specifications contained in this RFP and in the Draft Agreement, unless clearly and specifically stated otherwise in the completed Statement of Compliance.

### **II. Precedence of Terms and Conditions**

All terms and conditions of the Draft Agreement are hereby incorporated into this RFP. In the event of a conflict between a provision in the RFP and the Draft Agreement, Draft Agreement shall take precedence.

### **III. Public Record**

Upon submission of a proposal and other materials for consideration by the City, such proposals and materials shall become the property of the City of Newport Beach. Proposals may be subject to public inspection and disclosure pursuant to state and federal law after the award of a contract for this Project. Prior to the RFP deadline, proposals may be modified or withdrawn by an authorized representative of the proposer by written notice to the Purchasing Office.

### **IV. Availability of Records**

All relevant documents pertaining to this RFP and procurement process shall be made available by the Purchasing Office upon successful conclusion of the entire procurement process.

### **V. Late Proposals**

Any proposal which is not received according to the City's submission requirements prior to the deadline date and time set forth in this RFP shall not be considered. The City assumes no responsibility or liability for the transmission, delay, or delivery of a proposal by either public or private carriers.

### **VI. Specificity of Information**

No verbal or written information which is obtained other than through this RFP or its addenda shall be binding on the City. No employee of the City is authorized to interpret any portion of this RFP or give information as to the requirements of the RFP in addition to that contained in or amended to this written RFP document.

### **VII. Errors and Omissions**

This RFP cannot identify each specific, individual task required to successfully and completely implement this Project. The City relies on the professionalism and competence of proposers to be knowledgeable of the general areas identified in the scope of work and to include in their proposals all materials, equipment, required tasks and subtasks, personnel commitments, man-hours, labor, direct and indirect costs, etc. Proposers shall not take advantage of any errors and/or omissions in this RFP document or in the firm's specifications submitted with their proposals. Where such errors or omissions are discovered by the City, full instructions will be given by the City in the form of an addenda.

## **VIII. Proposal Validity**

Unless otherwise noted by the proposer, all proposals shall be held valid for a period of 180 days.

## **IX. Right of Rejection**

The City reserves the right to: (1) Accept or reject any and all proposals or any part of any proposal, and to waive minor defects or technicalities in such; (2) Request clarification of any information contained in a proposal; (3) Solicit new proposals on the same project, or on a modified project, which may include portions of the original RFP as the City may deem necessary; (4) Disregard all non-conforming, non-responsive, or conditional proposals, (5) Reject the response of any proposer who does not pass the evaluation to the City's satisfaction, (6) Allow for the correction of errors and/or omissions; (7) Select the proposal that will best meet the needs of the City, and (8) Negotiate service contract and terms with the successful proposer.

## **X. Right of Rejection of Lowest Fee Proposal**

The City is under no obligation to award this project to the proposer offering the lowest fee proposal. Evaluation criteria expressed in this RFP solicitation shall be used in the proposal evaluation process. In evaluating proposals, the City may consider the qualifications of the proposers and whether the proposals comply with the prescribed requirements. The size and scope of the Project at hand may dictate the degree to which Qualifications-Based Selection processes are utilized.

## **XI. Non-Compliance**

Proposers and/or proposals that do not meet the stated requirements for this Project may be considered noncompliant and may be disqualified, unless such noncompliance is waived by the City. During the evaluation process, the City reserves the right to request additional information or clarification from those submitting proposals, and to allow corrections of errors and/or omissions.

## **XII. Exceptions to Proposal Requirements**

Proposers may find instances where they must take exception with certain requirements or specifications of the RFP and/or Draft Agreement. All exceptions shall be clearly identified using the Statement of Compliance, and written explanations shall include the scope of the exceptions, the ramifications of the exceptions for the City, and a description of the advantage to be gained or disadvantages to be incurred by the City as a result of these exceptions.

## **XIII. Determination of Responsiveness and Responsibility**

The City shall have sole authority in determining the responsiveness and responsibility of any and all proposals. For Proposals containing exceptions to specifications and/or requirements, the City shall have sole authority in determining the extent to which exceptions affect the responsiveness and responsibility of any and all proposals.

## **XIV. Obligation to Award**

The City of Newport Beach is not obligated to enter into a Contract or Agreement on the basis of any proposal submitted in response to this RFP. City reserves the right to award multiple contracts for this Project if it is deemed most advantageous to the City.

**XV. Bidder Reimbursement Prohibition**

The City will not pay for any information herein requested, nor are they liable for any costs incurred by any vendors prior to award of a contract or purchase order. The City may require the finalist proposer(s) to provide on-site presentations and demonstrations of the product(s)/service(s) proposed by the proposer(s). All costs associated with the demonstrations or follow-up interviews are the sole obligation of the proposer(s).

**XVI. Gratuity Prohibition**

Proposers shall not offer any gratuities, favors, or anything of monetary value to any official, employee, or agent of the City for the purpose of influencing consideration of this proposal. Submission of a Proposal indicates proposer certifies that they have not paid nor agreed to pay any person, other than a bona fide employee, a fee or a brokerage resulting from the award of the contract.

**XVII. Contact with City Personnel or Entities**

Questions related to the RFP procurement process, proposal evaluation process and proposal selection process, the RFP Administrator is to serve as the primary point of contact. Proposers shall not contact any City personnel or the RFP Administrator or those from the City's Purchasing Office for matters regarding this Project until conclusion of the entire procurement process, which shall be defined as Agreement Award. Unauthorized contact may result in disqualification of proposals.

**XVIII. Indemnification**

Proposer, at its own expense and without exception, shall indemnify, defend and pay all damages, costs, expenses, including attorney fees, and otherwise hold harmless the City, its employees, and agents, from any liability of any nature or kind in regard to the delivery of these services. Submission of a Proposal indicates proposer waives the right to claims for damages of any nature, whatsoever, based on the Proposal solicitation and/or selection process.

**XIX. Insurance Requirements**

The selected Contractor(s) for this Project shall furnish proof of insurance in accordance with the specific types and limits set forth in the insurance exhibit to the Draft Agreement after the Notice of Intent to Award is issued. Contractor(s) shall be considered ineligible for the contract award if the insurance requirements are not met.

**In addition to the standard requirements of general liability, auto liability and workers' compensation, the City will require professional liability/errors and omissions insurance for this agreement.**

Any self-insured retentions ("SIR") must be declared to and approved by the City. The City reserves the right to require that an SIR be eliminated, lowered, or replaced by a deductible.

**The proposal should disclose the value and type of self-insurance, if any.**

Insurance reviews are conducted through a third party, via an online portal called Ebix. It is required that the selected Contractor(s) maintain the insurance coverage through Ebix.

**XX. Compliance with All Applicable Laws**

Proposer declares that it shall comply with all licenses, statutes, ordinances, regulations and requirements of all governmental entities, including federal, state, county or municipal, whether now in force or hereinafter enacted, including, but not limited to, appropriate Contractor licensing, permits and business licensing.

**XXI. Inclusive Proposal Pricing**

Proposal pricing shall include any and all applicable licenses, insurance coverage, endorsements, bonding and if necessary, any wage compliance deemed necessary to perform the Work or Services as part of the Project described in this RFP. City will not be responsible for reimbursing Contractors for any charges not included in the proposal pricing that are incurred in securing these requirements.

**XXII. Subcontractor/Joint Ventures**

The selected Contractor shall be the Prime Contractor performing the primary functions of the Agreement. If any portion of the Agreement is to be performed by a subcontractor, this must be clearly set forth in the proposal submittal as to what part(s) is/are to be delegated. The City reserves the right to reject any proposal wherein use of subcontractors significantly affects the ability of the proposer to function as the Prime Contractor on the awarded Agreement. The Prime Contractor will at all times be responsible for the acts and errors or omissions of its subcontractors or joint participants and persons directly or indirectly employed by them. Acceptance or rejection of a proposer's request to use subcontractors is at the sole discretion of the City.

## SCOPE OF SERVICES



**Objective:**

Market Operator shall provide the following services to the City, under the direction of the Community Development Department, which shall identify specific tasks, deliverables, and deadlines on an as-needed basis.

The City of Newport Beach is seeking proposals from qualified proposers interested in providing comprehensive Management Services for a Community Market. The selected Market Operator will be responsible for providing services in accordance with the Scope of Services section. The objective of this Request for Proposals ("RFP") solicitation is to identify the highest-qualified proposer to provide these services over the course of a proposed five (5) year contract term with an option to extend for one (1) additional five (5) year renewal. The City reserves the right to make multiple awards if doing so serves in the best interest of the City. Final contract terms, including compensation and length of the agreement are subject to final City and/or City Council approval.

**Contract Term:** Five (5) years with an option to renew for one (1) additional five (5) year term at the discretion of the City Manager, unless terminated earlier as set forth herein.

**Minimum Qualifications:**

- At least five (5) years of experience delivering community markets and/or certified farmer's market for local governments.
- Have qualified personnel who have prerequisite knowledge and experience.
- Have at least three satisfactory references for similar services within past three (3) years OR have performed satisfactory work for City within past three (3) years.
  - The City of Newport Beach reserves the right to contact any of the organizations or individuals listed. Information provided should include:
    - A. Client Name
    - B. Project Description
    - C. Project Start and End Dates
    - D. Client Project Manager's Name, Telephone Number and Email Address
- Provide a list of previous markets, including the names of key staff that participated on the named projects and their specific responsibilities with respect to this scope of work.
- Provide a summary of the individual's or firm's demonstrated capability, experience developing, managing and/or operating community and/or farmers' markets, including the length of time services were provided.
- Meet the insurance requirements detailed in this RFP document.

Note that any unsatisfactory references or unsatisfactory work performance with the City may eliminate the proposer from further consideration.

Proposers who do not meet the Minimum Qualifications may be disqualified.

**Description:**

The City of Newport Beach intends to obtain the services of a qualified Market Operator to oversee all aspects of the community market, from inception to annual operations/management of the market. The Market Operator shall utilize best industry practices and/or best management

practices, which may require additional services not explicitly enumerated. Proposed shall identify any additional services and explain them in their response.

#### Scope of Work for Community Market

### **TASK 1 – DETAILED WORK PLAN:**

The City of Newport Beach aims to present a high-quality, family-friendly community market. The selected Market Operator shall provide a comprehensive Detailed Work Plan, including, but not limited to, the following key components:

#### **1. Family-Friendly Programming:**

- Organize weekly family-friendly games and programming, special events for holidays, and engage with schools and the community. Regularly scheduled pop-ups should be advertised to keep the market fresh and inviting.

#### **2. Music**

- Engage in local performers and school bands that draw their own supporters and patrons to the market.

#### **3. Vendors**

- Vendors should be a mix of food (prepared and produce from certified farmers') and non-food vendors. Local businesses shall get a discounted rate to participate as a market vendor.

#### **4. Detailed Proposed Site Plan:**

- A comprehensive vendor location plan, including the anticipated event circulation pattern and the suggested maximum capacity of community market vendors each week.
- The site plan should take State of California rules and regulations regarding certified farmers' markets into consideration. Local fire department regulations should also be followed to ensure tent sizes and spacing do not present a public hazard.
- Under the terms of the Agreement, the Contractor shall be responsible for obtaining and maintaining any necessary permits related to the market layout and spacing, which may be required by the fire department.
- Contractor may use the portion of Larkspur Avenue between the public parking lots (as shown on the Attachments listed below, to facilitate the best layout for the community market. The public street may be closed to vehicle through traffic for the duration of the community market each week.

#### **5. Operational Guidelines/Rules for the Community Market:**

- A proposed set of Operational Guidelines/Rules for the community market.

#### **6. Typical/Standard Operation Schedule:**

- A proposed standard operating schedule for community market events, including but not limited to:
  - Vendor Set-Up Time
  - Vendor Clean-Up/Breakdown Time
  - Street Closure Guidelines

## **7. Staffing Plan:**

- A detailed staffing plan for managing the market each week, designating a community market manager on-site during market operations to ensure adherence to the contractual agreement between the Market Operator and the City.

## **8. Information Tent**

- Provide an information tent to allow customers and visitors an opportunity for the Market Operator to answer questions and take suggestions on potential new vendors.

## **9. Trash and Recycling Plan:**

- A comprehensive trash disposal and clean-up plan.

## **10. Proposed Signage for the Site:**

- Provide all required signage by State and County Agriculture and Environmental Health. At least two banners identifying the community market must be displayed. Street closure signage must also be provided by the Contractor, and the location of such signage identified on the proposed site plan.

## **11. Social Media Presence:**

- Establish and maintain a social media presence, including but not limited to Instagram and Facebook.

## **12. Restrooms:**

- Provide restrooms and washing stations.

## **TASK 2 – ANNUAL OPERATING/MANAGEMENT SERVICES:**

The Market Operator's ongoing responsibilities shall include the following:

### **1. Certification and Licensing:**

- Apply for and pay all fees related to certification and licenses from regulating agencies, including County and State Agriculture and Environmental Health. The Market Operator will also obtain a City business license and provide copies of any required permits from local, county, or state health, agriculture, and/or safety agencies. The Market Operator will be responsible for ensuring all vendors also comply with the applicable local, county, or state health, agriculture, and/or safety agencies.

## **2. Setup, Operation, Maintenance, and Clean-Up:**

- Responsible for setup, operation, maintenance, sanitation, and cleanup of the community market, including vendor placement according to the approved site plan. The Market Operator shall maintain the market area in a clean and orderly fashion during and after market hours, following guidelines set by the Orange County Health Department and the City.

## **3. Vendor Participation:**

The market must maximize the number of vendors participating in each event, taking into account vendor spacing requirements, fire department permitting requirements, market amenities (like an information tent and restrooms), and will ideally include at least forty (40) vendors per event.

## **4. Event Presentation:**

- Ensure the market is clean, safe, and presentable. Vendors must be grouped according to State regulations and responsible for their own setup and teardown. Management must ensure vendors set up on time and maintain booths free of tripping hazards, display legal signage and licenses, and comply with fire code regulations.

## **5. Vendor Recruitment and Compliance:**

- The Market Operator shall recruit and retain vendors. The Market Operator shall verify that all vendors considered certified farmers' market vendors are "certified producers" or "producers" as defined by California regulations, and ensure vendors adhere to all applicable product quality rules.
- Vendors not considered "certified producers" shall also adhere to all applicable federal, state, and local laws and regulations, including obtaining a business license and complying with health and safety requirements.

## **6. Liability and Permits:**

- Obtain a completed Liability Release Statement from each vendor before participation. Provide a current roster of vendors annually.

## **7. Adherence to Regulations:**

- Ensure operations comply with California Code of Regulations Title 3, Section 1392.1, et seq., and guidelines from the State Department of Agricultural marketing plan. Abide by all federal, state, and local laws, rules, regulations, and City policies.

## **8. Safety and Security:**

- Implement specific security measures as required by City departments. Prevent unauthorized vendor participation without approval.

## **9. Marketing and Outreach:**

- Develop and implement a marketing and promotional program in collaboration with the City. Design and distribute marketing materials and operate a website for market activities. Ensure vendors post and tag the market on social media.

### **TASK 3 – FEES, FINANCIAL TERMS AND RESTRICTIONS:**

#### **1. License Fee:**

- The Market Operator shall pay the City Five Hundred Dollars (\$500) per month, due on the first of each month. The License Fee shall be prorated for partial months.

#### **2. Late Payment:**

- A late charge of ten percent of the overdue amount will be applied if the License Fee is not paid within thirty days of the due date.

#### **3. Annual Adjustment:**

- The License Fee will be adjusted annually based on the Consumer Price Index (CPI) for the Los Angeles-Riverside-Orange County Metropolitan Area, with a maximum annual increase of 2.5%.

#### **4. Prohibited Items:**

- The sale of alcohol, tobacco, CBD, or cannabis-related products is not allowed. All vendors must supply their own equipment and use designated parking areas. Vendors must ensure trip guards are used for cables and provide portable generators if necessary.

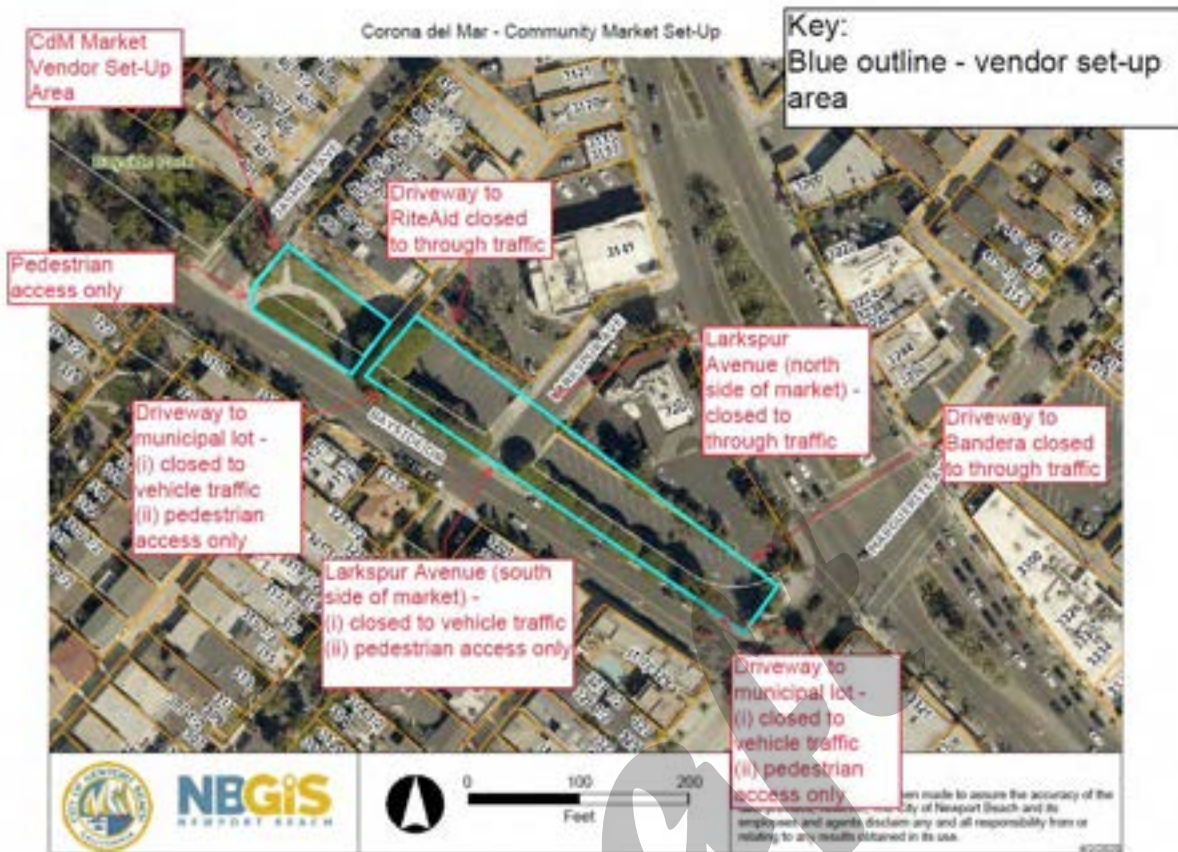
### **ATTACHMENTS**

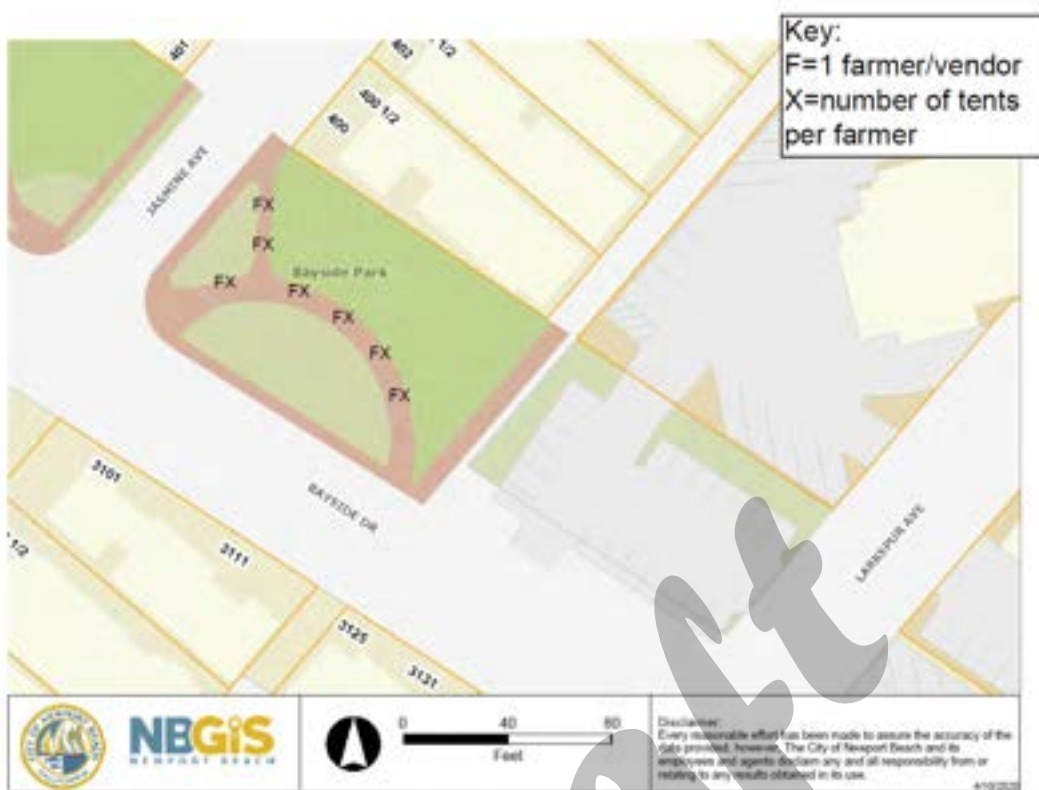
The following pages contain attachments relevant to this project and RFP. They are as follows:

1. Location Map: Corona Del Mar community market – public parking lot at Bayside Drive and Marguerite Avenue, and a portion of Bayside Park. The market should span the following lots: (i) property at the southwest corner of Bayside Drive and Marguerite Avenue (behind Bandera Restaurant located at 3201 Coast Highway E), (ii) the property at the southwest corner of Bayside Drive and Larkspur Avenue (behind the Rite Aid Pharmacy located at 3141 Coast Highway E), and (iii) the property at the southeast corner of Bayside Drive and Jasmine Avenue (which is a portion of Bayside Park).



## 2. Sample Market Layout





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= 1 farmer/vendor  
= number of tents  
er farmer

Map of Newport Beach showing tent locations for the 2014 Farmers Market. The map includes streets like Bayshore Dr, Lakeside Ave, and various tent counts (FX, FXX, FXXX) at different locations. A legend explains the tent counts. A scale bar and north arrow are at the bottom. A disclaimer is also present.

Legend:

- FX = 1 farmer/vendor
- FXX = 2 farmers/vendors
- FXXX = 3 farmers/vendors

Map Labels:

- Bayshore Dr
- Lakeside Ave
- 3111
- 3125
- 3131
- 3135
- 323 1/2
- 3201
- Boyside Park
- FX
- FXX
- FXXX
- FX
- FX
- FX

Scale: 0 40 80 Feet

Disclaimer: Every reasonable effort has been made to assure the accuracy of the data provided, however, The City of Newport Beach and its employees and agents disclaim any and all responsibility from or relating to any results obtained in its use.



## REQUIRED CITY FORMS FOR BID/PROPOSAL SUBMITTAL

A bid/proposal that does not include the completed and signed forms from this section shall be deemed incomplete and materially nonresponsive, and shall not be considered.



## BIDDER/PROPOSER INFORMATION FORM

### BIDDER/PROPOSER CONTACT INFORMATION

Bidder/Proposer Firm Name:

Address for Notices:

City: State: ZIP Code:

Main Contact Name and Title:

Email:

Telephone: Fax:

### BIDDER/PROPOSER SIGNATURE AUTHORIZATION AND CERTIFICATION

Per the California Corporate Code, Business and Professions Code, the Bidder's/ Proposer's Bylaws/Operating Agreement and/or the attached Board Resolutions (if applicable), I/we hereby verify that I/we am/are (an) authorized signatory(ies) for the aforementioned Bidder/Proposer and as such am/are authorized to sign and bind the Bidder/Proposer to contract with the City of Newport Beach.

(1) Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(1) Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

(2) Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(2) Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

### BIDDER/PROPOSER AUTHORITY IS PROVIDED IN ACCORDANCE WITH:

Bidder/Proposer's Bylaws/Operating Agreement Section: \_\_\_\_\_ Copy Attached

Board Resolution Copy Attached

Corporate or Business Professions Code \*\*

\*\* If Bidder/Proposer is a corporation, two (2) authorized signatures will be required on all documents submitted, unless specified in the organization's Bylaws or corporate resolution.

**IMPORTANT NOTE:** If the signature authorization status of any individual changes during the term of the contract, it is the responsibility of the Bidder/Proposer to contact the RFP Administrator regarding the change and to complete and submit a new Bidder/Proposer Information Form. Incorrect information on file may delay the processing of any of the documents submitted.

## STATEMENT OF COMPLIANCE

The undersigned declares that the Proposal submitted to prepare an environmental impact report (EIR) related to proposed surf farm project, as described in, and in response to City of Newport Beach RFP No. 25-14 was prepared in strict compliance with the instructions, conditions, and terms listed in the RFP, Scope of Services and Draft Agreement, with exceptions listed below, if applicable. **At least one box for each item must be checked.**

### RFP Instructions and Terms & Conditions (Check One)

No Exceptions Taken

Exceptions Taken

### Scope of Services (Check One)

No Exceptions Taken

Exceptions Taken

### Insurance Requirements (Check One)

No Exceptions Taken

Exceptions Taken

No Exceptions for Changes to the Draft Contract Agreement Terms and Conditions Shall  
be Allowed

Acknowledgment

If any exceptions are taken, this Statement of Compliance shall include a narrative that identifies each item to which the Bidder/Proposer is taking exception or is recommending change, including the suggested rewording of the contractual obligations or suggested change in the RFP, and identifies the reasons for submitting the proposed exception or change. When available, please reference specific line item numbers as provided in the RFP. The City reserves the right to rule as non-responsive and reject any Proposals that are not accompanied with the required documentation as described above.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

[Attach a separate sheet(s) detailing each exception being taken, if applicable]

## AFFIDAVIT OF NON-COLLUSION AND NON-DISCRIMINATION

---

I hereby swear (or affirm) under the penalty of perjury:

That the attached bid/proposal has been prepared by the bidder/proposer independently and has been submitted without collusion with and without any agreement, understanding, or planned common course of action with any other firm or entity designed to limit fair and open competition;

That the contents of the bid/proposal response have not been communicated by the bidder/proposer or its employees or agents to any person not an employee or agent of the bidder/proposer and will not be communicated to any such persons prior to the official opening of the solicitation responses; and

The bidder/proposer does not and shall not discriminate, will provide equal employment practices, and will adhere to an affirmative action program to ensure that in their employment practices, persons are employed and employees are treated equally and without regard to or because of race, religion, ancestry, national origin, sex, sexual orientation, age, disability, marital status or medical condition.

I certify that the statements in this affidavit are true and accurate.

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Print Name**

\_\_\_\_\_  
**Title**

## AFFIDAVIT OF NON-FEDERAL LOBBYIST REQUIREMENTS CERTIFICATION

Name of Firm: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone No.: \_\_\_\_\_

Acting on behalf of the above-named firm, as its Authorized Official, I certify as follows:

1. No Federal appropriated funds have been paid, by or on behalf of the above named firm to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, loan or cooperative agreement, and any extension, continuation, renewal, amendment, or modification thereof, and;

2. If any funds other than Federal appropriated funds have paid or will be paid to any person for influencing or attempting to influence an officer or employee or any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the above named firm shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities", in accordance with its instructions, and;

3. The above-named firm shall require that the language of this certification be included in the award documents for all sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreement) and that all sub-recipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into the transaction imposed by Section 1352, Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

## VENDOR CONFLICT OF INTEREST DISCLOSURE FORM

All vendors interested in conducting business with the City of Newport Beach must complete and return the Vendor Conflict of Interest Disclosure Form in order to be eligible to be awarded a contract. Please note that all vendors must comply with the conflict of interest policies stated below.

Failure to disclose potential conflicts of interest shall result in disqualification from doing business with the City.

The vendor named below has none of the following conflicts of interest:

1. No City of Newport Beach official or employee or City of Newport Beach employee's immediate family member has an ownership interest in vendor's company or is deriving personal financial gain from this contract;
2. No retired or separated City of Newport Beach official or employee who has been retired or separated from the organization for less than one (1) year has an ownership interest in vendor's company;
3. No City of Newport Beach official or employee is contemporaneously employed or prospectively to be employed with the vendor; and
4. Vendor hereby declares it has not and will not provide gifts or hospitality of any dollar value or any other gratuities to any City of Newport Beach official or employee to obtain or maintain a contract.

If a vendor has a relationship with a City of Newport Beach official or employee or an immediate family member of a City of Newport Beach official or employee, the vendor shall disclose the information required below.

Vendor Name	Vendor Phone Number
Conflict of Interest Disclosure	
Name(s) of City of Newport Beach employees, elected officials, or immediate family members with whom there maybe a potential conflict of interest.	Relationship to employee _____ Interest in vendor's company _____
	Other _____

I certify that the information provided is true and correct by my signature below:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

## DEBARMENT AND SUSPENSION CERTIFICATION

---

Name of Firm: \_\_\_\_\_

I, the undersigned, a duly authorized representative of the above-named firm ("Consultant") to the best of my knowledge and belief, certify as follows:

Consultant, including its principals:

1. Is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency, and not does not have a proposed debarment pending;
2. Has not within the three-year period preceding this certification been convicted of or had a civil judgment rendered against it for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state or local) transaction, contract, or subcontract under a public transaction; for violation of federal or state antitrust statutes; or for commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements or receiving stolen property;
3. Is not presently indicted for or otherwise criminally or civilly charged by a governmental entity (federal, state, or local) with commission of any of the offenses enumerated in paragraph (2) above;
4. Has not within the three-year period preceding this certification had one or more public transactions (federal, state or local) terminated for cause or default; and
5. Consultant further certifies that Consultant, including its principals, is not listed on the government-wide exclusions in the System for Award Management (SAM.gov).

I acknowledge that falsely providing this certification may result in criminal prosecution or administrative sanctions, and that this certification is a required component of all proposals in response to this RFP.

A proposal that does not include a completed and signed version of this certification will be deemed incomplete and materially nonresponsive, and will not be considered.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

One of the mandatory attachments that the PlanetBids portal will prompt you for is called a "Cost File." Please upload this document to satisfy the requirement.

**DO NOT INCLUDE A COPY OF YOUR COST FILE WITH THE MAIN PROPOSAL FILE.** Failure to comply with directions may result in a penalty during the evaluation of the proposal.

### **COST FILE INSTRUCTIONS**

- A. All work shall be performed in accordance with specifications as described in the RFP.
- B. Please enter your proposed pricing in the spaces provided below.
- C. Pricing provided in this Cost File will assist in the determination of the contract award. Unreasonable prices may result in rejection of the entire bid proposal. The City reserves the right to request changes and/or negotiate any Cost File as needed to complete the award process.
- D. Proposer shall submit a **fixed price** Cost File for the entire duration of a five (5) year contract term with an option to extend for one (1) additional five (5) year term. Proposers are encouraged to provide their best pricing. Once the RFP is closed, the City will not accept a revised price unless clarification is requested by the RFP administrator.
- E. Pricing provided shall include any and all labor; materials; equipment; supervision; travel and expenses; inflation/increases (outside of any agreed upon CPI adjustments); and insurance to provide the services as described in the RFP.
- F. Proposers **shall not** modify any content in this document and **shall only** provide responses within the boxes provided.
- G. Proposer shall be solely liable for compensation due to employees and adhere to all minimum wage requirements and overtime guidelines. Proposer shall consider the State of California mandate and provide a cost proposal accordingly to ensure minimum wage requirement is met each year of the resultant contract.
- H. The Cost File shall be valid for 180 calendar days from the closing date of the RFP. If the offer is accepted within that time period, the Proposer agrees to provide all services and items as stipulated in the RFP and any accompanying addenda.

**Other Costs:** In the space below, please indicate any other costs that may be associated with providing the requested services in this RFP that are not included in the table above. The costs provided in this section **will not** be used to assist in the determination of the contract award. Should additional space be required, use a separate page(s) and attach as part of the Cost File.

*The undersigned certifies that submission of this Proposal is made without prior understanding, arrangement, agreement, or connection with any corporation, firm or person submitting a Proposal for the same services, and is in all respects fair and without collusion or fraud. The undersigned certifies that they have not entered into any arrangement or agreement with any City of Newport Beach public officer. The undersigned understands collusive practices are a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.*

\_\_\_\_\_  
Proposer Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name and Title

The Submittal Checklist and Proposal Format is used to help proposers minimize the risk of a proposal being penalized, disqualified or deemed non-responsive. Please review the Evaluation Criteria, Scope of Services and utilize the Submittal Checklist Proposal Format to build a complete RFP document for submittal.

## 1. PRE-PROPOSAL REQUIREMENTS

### ☐ REGISTER ON CITY OF NEWPORT BEACH PLANETBIDS PORTAL AND DOWNLOAD DOCUMENTS

Visit <http://www.newportbeachca.gov/bidderportal> to register for this RFP and download all documents.

## 2. PROPOSAL FORMAT

**Click on the “Place eBid” button (located in the bottom right hand corner of the screen) to start submitting your proposal. After you complete the “Detail” tab with your information, click on the “Attachments” tab, which will prompt you to attach each of the following items that is accompanied with a checkbox:**

### ☐ RESPONSE FILE

For the Response File, please upload a document that addresses the following areas:

- QUALIFICATIONS AND EXPERIENCE OF THE FIRM

A statement shall summarize key elements of the proposal and highlight your firm’s qualifications as they relate to this project and these services requested. The Statement of Qualifications should demonstrate to the City that you possess the experience and qualifications to provide the services requested.

- REFERENCES/RECENT PROJECT HISTORY

Provide at least three (3) references for which your firm has performed similar services. Provide a brief synopsis of the services performed and contact information for each reference. Emphasis will be placed on references that are local government entities. The City reserves the right to contact any references provided.

- QUALIFICATIONS AND EXPERIENCE OF KEY PERSONNEL

Identify key personnel from your firm, including specific management personnel that would be assigned to this Project, if any. Any and all Prime Contractor and Subcontractor relationships and responsibilities must be detailed. If you are not utilizing subcontractors, please provide a narrative confirming this. Identify the City’s primary point(s) of contact for service requests.

- **METHOD OF APPROACH / PROJECT APPROACH**

Confirm that you can perform all services requested in the Scope of Services. If there are any items that cannot be performed, please indicate as such in your response. The response in this section should demonstrate relevant subject matter expertise and convey confidence that you can successfully perform all requested services. If applicable, insert a schedule/implementation timeline.

Please organize your submittal to specifically respond to the tasks outlined in the Scope of Services, including:

Task 1 – Detailed Work Plan

Task 2 – Annual Operating/Management Services

Task 3 – Fees, Financial Terms and Restrictions

**The information requested above is intended as a baseline minimum in order to give the evaluation panel an understanding and familiarity with your operations. If you have more information that can help the panel assess your experience and qualifications for this project, please include it in the Response File.**

### **3. ADDITIONAL DOCUMENT DOWNLOADS, ACKNOWLEDGEMENT, AND SUBMISSION**

☐ Detailed Proposed Site Plan

### **4. COST FILE**

☐ One of the mandatory attachments that the PlanetBids portal will prompt you for is called a “Cost File.” This requirement can be satisfied by completing and uploading the Cost File. The Cost File is either attached as part of the RFP or satisfied by following the requirements requested in the Scope of Services.

**DO NOT INCLUDE A COPY OF YOUR COST FILE WITH THE MAIN PROPOSAL FILE.** Failure to comply with directions may result in a penalty during the evaluation of the proposal.

### **5. REQUIRED SUBMITTAL DOCUMENTS**

☐ BIDDER/PROPOSER INFORMATION FORM

☐ STATEMENT OF COMPLIANCE

- ☐ AFFIDAVIT OF NON-COLLUSION AND NON-DISCRIMINATION
- ☐ AFFIDAVIT OF NON-FEDERALIST LOBBYIST REQUIREMENTS CERTIFICATION
- ☐ VENDOR CONFLICT OF INTEREST DISCLOSURE FORM
- ☐ DEBARMENT AND SUSPENSION CERTIFICATION

## **6. SUBMISSION INSTRUCTIONS**

- ☐ DOWNLOAD AND ACKNOWLEDGE ADDENDA (IF APPLICABLE)  
If issued for this RFP, the Portal will prompt you to download any active addenda. Such addenda will need to be electronically acknowledged before your proposal is accepted. If your proposal is submitted before an addendum is issued, you will be prompted to log back into the Portal and acknowledge outstanding addenda.
- ☐ ELECTRONICALLY TRANSMIT THE PROPOSAL USING THE CITY OF NEWPORT BEACH PLANETBIDS PORTAL  
Click on the “Submit” (green) button to finalize and submit your proposal to the City.

**REVOCABLE LICENSE AGREEMENT  
BETWEEN THE CITY OF NEWPORT BEACH  
AND [REDACTED] FOR  
TEMPORARY USE OF CITY PROPERTY  
FOR CORONA DEL MAR CERTIFIED FARMERS' MARKET**

THIS REVOCABLE LICENSE AGREEMENT FOR TEMPORARY USE OF CITY PROPERTY FOR A CERTIFIED FARMERS' MARKET ("License") is made and entered into as of this [REDACTED] day of [REDACTED] ("Effective Date"), by and between the CITY OF NEWPORT BEACH, a California municipal corporation and charter city ("City"), and [REDACTED] ("Licensee"), and is made with reference to the following:

**RECITALS**

- A. City is a municipal corporation duly organized and validly existing under the laws of the State of California with the power to carry on its business as it is now being conducted under the statutes of the State of California and the Charter of the City.
- B. A certified farmers' market is defined by the California Code of Regulations as a location approved by the county agricultural commissioner of the county where agricultural products are sold by producers or certified producers directly to consumers or to individuals, organizations, or entities that subsequently sell or distribute the products directly to end users. A certified farmers' market may only be operated by one or more certified producers, by a nonprofit organization, or by a local government agency (3 CCR § 1392.2(a)).
- C. Licensee is a producer and has operated a certified farmers' market, in accordance with the Food and Agriculture Code Section 47000 *et seq.* (implementing regulations) and California Code of Regulations, Title 3, Section 1392, *et seq.* (hereinafter "Certified Farmers' Market") in Newport Beach since 1996.
- D. Licensee has requested that he be allowed to continue to operate the Certified Farmers' Market in Corona del Mar on Saturdays.
- E. In accordance with City Council Policy F-7, whenever an open bid process is not conducted prior to entering a license agreement for City property, the City shall make specific findings setting forth the reasons thereof. The City finds that converting the property to another use or changing the licensee of the property would result in excessive vacancy, which would outweigh other financial benefits and the use of the property provides an essential or unique service to the community that might not otherwise be provided were full market value of the property be required.
- F. In consideration of the mutual promises and obligations contained in this Agreement, the receipt and sufficiency of which is hereby acknowledged, City

hereby grants to Licensee the revocable right to temporarily occupy and use the License Area, and Licensee accepts the same on the following terms and conditions.

**NOW, THEREFORE**, it is mutually agreed by and between the undersigned parties as follows:

## **1. LICENSE**

1.1 City grants a non-exclusive license ("License") to Licensee for the term of this Agreement for Licensee to use the City owned public parking lot located at the corner of Marguerite Avenue and Bayside Drive as well as the smaller municipal lot across and including a portion of Larkspur Street, in Corona del Mar, Newport Beach ("License Area"), as further depicted on Exhibit A, which is attached hereto and incorporated herein by reference, on Saturdays for a Certified Farmers' Market.

1.2 The License granted herein is subject to the terms, covenants and conditions hereinafter set forth, and Licensee covenants, as a material part of the consideration for this License, to keep and perform each and every term, covenant and condition of this Agreement.

## **2. USE OF THE LICENSE AREA**

Licensee's use of the License Area shall be limited to the terms of this Agreement. Use of area outside the License Area shall not be allowed without prior written consent of the City.

## **3. PERMITS AND LICENSES**

3.1 Licensee, at its sole expense, shall obtain and maintain during the term of this Agreement, all appropriate permits, licenses and certifications that may be required by any governmental agency, including without limitation those permits as may be issued by the State of California, Department of Agriculture, the Orange County Agricultural Commissioner, the Orange County Health Department and the City of Newport Beach to operate a Certified Farmers' Market.

3.2 License shall provide the License Administrator, as defined in Section 10 below, with a copy of all required permits, licenses and certificates that may be required by Licensee.

## **4. TERM**

4.1 The term of this License shall commence on the Effective Date and shall continue until [REDACTED], with the option to renew for one (1) additional five (5) year term at the discretion of the City Manager, unless terminated earlier as set forth herein.

4.2 The City Manager may renew this License for one (1) additional five (5) year term if it is determined that (i) the terms of the Agreement have been complied

with; (ii) a copy of all required license, permits and certificates are on file with the City's Real Property Administrator; and (iii) the use by Licensee is not causing a negative impact on surrounding properties and uses. Any renewals approved pursuant to this Section must be in writing and approved as to form by the City Attorney for the City.

## **5. FEES**

5.1 Licensee shall pay the City [REDACTED] and [REDACTED] per month ("License Fee"), which amount shall be due and payable on the first of each month (the "Due Date"), commencing on [REDACTED]. The License Fee shall be pro-rated in the event of a partial month's use of the License Area.

5.2 If Licensee fails to pay the License Fee within thirty (30) days of the Due Date, Licensee shall pay a late charge in an amount equal to ten percent (10%) of the amount that was not timely paid by the Licensee.

5.3 Upon the first anniversary of the Effective Date and upon each anniversary of the Effective Date thereafter, the License Fee shall be adjusted in proportion to changes in the Consumer Price Index, subject to the maximum adjustment set forth below. Such adjustment shall be made by multiplying the License Fee by a fraction, the numerator of which is the value of the Consumer Price Index for the calendar month three (3) months preceding the calendar month for which such adjustment is to be made, and the denominator of which is the value of the Consumer Price Index for the same calendar month immediately prior to Effective Date. The Consumer Price Index to be used in such calculation is the "Consumer Price Index, All Items, 1982-84=100 for All Urban Consumers (CPI-U)", for the Los Angeles-Riverside-Orange County Metropolitan Area, published by the United States Department of Labor, Bureau of Labor Statistics. If both an official index and one or more unofficial indices are published, the official index shall be used. If said Consumer Price Index is no longer published at the adjustment date, it shall be constructed by conversion tables included in such new index. In no event, however, shall the amount payable under this Agreement be reduced below the License Fee in effect immediately preceding such adjustment. [REDACTED]

## **6. PURPOSE OF THIS LICENSE**

The purpose of this License is to allow for the operation of a Certified Farmers' Market within the License Area as depicted on Exhibit A. Use of any area outside the License Area shall not be permitted unless prior written consent is provided by the City. Licensee agrees to use the License Area only for the activities described herein, and not to use or permit the use of the License Area for any other purpose without first obtaining the prior written consent of City, which consent may be withheld in City's sole discretion.

## **7. CONDITIONS OF LICENSE**

Licensee shall comply with the following conditions prior to the commencement of use of the License Area:

7.1 Licensee shall procure and maintain any and all required licenses, permits and certifications to operate the Certified Farmers' Market in accordance with Section 3 above.

7.2 Licensee shall submit for review and obtain approval for all advertising and directional signage from the City's Public Works Department and Community Development Department.

7.3 The Licensee shall work with adjacent commercial property owners to reach agreement over the use of parking facilities or develop a shared use parking plan, as determined and approved by the City's Community Development Director. City Staff may assist in obtaining approval.

7.4 Licensee shall submit a site plan and/or floor plan showing the layout of the Certified Farmers' market sales areas, for review and approval by the City's Community Department and Public Works Department. If the City's Community Development and Public Works Department determine that it is necessary, the Licensee shall obtain building permits and/or any other permits required for any proposed improvements.

## **8. CONDITIONS OF OPERATION**

Licensee shall comply with the following conditions of operation during use of the License Area:

8.1 License may utilize the License Area on [REDACTED] from [REDACTED] until [REDACTED]. Set up activities for the Certified Farmers' Market shall not occur prior to [REDACTED]. The Certified Farmers' Market may operate each [REDACTED] [REDACTED] respectively. Licensee shall ensure that the License Area is returned, clean and free of debris, to its original condition no later than [REDACTED] on the same day. City reserves the right to modify the hours of set up and operation, in the City's sole discretion.

8.2 Licensee shall be present during each and every Certified Farmers' Market from commencement of set up to the completion of clean up. On any occasion when Licensee cannot be present during the operation of a Certified Farmers' Market, Licensee may provide a substitute qualified person to manage the operations, subject to prior written approval of the City.

8.3 The storage of materials is expressly prohibited in the License Area beyond the approved hours of use of the License Area.

8.4 Licensee shall recruit and retain vendors for the Certified Farmers' Market and verify that all individual vendors are "certified producers" or "producers" within the meaning of California Code of Regulations Title 3, Sections 1392.2(d) and 1392.2(e) and ensure that vendors adhere to all applicable rules and regulations concerning product quality and that the products offered for sale by vendors are pest and disease free.

8.5 Licensee shall obtain a completed Liability Release Statement from each vendor, prior to the vendor's participation in any Certified Farmers' Market, in the form of Exhibit B, which is attached hereto and incorporated herein by reference. Licensee shall not allow any person or organization to participate in the Certified Farmers' Market until a completed application and Liability Release Statement is received by the City.

8.6 Licensee shall annually, upon the anniversary of the Effective Date, provide to the City a current roster of vendors.

8.7 [REDACTED] vendors shall display and/or sell products at the Certified Farmers' Market. No additions, enlargements or modifications of uses or structures within the License Area shall be allowed without prior approval of the City.

8.8 Licensee shall be responsible for setup, operation, maintenance, sanitation and clean up of the Certified Farmers' Market. Set up shall include placement of vendors in accordance with the approved site plan. Licensee shall be responsible for maintaining the License Area in a clean and orderly fashion during the approved hours of use of the License Area by providing routine removal of foreign material, waste and debris from the License Area. After the completion of each Certified Farmers' Market, Licensee shall be responsible for properly disposing of all trash that has accumulated from the operations of the Certified Farmers' Market. Maintenance, sanitation and clean up shall be conducted within such rules and guidelines as may be promulgated by the Orange County Health Department and the City.

8.9 Operations shall be conducted in accordance with California Code of Regulations Title 3, Section 1392.1, *et seq.*, and within the guidelines set forth in the State of California Department of Agricultural marketing plan.

8.10 All loading and unloading of merchandise, vendor booths and other related improvements shall take place within the License Area.

8.11 The site plan shall be designed and operated so as to conform to access standards set forth by Title 24 of the Uniform Building Code (handicapped access requirements).

[REDACTED]

8.13 [REDACTED] be operated in the License Area. Licensee may not operate or conduct any other event or enterprise unless Licensee receives required additional approvals from the City.

8.14 [REDACTED]  
[REDACTED]

8.15 The Certified Farmers' Market shall not create a significant impact to existing City police services, as determined by the City's Chief of Police. The Licensee may be required to secure a private security guard or guards and/or reimburse the City for additional police services including City Traffic Officer services if these services are required on a regular basis, as determined by the City's Chief of Police.

8.16 Licensee shall comply with all traffic regulations established for the operation of the Certified Farmers' Market by the City Traffic Engineer.

8.17 Licensee covenants and agrees that Licensee shall: (i) not use the License Area for any unlawful purpose; (ii) use the License Area in a careful and proper manner in accordance with this License; and (iii) not bring or use any Hazardous Materials, as defined by state or federal law, on the License Area.

8.18 Licensee shall operate the Certified Farmers' Market in accordance with all applicable provisions of the statutes, rules and regulations of the State of California, the ordinances, and regulations of the County of Orange, and the Charter and Ordinances of the City of Newport Beach.

8.19 City shall be entitled, with a Licensee representative, to inspect the License Area for compliance with the terms of this Agreement, and with all applicable Federal, State and local (including those of the City) government regulations.

## **9. TERMINATION OF LICENSE**

9.1 Notwithstanding the term of this License, this License may be terminated during the term or any extended term in the following manner:

i. By Licensee: At any time, without cause upon the giving of thirty (30) days written notice of termination to City;

ii. By City: At any time, without cause upon the giving of thirty (30) days written notice of termination to Licensee; or

iii. If, after written notice of default to Licensee of any of the terms or conditions of this License, Licensee fails to cure or correct the default within ten (10) business days of receipt of written notice, City may immediately terminate the License.

## **10. ADMINISTRATION**

This License shall be administered by the Community Development Department. The Community Development Director shall be the License Administrator and shall have the authority to act for City under this License. The License Administrator or their authorized representative shall represent City in all matters pertaining to this License.

## **11. INDEMNITY AND LIABILITY FOR DAMAGES**

11.1 Licensee shall indemnify, defend and hold harmless City, its City Council, boards and commissions, officers, agents, volunteers, and employees (collectively, the "Indemnified Parties") from and against any and all claims (including, without limitation, claims for bodily injury, death or damage to property), demands, obligations, damages, actions, causes of action, suits, losses, judgments, fines, penalties, liabilities, costs and expenses (including, without limitation, attorney's fees, disbursements and court costs) of every kind and nature whatsoever (individually, a Claim; collectively, "Claims"), which may arise from or in any manner relate (directly or indirectly) to any breach of the terms and conditions of this License, any work performed or services provided under this License including, without limitation, defects in workmanship or materials or Licensee's presence or activities conducted that relate in any way to this License (including the negligent and/or willful acts, errors and/or omissions of Licensee, employees, vendors, suppliers, and anyone employed directly or indirectly by any of them or for whose acts they may be liable or any or all of them). Notwithstanding the foregoing, nothing herein shall be construed to require Licensee to indemnify the Indemnified Parties from any Claim arising from the sole negligence or willful misconduct of the Indemnified Parties. Nothing in this indemnity shall be construed as authorizing any award of attorney's fees in any action on or to enforce the terms of this License. This indemnity shall apply to all claims and liability regardless of whether any insurance policies are applicable. The policy limits do not act as a limitation upon the amount of indemnification to be provided by the Licensee.

11.2 Licensee shall be liable and responsible for the security, repair and maintenance of the License Area to the extent necessitated by Licensee's use of the License Area under this License, for such time as this License is in effect. Licensee shall use care to protect the License Area and restore it to its original condition to the satisfaction of the City when the License Area is not in use by Licensee.

## **12. INSURANCE**

Without limiting Licensee's indemnification of City, and prior to commencement of work, Licensee shall obtain, provide and maintain at its own expense during the term of this Agreement or for other periods as specified in this Agreement, policies of insurance of the type, amounts, terms and conditions described in the Insurance Requirements attached hereto as Exhibit C, and incorporated herein by reference.

### **13. PROHIBITION AGAINST ASSIGNMENT AND TRANSFER**

This License shall not be assigned or transferred without the prior written approval of City which approval may be withheld in the City's sole discretion.

### **14. CONFLICT OF INTEREST**

The Licensee or its employees may be subject to the provisions of the California Political Reform Act of 1974 ("Act"), which (a) requires such persons to disclose any financial interest that may foreseeably be materially affected by the work performed under this License, and (b) prohibits such persons from making, or participating in making, decisions that will foreseeably financially affect such interest. If subject to the Act, Licensee shall conform to all requirements of the Act. Notwithstanding Section 9.1.3, failure to conform to the requirements of the Act constitutes a material breach and is grounds for immediate termination of this License by City. Licensee shall indemnify and hold harmless City for any and all claims for damages resulting from Licensee's violation of this Section.

### **15. NOTICE**

15.1 All notices, demands, requests or approvals to be given under the terms of this License shall be given in writing, and conclusively shall be deemed served when delivered personally, or on the third business day after the deposit thereof in the United States mail, postage prepaid, first-class mail, addressed as hereinafter provided. All notices, demands, requests or approvals from Licensee to City shall be addressed to City at:

Community Development Department  
City of Newport Beach  
Attn: Real Property Administrator  
100 Civic Center Drive  
PO Box 1768  
Newport Beach, CA 92658

15.2 All notices, demands, requests or approvals from City to Licensee shall be addressed to Licensee at:



### **16. STANDARD PROVISIONS**

16.1 Recitals. City and Licensee acknowledge that the above Recitals are true and correct and are hereby incorporated by reference into this Agreement.

16.2 Compliance with all Laws. Licensee shall at its own cost and expense comply with all statutes, ordinances, regulations and requirements of all governmental entities, including federal, state, county or municipal, whether now in force or hereinafter enacted. In addition, all work prepared by Licensee shall conform to applicable City, county, state and federal laws, rules, regulations and permit requirements and be subject to approval of the License Administrator.

16.3 Waiver. A waiver by either party of any breach, of any term, covenant or condition contained herein shall not be deemed to be a waiver of any subsequent breach of the same or any other term, covenant or condition contained herein, whether of the same or a different character.

16.4 Integrated Agreement. This License represents the full and complete understanding of every kind or nature whatsoever between the parties hereto, and all preliminary negotiations and agreements of whatsoever kind or nature are merged herein. No verbal agreement or implied covenant shall be held to vary the provisions herein.

16.5 Interpretation. The terms of this License shall be construed in accordance with the meaning of the language used and shall not be construed for or against either party by reason of the authorship of the License or any other rule of construction which might otherwise apply.

16.6 Amendments. This License may be modified or amended only by a written document executed by both Licensee and City and approved as to form by the City Attorney.

16.7 Severability. If any term or portion of this License is held to be invalid, illegal, or otherwise unenforceable by a court of competent jurisdiction, the remaining provisions of this License shall continue in full force and effect.

16.8 Controlling Law and Venue. The laws of the State of California shall govern this License and all matters relating to it and any action brought relating to this License shall be adjudicated in a court of competent jurisdiction in the County of Orange.

16.9 Taxes. Licensee acknowledges that the License granted herein may be subject to possessory interest taxes. Licensee shall have the sole obligation to pay any taxes, fees and assessments, plus applicable penalties and interest, which may be imposed by law and arise out of Licensee's License hereunder. Licensee shall indemnify, defend and hold harmless City against any and all such taxes, fees, penalties or interest assessed, or imposed against City hereunder.

16.10 No Third Party Rights. The Parties do not intend to create rights in or grant remedies to, any third party as a beneficiary of this License, or of any duty, covenant, obligation or undertaking established herein.

16.11 No Attorneys' Fees. In the event of any dispute under the terms of this License the prevailing party shall not be entitled to attorneys' fees.

16.12 Counterparts. This Agreement may be executed in two (2) or more counterparts, each of which shall be deemed an original and all of which together shall constitute one and the same instrument.

**[SIGNATURES ON NEXT PAGE]**

Draft

IN WITNESS WHEREOF, the parties have caused this License to be executed on the dates written below.

APPROVED AS TO FORM:  
CITY ATTORNEY'S OFFICE

Date: [REDACTED]

[REDACTED]

ATTEST:

Date: [REDACTED]

[REDACTED]



CITY OF NEWPORT BEACH,  
a California municipal corporation

Date: [REDACTED]  
[REDACTED]

LICENSEE: [REDACTED]

[REDACTED]

[END OF SIGNATURES]

Attachments:

- Exhibit A: Depiction of Premises  
Exhibit B: Vendor Liability Release Statement  
Exhibit C: Insurance Requirements

[REDACTED]

**EXHIBIT A  
DEPICTION OF LICENSE AREA**

Draft




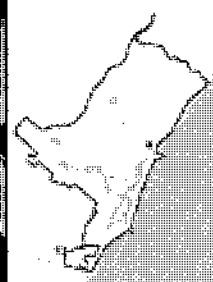


City of Newport Beach  
GIS Division  
February 24, 2014

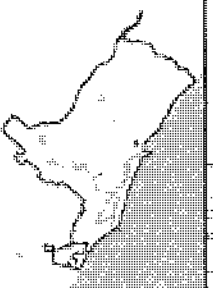
Stall Count :  
32 Unmarked  
2 Handicapped


## Exhibit : A

 Bayside Dr Parking Lot



Esri/MapInfo, Inc. 1/2014



 Larkspur Avenue Parking Lot

Stall Count:  
 19 Unmarked



City of Newport Beach  
 GIS Division  
 February 24, 2014

# Exhibit: A

**EXHIBIT B  
LIABILITY RELEASE STATEMENT**

Draft



**CITY OF NEWPORT BEACH – FARMERS' MARKET  
VENDOR LIABILITY RELEASE STATEMENT**

WHEREAS, the CITY OF NEWPORT BEACH, a California municipal corporation and charter City ("City"), has entered into a License Agreement with [REDACTED] to allow [REDACTED] to use the City owned public parking lot owned located at the corner of Marguerite Avenue and Bayside Drive, and the smaller municipal lot across and including a portion of Larkspur Street, in Corona del Mar, Newport Beach, California for a Certified Farmers' Market ("Farmers' Market");

WHEREAS, I, \_\_\_\_\_, being over the age of eighteen (18), have made a voluntary request to participate in the Farmers' Market; and

WHEREAS, in consideration of acceptance of my entry in the Farmers' Market, I agree on behalf of myself, my heirs, my executors, and administrators, to waive, release, and forever discharge any and all rights and claims for damages which may hereafter accrue to me against the below listed agencies, companies or entities, their officials, employees, as provided herein; and

WHEREAS, the City is willing to allow me to participate in the Farmers' Market pursuant to the below conditions.

NOW, THEREFORE, in consideration of the permission given to participate in the Farmers' Market, I do hereby agree to the following:

1. I recognize that participation in the Farmers' Market is dangerous and contains risk of personal injury, death, disfigurement, disability or property damage or loss ("damages").
2. I have been fully informed of all aspects of the Farmers' Market and all aspects of the activities that I will be participating in at the Farmers' Market. Despite the potential risk of damages to me as a result of my participation in the Farmers' Market, I have decided to participate in the Farmers' Market. I understand and agree that my participation in the Farmers' Market is voluntary and that I may quit the Farmers' Market at any time.
3. I hereby agree to assume any and all risk and responsibility for all risks and damages associated with my participation in the Farmers' Market, whether identified by the City of Newport Beach, Corona del Mar Certified Farmers' Market, Rick Heil, the Market Managers, or the County of Orange including, but not limited to, strenuous physical activity or exertion, tripping or falling and being struck by objects or persons. Such risks may result in injuries that include, but are not limited to, sprains, strains or tear of muscles or ligaments; fracture or dislocation of joints or bones; head or facial injuries; spinal cord or internal injuries; or other damages related to pre-existing medical conditions I may have.

4. To the maximum extent permitted by law, I hereby, for myself, my heirs, executors, administrators, assigns or anyone who might claim on my behalf, agree not to bring any claim, and waive, release and discharge the City of Newport Beach, Corona del Mar Certified Farmers' Market, Rick Heil, the market managers or the County of Orange, its officials, officers, agents, volunteers, consultants, attorneys and employees ("Released Parties") from any and all duty to me; liability for any damages to me; and/or liability for any damages, losses, costs, and expenses arising out of or in the course of my participation in the Farmers' Market, including all liability for any active or passive negligence by the Released Parties. This release and waiver extends to all claims of every kind or nature whatsoever, foreseen or unforeseen, known or unknown. I expressly intend this waiver and release to be effective, regardless of whether the claim of liability is asserted in negligence, strict liability or other theory of recovery.

5. I hereby for myself, my heirs, executors, administrators, and assigns, agree to defend and indemnify the Released Parties against any and all manner of actions, causes of actions, suits, debts, claims, demands, or damages or liability or expense of every kind and nature incurred or arising by reason of any actual or claimed negligent or wrongful act or omission of mine while participating in the Farmers' Market.

**I HAVE READ, UNDERSTAND AND AGREE TO THE WAIVER AND RELEASE OF LIABILITY. I UNDERSTAND THAT BY MY SIGNATURE ON THIS DOCUMENT, I AM WAIVING MY RIGHTS, INCLUDING ANY RIGHTS I MAY HAVE AGAINST THE RELEASED PARTIES**

Dated: \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Witness

Original:      To Records

# **Attachment C**

## Market Site Plan

Draft



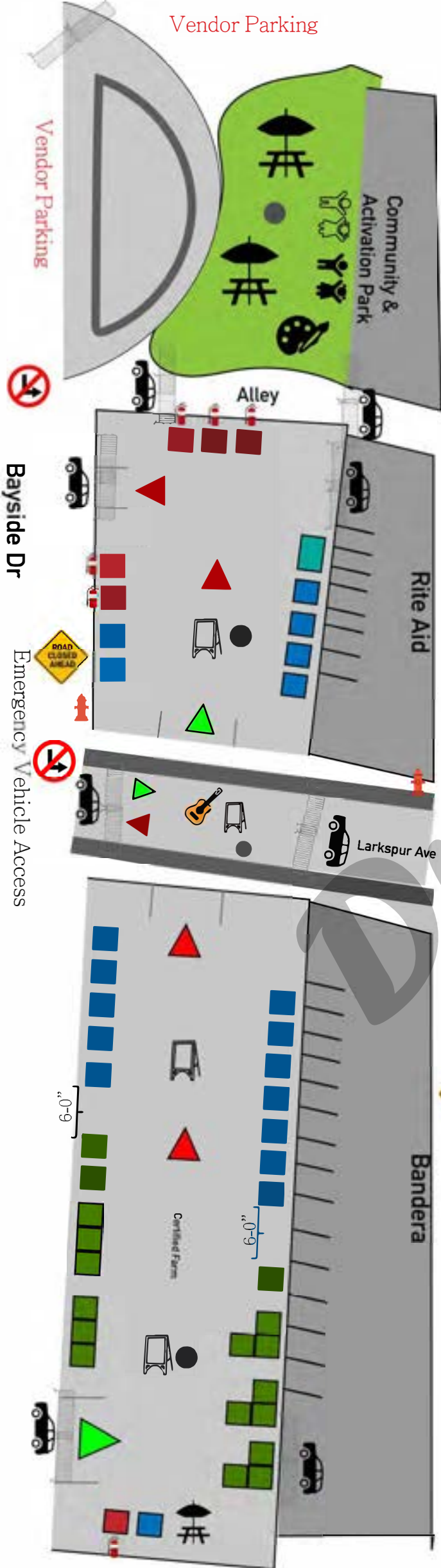
# Heritage Farmers Market at Corona del Mar

## Stall Color Guide

- Prepared Foods
- Pre-Packaged/ Non-Cooking Vendors
- Certified Farm
- Storage Container
- Ingress
- Egress
- Fire Hydrants
- Trash cans
- Barricades
- Fire Extinguisher

- Signage
- Kids Craft Area
- Seating
- Entertainment
- Street Closure Signage
- Block access with vehicle

- 10 x 10 Hot Food Vendors
- 10 x 10 Non-Hot Food Vendors
- Certified Farm
- 10 x 20
- 10 x 30
- 10 x 10



# **Attachment D**

City Council Policy F-7

Draft

## **INCOME AND OTHER PROPERTY**

The City owns and manages an extensive and valuable assortment of property including streets, parks, beaches, public buildings and service facilities. The City also owns or ground leases and/or operates a yacht basin, resort hotel and apartment property, a luxury residential development and various other income-producing properties. Much of the income property is tidelands, filled tidelands or waterfront. Unencumbered fee value of income property is substantial.

As owner/manager of property, the City is the steward of a public trust, and state law requires the City to maximize its returns on state-managed property or be subject to a charge of making a gift of public funds. Nevertheless, the City Council recognizes the importance of this property not only as a revenue generator, but also as a means to provide otherwise financially less feasible uses and facilities that benefit the community.

In managing its property, the City will continually evaluate the potential of all City owned property to produce revenue. This may include leasing or licensing unused land, renting vacant space, and establishing concessions in recreation areas or other similar techniques. The City Council will evaluate the appropriateness of establishing new income generating opportunities on City controlled areas using sound business principles and after receiving input from neighbors, users and the public.

The policy of the City Council is that income and other property be held and managed in accordance with the following:

- A. Whenever a lease, license, management contract, concession or similar action regarding income property is considered by the City, an analysis shall be conducted to determine the maximum or open market value of the property. This analysis shall be conducted using appraisals or other techniques to determine the highest and best use of the property and the highest income generating use of the property.
- B. All negotiations regarding the lease, license, management contract, concession, or similar action regarding income property shall include review of an appraisal or analysis of the use being considered for the property conducted by a reputable and independent professional appraiser, real estate consultant, or business consultant.
- C. The City shall seek, whenever practical and financially advantageous, both in the short and long term, to operate or manage all property and facilities directly with City staff or contractors, provided staff have the expertise needed to competently do so, or to oversee the work of contractors.
- D. In most negotiations regarding the lease, license, management contract, concession, or similar action regarding an income or other property, the City shall seek revenue equivalent to the open market value of the highest and best use; and, whenever practicable the City shall conduct an open bid or proposal process to ensure the highest financial return.

- E. However, in some circumstances the City may determine that use of a property by the public for recreational, charitable or other nonprofit purpose is preferred and has considerable public support, in which case the City may determine that non-financial benefits justify not maximizing revenue from such property. In such circumstances, the City has a vested interest in ensuring that the lessee of such property operates the activities conducted on or from the property in the manner that has been represented to the City throughout the duration of any lease or contract with the City.
- F. Whenever less than the open market or appraised value is received or when an open bid process is not conducted, the City shall make specific findings setting forth the reasons thereof. Such findings may include but need not be limited to the following:
1. The City is prevented by tideland grants, Coastal Commission guidelines or other restrictions from converting the property to another use.
  2. Redevelopment of the property would require excessive time, resources, expertise and costs, which would outweigh other financial benefits.
  3. Converting the property to another use or changing the operator, manager, concessionaire, licensee, or lessee of the property would result in excessive vacancy, relocation or severance costs, real estate commissions, tenant improvement allowances, expenses or rent concessions which would outweigh other financial benefits.
  4. Converting residential property to another use or opening residential leases to competitive bid would create recompensable liabilities and other inequities for long-term residents.
  5. The property provides an essential or unique service to the community or a clearly preferred use that enjoys substantial support in the community that might not otherwise be provided were full market value of the property be required.
  6. The property serves to promote other goals of the City such as affordable housing, preservation of open space, uses available to the public or marine related services.
- G. Generally, lengths of licenses, leases, management contracts, concessions, or similar agreements will be limited to the minimum necessary to meet market standards or encourage high quality improvements and will contain appropriate reappraisal and inflation protection provisions. Also, all agreements shall contain provisions to assure complete audits periodically through their terms.
- H. All negotiations regarding the license, lease, management contract, concession or similar action regarding income property shall be conducted by the City Manager or his/her designee under the direction of any appropriate City committees.
- I. To provide an accurate accounting of actual net revenues generated by the City's income property, all costs directly attributable or allocable to the management of a specific income property shall be charged against the gross revenues collected on that property in the fiscal year the costs are incurred. Costs so chargeable include, but are not limited to, property repairs and maintenance, property appraisals, and consultant fees, as authorized by the City Council, City Manager, or by this Income Property Policy.

- J. The City Manager or his/her designee is authorized to sign a license, lease, management contract, concession, or similar agreement or any amendment thereto, on behalf of the City. Notwithstanding the foregoing, the City Manager or his/her designee, or a City Council member, may refer any license, lease, management contract, concession or similar agreement or any amendment thereto, to the City Council for its consideration and/or action.
  
- K. The City's portfolio of quality income producing properties adds an element of diversification to a portfolio otherwise invested primarily in financial assets. Certain of those income properties are restricted from sale by their terms of grant, state agency regulations or rules, other federal and state guidelines, private covenant or agreement or otherwise. For those properties not so restricted from sale, an analysis shall be prepared to determine the following prior to such income producing property being offered for sale:
  - 1. The maximum open market value of the City's interest in the property in its as is condition.
  - 2. If the property is in an important location, a determination of the possible future consequences of the City no longer controlling that property.
  - 3. If the current rent is contractually low and significant rent increases are likely within a finite period.
  - 4. The likelihood of significant increases in the ability of the property to generate income after the expiration of any current lease of the property.
  - 5. The likelihood of a lease extension being requested by the tenant and the ability to substantially increase rents or require significant improvements to enhance the utility and the value of the property as consideration for granting such an extension.
  - 6. The value of the revenue stream from (i) lease income over the life of an existing lease and/or (ii) likely lease revenue if an existing lease were to be renewed or the property re-let to a different tenant; and/or (iii) lease income from the property if it were to be converted to its highest and best use, compared with the financial benefits of the use of the proceeds of a sale and if, considering the totality of the circumstances, such use of the proceeds of a sale is preferable to retaining the property in question.

### ***History***

Adopted F-24 – 7-27-1992  
 Amended F-24 – 1-24-1994  
 Amended F-7 – 2-27-1995  
 Amended F-7 – 2-24-1997  
 Amended F-7 – 5-26-1998  
 Amended F-7 – 8-11-2009  
 Amended F-7 – 5-14-2013  
 Amended F-7 – 2-12-2019  
 Amended F-7 – 11-14-2023

# **Attachment E**

Public Comments

Draft

**From:** Farris, Jennifer  
**Sent:** April 07, 2025 12:36 PM  
**To:** Brown, Leilani; Jurjis, Seimone  
**Cc:** Wooding, Lauren  
**Subject:** RE: CdM Farmers Market Staff Report - Early Release date  
**Attachments:** CDM Farmers Market Petition.pdf

Good afternoon,

We received the attached comment and petition at the front counter from a member of the public a few minutes ago.

Sincerely,



**Jennifer Farris, MMC**

Assistant City Clerk  
City Clerk's Office  
Office: 949-644-3006

100 Civic Center Dr  
Newport Beach, CA 92660



*Please note that email correspondence with the City of Newport Beach, along with attachments, may be subject to the California Public Records Act, and therefore may be subject to disclosure unless otherwise exempt.*

---

**From:** Brown, Leilani <[LBrown@newportbeachca.gov](mailto:LBrown@newportbeachca.gov)>  
**Sent:** April 07, 2025 12:15 PM  
**To:** Jurjis, Seimone <[sjurjis@newportbeachca.gov](mailto:sjurjis@newportbeachca.gov)>  
**Cc:** Farris, Jennifer <[JFarris@newportbeachca.gov](mailto:JFarris@newportbeachca.gov)>; Wooding, Lauren <[LWooding@newportbeachca.gov](mailto:LWooding@newportbeachca.gov)>  
**Subject:** RE: CdM Farmers Market Staff Report - Early Release date

Good afternoon.

Jennifer Farris will be forwarding correspondence to Lauren to add to the staff report as an attachment.

---



**Leilani I. Brown, MMC**

City Clerk  
City Clerk's Office  
Office: 949-644-3005

100 Civic Center Drive  
Newport Beach, CA 92660

***Serving the Public with Integrity and Professionalism***

**Regular Business Hours, Excluding Holidays:**

Monday to Thursday: 7:30 a.m. to 5:30 p.m.

Friday: 7:30 a.m. to 4:30 p.m.

*Please note that email correspondence with the City of Newport Beach, along with attachments, may be subject to the California Public Records Act, and therefore may be subject to disclosure unless otherwise exempt.*

---

**From:** Jurjis, Seimone <[sjurjis@newportbeachca.gov](mailto:sjurjis@newportbeachca.gov)>

**Sent:** April 07, 2025 12:00 PM

**To:** Brown, Leilani <[LBrown@newportbeachca.gov](mailto:LBrown@newportbeachca.gov)>

**Cc:** Farris, Jennifer <[JFarris@newportbeachca.gov](mailto:JFarris@newportbeachca.gov)>; Wooding, Lauren <[LWooding@newportbeachca.gov](mailto:LWooding@newportbeachca.gov)>

**Subject:** RE: CdM Farmers Market Staff Report - Early Release date

Hi Leilani

We are going to release the staff report today, instead of tomorrow.

Once ready, Lauren will email you the PDF.

I am going to push out a brief article to stunews and connect to the calendar page link below.

Thanks



**Seimone Jurjis**

Assistant City Manager /  
Director of Community Development  
Community Development Department  
Office: 949-644-3282

100 Civic Center Drive  
Newport Beach, CA 92660

---

**From:** Brown, Leilani <[LBrown@newportbeachca.gov](mailto:LBrown@newportbeachca.gov)>  
**Sent:** April 02, 2025 4:56 PM  
**To:** Jurjis, Seimone <[sjurjis@newportbeachca.gov](mailto:sjurjis@newportbeachca.gov)>  
**Cc:** Farris, Jennifer <[JFarris@newportbeachca.gov](mailto:JFarris@newportbeachca.gov)>  
**Subject:** RE: CdM Farmers Market Staff Report - Early Release date

Hi Seimone.

I'm thinking I'll add it to the [Calendar page](#). I can also do an e-Notification to the folks I send the agenda notification to.

Does that sound good?

You're planning on having it go public on Tuesday, correct?



**Leilani I. Brown, MMC**

City Clerk  
City Clerk's Office  
Office: 949-644-3005

100 Civic Center Drive  
Newport Beach, CA 92660

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Friday: 7:30 a.m. to 4:30 p.m.

*Please note that email correspondence with the City of Newport Beach, along with attachments, may be subject to the California Public Records Act, and therefore may be subject to disclosure unless otherwise exempt.*

---

**From:** Jurjis, Seimone <[sjurjis@newportbeachca.gov](mailto:sjurjis@newportbeachca.gov)>  
**Sent:** April 02, 2025 4:36 PM  
**To:** Brown, Leilani <[LBrown@newportbeachca.gov](mailto:LBrown@newportbeachca.gov)>  
**Subject:** FW: CdM Farmers Market Staff Report - Early Release date

Hi Leilani

Below they are asking where to look for the early release on the staff report. What can I tell them?



**Seimone Jurjis**

Assistant City Manager /  
Director of Community Development  
Community Development Department  
Office: 949-644-3282

100 Civic Center Drive  
Newport Beach, CA 92660

---

**From:** Corona del Mar Residents Assn <[Info@Cdmra.org](mailto:Info@Cdmra.org)>  
**Sent:** April 02, 2025 3:51 PM  
**To:** Jurjis, Seimone <[sjurjis@newportbeachca.gov](mailto:sjurjis@newportbeachca.gov)>  
**Cc:** Debbie Stevens <[dstevens@envaudit.com](mailto:dstevens@envaudit.com)>  
**Subject:** CdM Farmers Market Staff Report - Early Release date

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Good afternoon Seimone,

We are in the process of preparing our members' email newsletter which will be published on either April 7 or 8. We are including a save-the-date notice for the April 15 Public Hearing for the CdM Farmers Market.

At our March 20 monthly meeting, you indicated that the Staff Report would be released early for the public's review, likely on April 8. Do you know where on the City website the early release of the Staff Report will be? It would normally be a link in the Council agenda, but that won't be available to the public until April 11.

If we should coordinate with one of your staff members on this, just let us know and we will reach out to them.

Thanks Seimone.

Karen

*Karen Tringali*  
Administration

***Corona del Mar Residents Association***

PO Box 1500 | Corona del Mar, CA 92625 | VM/Text 949.478.2454  
Cdmra.org | Facebook @CdMRA | Instagram & Twitter @CdMRA92625

Corona del Mar Residents Assn (CdMRA) is a 501(c)(3) public charity (ID #83-0928052).  
Donations to CdMRA are tax-deductible to the extent the law allows.

Draft

**7 April 2025**


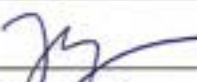

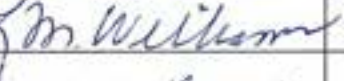



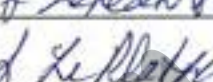
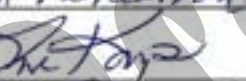


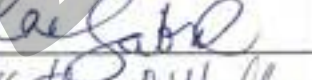
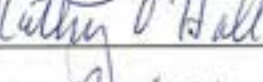
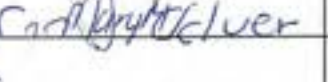


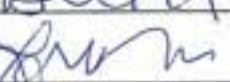




**To: Newport Beach City Council members, City Clerk and City Attorney From: Petitioners ( 209 signatures attached) to Support the continued operation of the Farmers Market under management of Rick Heil as a CERTIFIED FOOD and PLANT ONLY market in Corona Del Mar**

**AND ADDITIONAL REQUESTS RESPECTFULLY SUBMITTED:**

- 1. Consent item on 15 April 2025 agenda regarding the Corona del Mar Farmers market selection of management be MOVED to the REGULAR AGENDA for review and community input**
- 2. ( with minimum 30 day notice to the public) to include:**
- 3. Corona del Mar bidding for management requirements to include requirements for:**
- 4. A parking study to be performed (and properly noticed to all surrounding neighbors) by the City to study any plan to change the existing parking of vendor vehicles inside the perimeter of the parking lot on Saturday mornings**
- 5. A requirement that ALL BIDDERS in the City- issued RFP be required to obtain and maintain CERTIFICATIONS of farmer growers to maintain a certificate issued by the OC Department of Agriculture and food handlers to be certified by the HEALTH Department as is the current requirement of the permit issued to Rick Heil**
- 6. That the MARKET vendors be limited to FOOD and Plant items ONLY as is the current composition of the Saturday market in CDM**
- 7. A requirement that the holder of the City Granted permit be required to assure and insure the City and residents that ABSOLUTELY NO vendors will be allowed to sell firearms, tazers, stolen goods, counterfeit goods or mobile tanning services.**


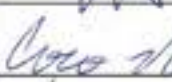

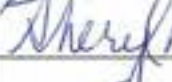

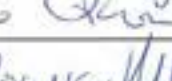
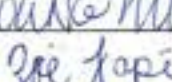
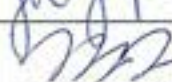
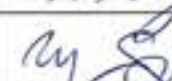





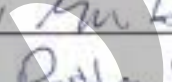


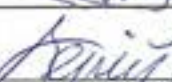
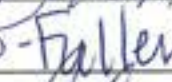
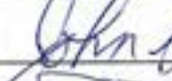



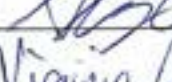
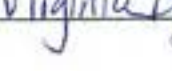


**Petition Log: Save the Corona del Mar Certified Farmers Market  
AS MANAGED BY RICK HEIL**

We, the undersigned, support the continued operation of the Corona del Mar Certified Farmers Market and urge city officials to preserve this valued community tradition.

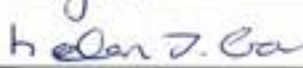
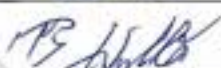
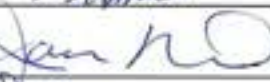


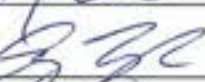


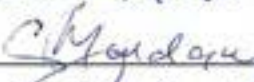

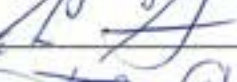

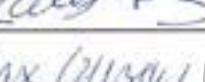




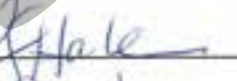
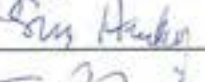



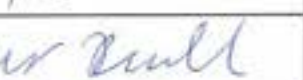




No.	Name	Signature	Email (optional)	Date
1	Nancy Mellis			4/5/25
2	Fred Kamgar			4/5/25
3	Tina Sullivan		sullivan.td@gmail.com	4/5/25
4	LINDA WILLIAMS			4/5/25
5	Teresa Brooks		tbrooks@cypressponge.com	4/5/25
6	Patricia Eckert		patriciaeckert@me.com	4/5/25
7	LESTER SMITH			4/5/25
8	Susan Heikkinen		sland227@gmail.com	4/5/25
9	Garry Heikkinen		sland227@	4/5/25
10	Lynne Karpas			4/5/25
11	DAVID KARPAS			4/5/25
12	Sara Kormanik			4/5/25
13	Rae Gabriel			4/5/25
14	Kathy O'Halloran		kathyohoc@yahoo.com	4/5/25
15	Mary McQuar			4/5/25
16	Dan McQuar			4/5/25
17	Juliana Zuniga		Juliana.zuniga34@gmail.com	4/5/25
18	Victoria Heller			4/5/25
19	Lori Harder		lori@loriharder.com	4/5/25
20	CHRIS HAROER		chris@loriharder.com	4/5/25
21	NOOR LAKHANI		noor.lakhani@rocketmail.com	4/5/25



	NAME	Signature	EMAIL	Date
22	Infed Stamm			4/5/25
23	JERRY C WIER T N I A		JERRY.C@JCL449.COM	
24	Richard Quintanilla			4/5/25
25	Emory Cooley		emorymcooley@gmail.com	4/5/25
26	Eric Grombacher		egrombacher@gmail.com	4/5/25
27	Greg Wolkman		greg.wolkman6@gmail.com	4/5/25
28				
29	Stacy Starbuck			4/5/25
30	Mary Hahn		maryhahnecox.net	4/5/2025
31	Joanne Reynolds		joanne.reynolds@icloud.com	4/5/25
32	Morgan March		mmarch09@gmail.com	4/5/25
33	Joyce A Tucker		joytucker95@gmail.com	4/5/25
34				
35	Jole Nite		jolenite@gmail.com	4/5
36	Edward Gibbs		edward.gibbs@att.net	4/5
37	Barbara Dick		Barbara Dick	4/5 (Gmail)
38	Mari Schmidt		marions542@aol.com	4/5/25
39	Steve Hallam		stevhallam401@gmail.com	4/5/25
40	David Nembhard		dembhard12@gmail.com	4/5/25
41	Corinne Niemann		Corlyniemann@aol.com	
42	Cameron Brown		cbrown@yahoo.com	4/5/25
43	Savani Sathur		Savani.Sathur@gmail.com	4/5/27
44	Jean Bolon		JeanBolon@gmail.com	4/5/25
45	Lori Keegan		lori.keegan@att.net	4/5
46	Beth Gochman		bethgochman@gmail.com	4/5
47	Kene Creever		Kene Creever	4/5
48	Kris Thayer		KTHAYER@CALNEVLAW.COM	4/5


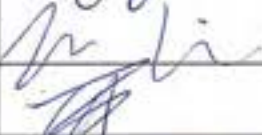



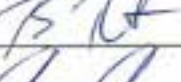




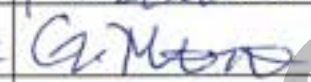





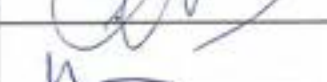
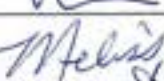
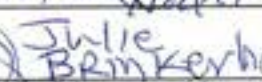


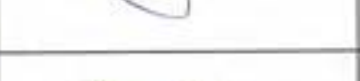

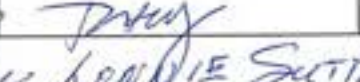



	Name	Signature	E-mail	Date
49	Mitch Price		DOBBOYS@SBCGLOBAL	4-5
50	Coco Nicholas		COCONICHOLAS@me.com	4/5
51	Steven Wayman		STEVENWAYMAN@LIVE.COM	4/5
52	Sheryl Brewer		FLOWERKID@GMAIL.COM	4/5
53	Jamie Frazier		JAMIEJ.FRAZIER@GMAIL.COM	4/5
54	Ronnie Gussner		RONNIEART3@GMAIL.COM	4/5
55	MARQUETTE VIN-YOUNG		MDREARSONMY@AOL.COM	4/5
56	ZOE TAPIE		ZOETAPIE@GMAIL.COM	4/5
57	Monette Zetovich		MONETTEZD@GMAIL.COM	4/5
58	Ty Salerno		TY-SALERNO@GMAIL.COM	4/5
59	Kimberly Salerno		KIMBERLYA.KRUTEL@GMAIL.COM	4/5
60	DANIELE RAZO		DANRAZO@GMAIL.COM	4/5
61	Jim Pallow		JAMESBLULOW@GMAIL.COM	4/5
62	SARAH LUDLOW		SARAH.LUDLOW@DESIGN	4/5
63	Daryl Miller		DARYL.MILLER@COMCAST	4/5
64	GREG HOLOWICKI		GHOLOWIC@YAHOO.COM	4/5
65	Patty Mackey		PATTMACK82@GMAIL.COM	4/5
66	Toy Melle		LOVE2GURF@HOTMAIL.COM	4/5
67	Bob Moosmann		BOBMOOSMAN@YAHOO.COM	4-5-25
68	Donna Mackey		DMACKEY@JACOBSDEVELOP.COM	4/5/25
69	Diane D'Corpo-Fuller		DDMEDICORPO441@GMAIL	4/5
70	John Schran		SCHROBY327@AOL.COM	4/5
71	RICHARD BURGESS		RBURGESS@AOL	"
72	MONIKA AWADALLA		AWADALLAMONIKA@GMAIL.COM	4/5
73	MONIKA FORNABE		SEVEREKA@HOTMAIL.COM	4/5
74	STEVEN WILLIAMS		SCW58CPA@GMAIL.COM	
75	Virginia Aguire		AGVIRGINIA51@GMAIL.COM	4/5

	Name	Signature	E-mail	Date
157	Sheryl L Brewer	Sheryl Brewer	flowerladycdm@gmail.com	4/5/25
158	Nancy Braden	Nancy Braden	fabrielle@aol.com	4/5/25
159	Eric Erpenbeek	Eric Erpenbeek	erpenbeek@grad.com	4.5.25
160	Victoria Miller	Victoria Miller	vmiller@aol.com	4.5.25
161	Gary Beck	Gary Beck	gary.erpenbeek@gmail.com	4/5/25
162	Lisa Erpenbeek	Lisa Erpenbeek	LISAB9435@GMAIL	4-3-25
163	Herb deRosa	Herb deRosa	HERB.deRosa@aol.com	4/5/25
164	James Miller	James Miller	JamesMiller@aol.com	4-5-25
165	Charles Fur	Charles Fur	CharlesFur@gmail.com	4-5-25
166	Scott Rex	Scott Rex	SRM195@gmail.com	4/5/2025
167	Jan Debeuckelaer	Jan Debeuckelaer	jan.debeuckelaer@arch.org	4/5/25
168	Kristine Daems	Kristine Daems	krista@debeuckelaer.com	4/5/25
169	Mick Harbur	Mick Harbur	mdebeuc@gmail.com	4/5/25
170	Dan Thomassen	Dan Thomassen	THOMASSEN2@gmail.com	4/5/25
171	Dorsa Ghobadi	Dorsa Ghobadi	msdorsa4@gmail.com	
172	Pamela Mozay	Pamela Mozay	pmozay@yaho.com	4/5/25
173	Bebe Sherry	Bebe Sherry	alexandra.lise.sherry@gmail.com	
174	Andrea Kelly	Andrea Kelly	AA-SHERILY1@gmail.com	04/05/25
175	Lily Hyatt	Lily Hyatt	sweetpea4@protonmail.com	4/5/25
176	Steve Keefe	Steve Keefe	stevekeefe@protonmail.com	4/5/25
177	Manly O'Keefe	Manly O'Keefe	mo'keefe@yahoo.com	4/4/20
178	Fariba Home	Fariba Home	Fariba.Home@protonmail.com	4/5/25
179	Lgh Marlow	Lgh Marlow	LaylaShaw@gmail.com	4/5/25
180	Greg Sajoak	Greg Sajoak	greg@gts-arch.com	4/5/25
181	Nand	Nand		4-5-25
182	Melanie Elahi	Melanie Elahi	melanie.schotmail.com	4/5/25
183	Mindy Ensign	Mindy Ensign	mindyensign@gmail.com	4/5/25
	A Callahan	A Callahan	acallahan@cox.net	4/5/25

	Name	Signature	E-mail	Date
103	Helen Cameron		hcameron2@gmail.com	4/5/25
104	Billie Hinkley		203981-7007	
105	Jan Murdock		janmurdock@cox.net	4/5/25
106	Tom Stetl		tam@stetl.org	4/5/25
107	Kerry Loughran		kerryaloughran@gmail.com	4/5/25
108	Rory Loughran		rloughran6@gmail.com	4/5/25
109	Tarant Wank		TARANT@FRANK.COM	4/5/25
110	Sharon Stotts		sharonstotts117@hotmail	4/5/25
111	CRAIG Maedany			4/5/25
112	Molly Lynch		molly55lynch@gmail.com	4/5/25
113	Carol Gervin		ce61k@aol.com	4/5/25
114	TINA JENNYNS		tschmidt@celerado.com	4/5/25
115	Katey Burgess		kateymaymay@gmail.com	4/5/25
116	Max Cruzan		max.cruzan@gmail.com	4/5/25
117	Guy Loris		guyxred@attcom.net	4/5/25
118	Jacqueline K...		Jacobs.Kim@100.com	4/5/25
119	Reese Paterson		reese.paterson@icloud.com	4/5/25
120	Bill Stillman		bill.Stillman@Patterson	4/5/2009
121	Pamela Hale		pjhale@mac.com	4/5/25
122	SUSAN HANKS			4-5-25
123	Tina Mikulak			4-5-25
124	Phil Sheard			4/5/24
125	Carol Crawford		20722 KLINE P.E.	4/5/25
126	Jaden Faerber		jadenfaerber@gmail.com	4/5/25
127	Aubrey Russell		aubyrussell9@icloud.com	4/5/25
128	Kate Corrigan		Kate@cwscdefense.com	4/5/25
129	Steve Skolnik		steveskolnik@gmail.com	4-5-25

	Name	Signature	E-mail	Date
184	Tsion Chudnorsky	Tsion Chudnorsky	Tsion_Chud@yahoo.com	4/5/25
185	Ira Altman	Ira Altman	zuzik12@aol.com	4/5/25
186	Susan Neff	Susan Neff	7032@post.com	4/5/25
187	Howard Fishbein	Howard Fishbein	613 JASMEC@comcast.net	4/5/25
188	Christine Fluor	Christine Fluor	4415 SUTREY DR.	4/5/25
189	Maurice Banett	Maurice Banett	mabannett22@gmail.com	4/5/25
190	JAMES JONES	JAMES JONES	jbjones11@gmail.com	4/5/25
191	Wendy Jones	Wendy Jones	724 Markham Dr	4/5/2025
192	SANDY Fishbein	SANDY Fishbein	sandy.wakuta@gmail.com	4/5/25
193	PATRICIA PARKER	PATRICIA PARKER	zarkso@aol.com	4/5/25
194	Beth RAUTALA	Beth RAUTALA	brbitar@gmail.com	4/5/25
195	Janice Keane	Janice Keane	jankeane@earthlink.net	4/5
196	ANNIKA LOGART	ANNIKA LOGART	ANNIKA LOGART@GMAIL.COM	4/5/25
197	DIANE MONDINI	DIANE MONDINI	dmondini@usa.net	
198	Kers Peterson	Kers Peterson	kers@larspeter.com	
199	Greg Brooks	Greg Brooks	gbrooks@cypresscove.com	
200	Martha Unick	Martha Unick	merylsawyer@shcglobal.net	

76	Rosemarie Paquing	rspssteiner@gmail.com	
77	Mondana Behrozi	mondana2caseyleshen.com	
78	Greg Mills		
79	David Forster		
80	Elizabeth Forster		
81	Barbara Brown	NeyatCoast	
82	Ashwin Chitra	dh	
83	Jenna Martin		
84	Marie Benoit	CM	
85	Kiki Bassoul	CDM chassoul@gmail.com	
86	Tatum Fisher	TatumFisher@gmail.com	
87	Lisa Greenberg	dr.lisagreenberg@me.com	
88	Mary Greenberg	zeyde@roadrunner.com	
89	Kor Kraft	kkraft@stradinglao.com	
90	Elena Vladaver	elena11212@yahoo.com	
91	Jacob Friedman	jacob.friedman@yahoo.com	
92	Lourdes Ahn	lourdesahn@yahoo.com	
93	LARRESSA GALLAGHER	LARRESSA11BINES@AOL.com	
94	BRIAN Gallagher		
95	Ken Murdoch	pinmurdoch@aol.net	
96	Giyo Gjola	giyogjola@gmail.com	
97	Harry Yergyan	costa-mesa	
98	Tamara Kelly	CDM	tamara-kelly3@gmail.com
99	Catherine Lavoie	CDM	
100	Odette Ramirez	CDM	090dett@ramirez@gmail.com
101	Tan Hill	Dahlia Cdm	
102	Yohy Gonzalez	YGo	ygonzalez02141997@gmail.com

130	Lazaro Hernandez		lazaro.hernandez65@gmail	4/5/25
131	Megan Phillips		meganapolo@yahoo.com	4/5/25
132	Tyler Poon		tylerpoon@gmail.com	4/5/25
133	Jeff Stellan		J.H. Stellan@roadrunner.com	4/5/25
134	Sam Hauer		SAMCSAMANTHA@get.com	
135	Jeff Hauer		jeffhauer0@gmail.com	
136	Bob Rountree		Bobarountree@jess.com	4/5/25
137	Ann Campbell		CAMPBELLACC@GMAIL	4/5/25
138	Stacy Verden		verdenstacy@gmail.com	4/5/25
139	Rola Gordon		rola@grantgordon.com	4/5/25
140	Kristi Dimmitt		KristiDimmitt4@gmail.com	4/5/25
141	Roy Elkner			4/5/25
142	Colin McKissick			4/5/25
143	Dirk McWane		DMcWane@roadrunner.com	4/5/25
144	Rebecca Skolnik		rebeccaskolnik@aol.com	4/5/25
145	Debbie Stevens		dstevens@enraudit	4/5/25
146	Steve Elliott		elliottsgc@gmail	4/5/25
147	Elizabeth Nordlund		Liz3yo at st-d tech met	4-5-2025
148	Shorene Lekan		ShoreneL@yaho.com	9/4/34827
149	Talya Nevo		NEVO59@gmail.com	4/5/25
150	Melissa Held		mkgheld@icloud.com	4/5/25
151	Julie Brinkerhoff		RealLifeGirl@gmail.com	4/5/25
152	Donald Jacobs		donaldjacobsarchitect.com	4/5/25
153	Elizabeth Klimk		Klimkowski@aol.com	
154	Ben Carbo		bencaux@me.com	
155	Ivey Tatzay		iveyannspiz@gmail.com	
156	Scott Tatzay		Scotttatzay@gmail.com	
KONNIE SUTTER		KONNIE SUTTER	KSUTTER99@GMAIL.COM	
ROBERT SUTTER		Bob C Sutter	RSUTTER@AOL.COM	4/5/25

# Petition Log

SAVE Cdm Certified Farmers MARKET

We the undersigned SUPPORT the continued operation of Cdm  
Farmers market managed BY Rick Heil

No.	NAME	Signature	EMAIL	DATE
201	Jody Bradshaw	Jody Bradshaw	jodybradshaw@gmail.com	4-5-25
202	Jerri Pick	Jerri Pick	jerri_pick@yahoo.com	4-5-25
203	Logan Earley	Logan Earley	logan.earley1@gmail.com	4-5-25
204	Ella Banker	Ella Banker	ellabanker@gmail.com	4/5/25
205	Carolyn Elmore	Carolyn Elmore	elm4woman@aol.com	4-5-25
206	Sharon Wood	Sharon Wood	sharonzwoolecox.net	4-5-25
207	Petya Petrova	Petya Petrova	popsavova@hotmail.com	4/5/25
208	Nikolay KOLEV	Nikolay KOLEV	nikolay@hey.com	4/5/25
209	Melissa Glen	Melissa Glen	melissaglen@gmail.com	4/5/25
210				
211				
212				
213				
214				
215				
216				
217				
218				
219				
220				

**From:** Leon, Jasmine  
**Sent:** April 07, 2025 7:43 AM  
**To:** Wooding, Lauren  
**Subject:** FW:

Good morning, Lauren.

Here is another comment received on the CDM Farmer's Market.

Thank you,



**Jasmine Leon**  
Department Assistant  
Community Development Department  
Office: 949-644-3201  
100 Civic Center Drive 1B  
Newport Beach, CA 92660



---

**From:** forinformation7@gmail.com <forinformation7@gmail.com>  
**Sent:** April 07, 2025 3:43 AM  
**To:** CDD <CDD@newportbeachca.gov>  
**Subject:**

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Hello  
Please don't turn it into a swap meet. Please keep it organic from verified local growers.  
Thank you  
Diane Biggs  
Newport Beach

**From:** Leon, Jasmine  
**Sent:** April 07, 2025 7:42 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Farmers Market

Good morning, Lauren.

Here is a comment received on the CDM Farmer's Market.

Thank you,

Jasmine Leon  
Department Assistant  
Community Development Department  
Office: 949-644-3201

100 Civic Center Drive 1B  
Newport Beach, CA 92660

-----Original Message-----

From: Ronald Lawler <ronald.lawler@att.net>  
Sent: April 05, 2025 1:38 PM  
To: CDD <CDD@newportbeachca.gov>  
Cc: Angel <jnottoli@verizon.net>  
Subject: CDM Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

As a resident of Balboa Island since the 1980's we recognize the Farmers Market on Saturday mornings as an institution, one that we've always hoped would never go away.

We learned today that there are plans to offer the space to a successful bidder rather than renewing an agreement with the market operators, hearing that it could possibly be opened up to a number of food trucks. That being said I think that it's important to note that shoppers who buy produce and other items that require preparation at home is significantly different from a location that cooks meals on location, has diners consume meals onsite and who produce organic and non organic wastes that must be dealt with and disposed of. Today's Farmers Market does not produce those effects.

Kindly reconsider your bidding process that may result in significantly more noise and mess that will need to be dealt with.

Sincerely,  
The Nottoli/Lawler Families  
219 Coral

Draft

**From:** Mulvey, Jennifer  
**Sent:** April 04, 2025 1:17 PM  
**To:** Wooding, Lauren  
**Subject:** FW: Corona Del Mar Farmers Market

---

**From:** City Clerk's Office <[CityClerk@newportbeachca.gov](mailto:CityClerk@newportbeachca.gov)>  
**Sent:** April 04, 2025 12:46 PM  
**To:** Mulvey, Jennifer <[JMulvey@newportbeachca.gov](mailto:JMulvey@newportbeachca.gov)>  
**Subject:** FW: Corona Del Mar Farmers Market

---

From: Garrett, Errica <[egarrett@newportbeachca.gov](mailto:egarrett@newportbeachca.gov)>  
Sent: Friday, April 4, 2025 12:46:02 PM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <[CityClerk@newportbeachca.gov](mailto:CityClerk@newportbeachca.gov)>  
Subject: FW: Corona Del Mar Farmers Market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** carole geronsin <[carole@thegeronsins.com](mailto:carole@thegeronsins.com)>  
**Sent:** April 04, 2025 12:44 PM  
**To:** Stapleton, Joe <[jstapleton@newportbeachca.gov](mailto:jstapleton@newportbeachca.gov)>; Barto, Michelle <[MBarto@newportbeachca.gov](mailto:MBarto@newportbeachca.gov)>; Weigand, Erik <[eweigand@newportbeachca.gov](mailto:eweigand@newportbeachca.gov)>; Grant, Robyn <[rgrant@newportbeachca.gov](mailto:rgrant@newportbeachca.gov)>; Blom, Noah <[NBlom@newportbeachca.gov](mailto:NBlom@newportbeachca.gov)>; Kleiman, Lauren <[lkleiman@newportbeachca.gov](mailto:lkleiman@newportbeachca.gov)>; Weber, Sara <[SWeber@newportbeachca.gov](mailto:SWeber@newportbeachca.gov)>; Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** Corona Del Mar Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Esteemed council people: I am writing this email in sincere hopes you will reconsider changing our loved farmers market. As you know it has been there for nearly three decades and serves much more than a venue with which to purchase certified foods. What makes this market so special are not only the

vendors who actually must account quarterly for their certification, but the gathering place where residents come to meet and greet their neighbors while they shop. As you know only food and flowers are sold there which is what we want. Any of us can go elsewhere to get a more swap meet mentality where a myriad of items are sold. This market actually makes our community better. We are not looking to or even want people coming from outside areas as this market is meant to serve Corona del Mar and other Newport Beach neighborhoods who only want to do their weekly shopping for the freshest organic produce. Many literally walk from their homes, as I do, to shop and others drive. Currently all farmers and vendors are monitored by the Orange County Agriculture Department. These vendors have been there and to my knowledge have had no citations, lawsuits, etc. with the city. Corona del Mar is a smaller eclectic community, unlike Newport Beach or Newport Coast. We prefer smaller over larger. If we want larger or different we can go elsewhere. We don't want more traffic coming in as we want this to be a local market. Many of us are having difficulty understanding the reasoning why they are considering this to be changed after all these years. And while I am not familiar with the politics of a city, I would think you would want to reach out to people who live here and see what their thoughts are. There is an old saying Why fix what works? The farmers market is a good neighbor. We do not want to impact street parking any more than it already is. I, along with many residents, who quite honestly aren't even aware of what it going on want you to delay any decision on this. I would think that anything that is impactful to the residents of a community would require notification so they have knowledge of what the city is attempting to do. To those of you who have not been to the Corona del Mar Farmers Market, I encourage you to come this Saturday to see what it is you are attempting to change. You will see neighbors congregating, talking, purchasing various goods and we have truly outstanding farmers and food purveyors. The kefir, humus, soup, mushrooms, bread, juice etc. is impossible to replace in my eyes. There is something unique and wonderful about a small town environment. We have the opposite all around us. From what I understand the Heritage Company is a large organization that does markets in Los Angeles, Inland Empire, etc. We don't want that. We want local management. Please let's keep our bit of heaven the way it is. I want to thank you for taking the time to read this and hope with all my heart you will consider this carefully. I will be at the market so if you come please find me. Thanks again.

Kind regards,

Carole Geronsin  
PARTNER



Berkshire Hathaway HomeServices  
California Properties

[Carole@TheGeronsins.com](mailto:Carole@TheGeronsins.com)

714.602.3557 Office

714.501.2218 Cell

CA BRE 00604118

[www.TheGeronsins.com](http://www.TheGeronsins.com)

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**From:** Mulvey, Jennifer  
**Sent:** April 02, 2025 2:06 PM  
**To:** Wooding, Lauren  
**Subject:** FW: Corona Del Mar Farmer's Market

---

**From:** Dan Sims <[danielsims200@gmail.com](mailto:danielsims200@gmail.com)>  
**Sent:** April 02, 2025 1:53 PM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** Corona Del Mar Farmer's Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear Council members

As long time customers of the Corona Del Mar Farmers Market, we are concerned with rumored changes to the nature and operation of the venue. The present setup provides a nice balance of products, a relaxed atmosphere and has remained true to the "farm to table" concept. The addition of food trucks, clothing and novelty stalls or other attractions will degrade the essential value and charm of the farmers market. such actions are likely to repel the market's core customers. We don't wish to see it turned into a carnival, and we expect the hosting neighborhood feels the same. Parking is currently manageable, but just. The area can't absorb much more without overwhelming the Bayside Drive neighborhoods. As it stands, the Farmers Market is a little jewel that offers a unique experience. Please keep in mind the old saying, "If it ain't broke, don't fix it."

Thanks for your consideration.

Dan and Janet Sims  
200 Via Lorca, Lido Isle  
Newport Beach  
949-378-6738

**From:** Mulvey, Jennifer  
**Sent:** April 02, 2025 10:42 AM  
**To:** Wooding, Lauren  
**Subject:** Farmers Market Correspondence  
**Attachments:** City Clerk\_20250402\_103236.pdf

Hello! Here is correspondence that council has received regarding your item.

Thank you!



**Jennifer Mulvey**  
Administrative Assistant to the  
City Clerk  
City Clerk's Office  
Office: 949-644-3026  
Main: 949-644-3005  
100 Civic Center Drive  
Newport Beach, CA 92660



Draft

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**Subject:**

FW: CDM Farmers Market

-----Original Message-----

From: Nancy Mullis &lt;nancymullis@gmail.com&gt;

Sent: April 02, 2025 7:46 AM

To: Dept - City Council &lt;CityCouncil@newportbeachca.gov&gt;

Subject: CDM Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.  
Report phish using the Phish Alert Button above.

Dear City Council,

I have shopped at the CDM Farmers Market on Bayside since moving here in 1999. The market is a fun part of my week, and where I buy a lot of what I need.

Dry Dock has the best fish and I have a standing order every week. I buy flowers from David, he has a big fan base! Eggs from Larena (who took over for Don when he died) and Memos farms. Ryan has great frozen soup, vegetables and tomatoes from various vendors, mushrooms from Oak Grove Organic Farms and wonderful soap that is made by the vendor Jim Derner in Santa Monica. Adam has the best fresh nuts and OJ, and Joseph has avocados that are the best, especially when Reed avocados are in season.

Last Saturday I was told that the market space might be changing to another manager/company. Heritage already sent letters to three of the vendors asking them to stay. The person representing Heritage also visited the CDM market several times and told vendors that they were taking over. Is this a done deal ahead of the Council meeting April 15?

I also heard there would be food trucks, music, etc. I do not think Bayside Drive could handle the parking for that, and I would think that any local who loves that market would prefer it to stay as it is.

This is very upsetting news if we won't keep our long time vendors. I hope the Council has not made a decision already, and will consider how Heritage is trying to muscle in...

Thank you for your attention,  
Nancy Mullis

---

**Subject:**

FW: CDM Certified Farmers Market Support

-----Original Message-----

From: Kraft, Karla <KKraft@stradlinglaw.com>

Sent: March 29, 2025 10:45 AM

To: Dept - City Council <CityCouncil@newportbeachca.gov>

Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market.

I learned this morning that there is discussion about changing the management and set of vendors at the Corona del Mar farmers market. On behalf of myself and my family, I strongly object to any change.

I have gone to the market weekly since 2001, when I moved to Corona del Mar. This is where I buy all of my fruit and vegetables, bread, fish, cheese, and flowers for the week. I know all of the vendors by name, and many of the patrons. The market is a fixture of our community, and an important social ritual to start the weekend.

This is not just my story, but the story of the many people who attend the market every week. We want vendors we know and trust with high-quality, certified fruit and vegetables and other specialty foods. We do not want food trucks and craft vendors. Walking around the market this morning there was a mix of anger and upset about the idea of a change. Literally no one expressed interest, excitement, or support for a change in management or composition.

Please listen to the residents of Corona del Mar, and keep our farmers market as it is.

Sent from my iPhone

---

**Subject:**

FW: CDM Certified Farmers Market Support

-----Original Message-----

From: GITTA MUELLER <gittagem@icloud.com>

Sent: March 29, 2025 8:26 PM

To: Dept - City Council <CityCouncil@newportbeachca.gov>

Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.  
Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

We love our market the way it is!  
Leave it as is - it's OUR CDM  
Market!

Sent from my iPhone

Draft

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**Subject:**

FW: CDM Certified Farmers Market Support

-----Original Message-----

From: dmondini@usa.net <dmondini@usa.net>

Sent: March 31, 2025 11:27 AM

To: Dept - City Council <CityCouncil@newportbeachca.gov>

Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.  
Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market I have been going to the farmers market almost every Saturday morning since it opened. It is a wonderful institution where we can buy healthy food. The vendors are like our family after all of these years! Please keep it the way it is as the city will not be the same without it.

Sent from my iPhone

Draft

**From:** Martinez, Savannah  
**Sent:** March 31, 2025 10:31 AM  
**To:** Wooding, Lauren  
**Subject:** FW: cdm farmers market

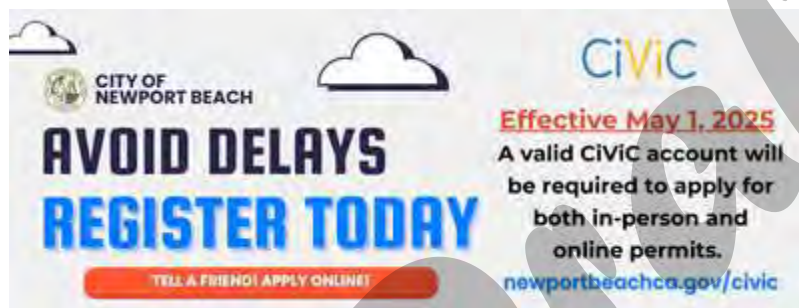
Hi Lauren.

Please see the comment below.

Thank you,



**Savannah Martinez**  
Department Assistant  
Community Development Department  
Office: 949-644-3293  
100 Civic Center Drive, Bay 1B  
Newport Beach, CA 92660



---

**From:** Marilou Collins <mloucollins@gmail.com>  
**Sent:** March 31, 2025 10:07 AM  
**To:** CDD <CDD@newportbeachca.gov>  
**Subject:** cdm farmers market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I enjoy the farmers market as it is now. All the vendors are wonderful. Please do not make any changes to the market

Thank you

--

Marilou Collins  
[mloucollins@gmail.com](mailto:mloucollins@gmail.com)

**From:** Rodriguez, Clarivel  
**Sent:** March 25, 2025 5:18 PM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

-----Original Message-----

From: Randy Curry <randydcurrylaw@gmail.com>  
Sent: March 25, 2025 4:06 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear City Council members:

I am following up as to my 2/1/2025 email previously sent to you (below). It is very unfortunate to learn of the apparent inaccurate and premature conduct of another applicant vying for the unnecessary removal of the current CDM market manager, as was reported in Stu News. The Council, to be a fair and unbiased entity serving the residents of Newport Beach for which each of you members have been elected, really should investigate just where this woman came up with the conclusion that our City Council has already selected her, when a required hearing on this matter is not even scheduled until April 15.

I teach a law school class on Tuesday evenings. Otherwise, I would attend the City Council session on April 15 in support of the present CDM Farmer's Market management and Rick Heil. I shop at the CDM Farmer's Market every Saturday. Though I have been an attorney and resident of Newport Beach for many years, I do not represent anyone connected with this matter. I have personal knowledge of the quality of the market and management, which has been impeccable for years, and should remain as is. How many of you can say that you have ever been to the CDM Farmer's Market? It is a superbly managed and run market every single Saturday. It is an asset to our community and should not be disrupted or changed.

If any of you have questions of me, please do not hesitate to contact me. Thank you.

Sincerely,

Randy Curry  
Law Offices of Randy D. Curry  
2901 W. Coast Hwy., Suite 200  
Newport Beach, California 92663  
949-258-4381

Dear all members of the City Council:

I live on Lido Isle and have my law practice in Newport Beach. I have shopped at the CDM farmer's market for well over 20 years. I go every Saturday. I learned today that changes in the market and management are being considered. Even the thought is ridiculous. As they say, "if it ain't broke don't try to fix it." Please spend your time on issues that matter, and leave this as it is. I want Rick Heil to continue running the CDM Certified Farmers Market. He is a personal and caring manager who does a fantastic job.

Thanks,

Randy Curry

Law Offices of Randy D. Curry

2901 W. Coast Hwy., Suite 200

Newport Beach, California 92663

949-258-4381

Sent from my iPhone

Draft

**From:** Rodriguez, Clarivel  
**Sent:** March 25, 2025 9:48 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market

---

**From:** lizasegretti <[lizasegretti@cox.net](mailto:lizasegretti@cox.net)>  
**Sent:** March 25, 2025 9:36 AM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** CDM Certified Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

It has come to my attention that Heritage Farmers Markets believes itself to be the new manager of the farmers market in Corona Del Mar and is contacting existing vendors. I was under the impression that a decision regarding the management of our market is still outstanding.

Furthermore, I thought there was to be open, public discussion on April 15th.

If a decision has already been made, why even bother with allowing residents to express their desires on this issue?

What is going on?

Why are you choosing Heritage, which has markets completely outside Orange County, to be the new manager?

For the record, I support the current manager, Rick Heil, and am happy with the market the way it is.

The CDM farmers market is an integral part of our community culture. To bring in a new manager completely removed from our community is a mistake and suggests our city council has no interest in representing Corona del Mar residents' interests.

Liza Segretti

[Sent from Yahoo Mail for iPhone](#)

**From:** Anderson, Jennifer  
**Sent:** March 24, 2025 2:40 PM  
**To:** Intencia Garard  
**Cc:** Wooding, Lauren  
**Subject:** Procurement Process

Good afternoon, Intencia,

Lauren asked me to reach out regarding some clarification on our evaluation process for RFPs. As a charter city, the City of Newport Beach adheres to its own procurement policies for services. These policies do not include specific preference programs for designated groups. However, when federal funds are involved in a procurement, the City complies with the uniform guidance policy, which requires notification to eligible businesses during the solicitation process. This particular agreement does not utilize federal funds.

I have included below the evaluation criteria listed in the CDM Certified Farmers' Market Operator RFP:

**PROPOSAL EVALUATION CRITERIA:**

Proposals will be evaluated on the basis of the response to all provisions of this RFP. Since this solicitation is an RFP as opposed to a bid, pricing alone will not constitute the entire selection criteria. The City may use some or all of the following criteria and corresponding percentages in its evaluation and comparison of proposals submitted. The criteria listed are not necessarily an all-inclusive list. The order in which they appear is not intended to indicate their relative importance. The City reserves the right to modify the evaluation criteria and percentage of score as deemed appropriate prior to the commencement of evaluation.

**PROPOSAL EVALUATION CRITERIA**

**EVALUATION CRITERION**

**PERCENTAGE OF SCORE**

Qualifications and Experience of the Firm

40%

Qualifications and Experience of Key Personnel and Staffing

25%

Method of Approach / Project Approach

30%

Pricing for Participating Vendors

5%

The following deficiencies may result in a proposal disqualification, deemed non-responsive or penalized in the evaluation of the proposal:

- Missing required submittal documentation.
- Cost File submitted in Response File.

The following deficiencies may result in a penalty in the evaluation of the proposal:

- Incomplete submittal documentation.
- Number of Exceptions Taken

**SELECTION PROCESS:**

The City shall employ a two-step process to select a contractor for this Project, with an option for a third step, if necessary. In the first step, a panel shall rate all proposals using the criteria described above. Each criterion shall be assigned a unique scoring weight based on the significance of each criterion to the overall success of the Project. Proposals must earn a minimum of 70% of the available points in Step 1 to advance to Step 2. In the second step, a cost analysis shall be performed on all cost proposals and/or fee schedules received from the proposals. A Ratio of Cost score shall be assigned to each Proposal based on the proposed rates for the requested services, adjusted to reflect a projection commensurate with the anticipated contract term. The City reserves the right to initiate a third step which shall involve a panel interview. Proposers invited to this third step shall have their panel interviews evaluated and scored, resulting in an adjustment to the Technical Score.

Please let me know if you need anything else.



**Jennifer Anderson**  
Purchasing & Contracts  
Administrator  
Finance  
949-644-3080  
[janderson@newportbeachca.gov](mailto:janderson@newportbeachca.gov)

100 Civic Center Drive  
Newport Beach, CA 92660

**From:** Rodriguez, Clarivel  
**Sent:** March 24, 2025 2:11 PM  
**To:** Wooding, Lauren  
**Subject:** FW: Farmers Market

---

**From:** nancy gardner <[ngardner636@gmail.com](mailto:ngardner636@gmail.com)>  
**Sent:** March 24, 2025 12:58 PM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I live a block from the market. I don't want music. I want a quiet Saturday morning, but apparently the contract has been let without even a public hearing. What's going on here?

Draft

**From:** Rodriguez, Clarivel  
**Sent:** March 24, 2025 2:10 PM  
**To:** Wooding, Lauren  
**Subject:** FW: Farmers Market

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**From:** nancy gardner <[ngardner636@gmail.com](mailto:ngardner636@gmail.com)>  
**Sent:** March 24, 2025 12:52 PM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I don't believe this has been on the agenda, but apparently a deal has been done.

Greetings,

We are excited to share that Heritage Farmers Market will be taking over the management of the Corona del Mar Farmers Market starting in May! As established farmers market operators with a strong 15 year track record of creating vibrant and successful markets across Southern California, we are eager to enhance the CDM farmers market and ensure it thrives for both vendors and the community.

**Our Plans for Improvement:**

- Increased Marketing & Community Engagement – We will invest in outreach to attract more shoppers and create a stronger local presence.
- Better Vendor Support – Our experienced team will be on-site to assist with operations and ensure a seamless experience for all vendors.
- A Fresh, Curated Market Experience – We will focus on maintaining a high-quality, diverse mix of vendors to keep customers excited to return.
- Activations & Aesthetics - We will beautify the space and add family focused entertainment (cooking demonstrations, kids crafts, music).

If you'd like to continue as a vendor under Heritage Farmers Market, we'd love to have you! To secure your spot, please respond to this email no later than noon on **Tuesday, April 1, 2025** with your name, business name, items you sell, how many canopies you currently have at the CDM FM, email, phone number and website or social media account.

If you have any questions or would like to discuss this transition further, please don't hesitate to reach out. You can also check out our website, and social media pages to get more insight on our operations.

We look forward to working with you and making the Corona del Mar Farmers Market a thriving success!

Best,

*Myisha Croom-Turner*

Co-Founder | Heritage Farmers Market

Website: [HeritageFarmersMarket.org](https://HeritageFarmersMarket.org)

Instagram: [@heritagefarmersmkt](https://www.instagram.com/heritagefarmersmkt)

909.901.9758

Draft

**From:** Rodriguez, Clarivel  
**Sent:** March 24, 2025 2:10 PM  
**To:** Wooding, Lauren  
**Subject:** FW: In Support of CDM Certified Farmers Market

-----Original Message-----

From: Adriana Fourcher <adriana@fourcher.com>  
Sent: March 24, 2025 9:52 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: In Support of CDM Certified Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

As a long time patron of the CDM Certified Farmers Market, and a resident of Corona Del Mar, our family appreciates what Rick Heil has done for the community. The vendors that he has are consistent and their produce, flowers and pasta are wonderful. When I have traveled across the state and visited other farmers market I always come home and am thankful that ours is contained and easy to navigate. We don't have the long lines like at other markets and we don't have a flea market feel.

There is no citizen led push for the Farmers Market to change location or to be expanded. This must be a City idea looking for a project.

Living in the Village residents are highly attuned to the location of open space (every small park) and the challenges of our narrow streets. It is perfect that we can offer a Certified Farmers Market in the heart of the Village, which allows many people to walk and shop. The location uses a parking lot and therefore doesn't impede on pedestrians and families who enjoy the sidewalks and small park -green space areas along Bayside Drive.

A Community Focused Market removes the desired County licensing and inspections that a Certified Farmers Market entails. We like to know that the produce we are purchasing has met the standards to be part of a Certified market. A Community Focused Market implies an expansion of activities, which may or may not serve the needs of the community. Our annual Christmas Walk has become a Mardi Gras event and doesn't support local retailers except for alcohol. The City should respect the residents in the Village. Residents deal with parking issues, noise issues coming off of PCH and air pollution from the thousands of combustion engines that pass by daily.

The proposals to expand to a Community Market increases impacts to the village and those that shop and recreate. It is unclear how the City would accommodate additional programming, music, prepared foods and tables featuring local artisans without expanding the limits of the market and without extending or changing the operating hours (since people aren't going to a concert at 8:30 a.m. and eating a hamburger).

Thank you for considering my perspective.

I am in favor of maintaining a Certified Farmers Market. I am not opposed to improvements if that is the issue but there is no reason to eliminate Rick Heill as the top contender. He has proven his dedication to the community and runs a respectable farmers market.

Draft

**From:** Jurjis, Seimone  
**Sent:** March 24, 2025 1:45 PM  
**To:** Wooding, Lauren  
**Subject:** FW: Farmers Market



**Seimone Jurjis**  
Assistant City Manager /  
Director of Community Development  
Community Development Department  
Office: 949-644-3282  
100 Civic Center Drive  
Newport Beach, CA 92660

---

**From:** nancy gardner <ngardner636@gmail.com>  
**Sent:** March 24, 2025 12:52 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** Farmers Market

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- Better Vendor Support – Our experienced team will be on-site to assist with operations and ensure a seamless experience for all vendors.

- A Fresh, Curated Market Experience – We will focus on maintaining a high-quality, diverse mix of vendors to keep customers excited to return.
- Activations & Aesthetics - We will beautify the space and add family focused entertainment (cooking demonstrations, kids crafts, music).

If you'd like to continue as a vendor under Heritage Farmers Market, we'd love to have you! To secure your spot, please respond to this email no later than noon on **Tuesday, April 1, 2025** with your name, business name, items you sell, how many canopies you currently have at the CDM FM, email, phone number and website or social media account.

If you have any questions or would like to discuss this transition further, please don't hesitate to reach out. You can also check out our website, and social media pages to get more insight on our operations.

We look forward to working with you and making the Corona del Mar Farmers Market a thriving success!

Best,

*Myisha Croom-Turner*

Co-Founder | Heritage Farmers Market

Website: [HeritageFarmersMarket.org](https://HeritageFarmersMarket.org)

Instagram: [@heritagefarmersmkt](https://www.instagram.com/heritagefarmersmkt)

909.901.9758

**From:** Rodriguez, Clarivel  
**Sent:** March 24, 2025 9:28 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Farmers Market

---

**From:** Chad Cooper <[chad@rustyschips.com](mailto:chad@rustyschips.com)>  
**Sent:** March 24, 2025 9:25 AM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** CDM Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Hello,  
My name is Chad Cooper, I am the owner of Rusty's Chips and I am a resident of Newport Beach. I would like to understand what changes are taking place at the CDM Farmers Market and what discussion has been had with the community. We LOVE the Farmers Market and if there are going to be changes, not just in terms of who manages it, but what changes the new manager is bringing, I think the citizens of Newport Beach/CDM have a right to have input. Please let me know if we can set up a call to discuss?

Thank you,  
Chad

--

**Chad Cooper**  
**Chief Chip Officer**  
**Rusty's Chips**  
**949-533-5380**

**From:** Leon, Jasmine  
**Sent:** March 24, 2025 8:28 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Saturday Outdoor Market

Good morning, Lauren.

Below is a comment received regarding the CDM Farmer's Market.

Thank you,

Jasmine Leon  
Department Assistant  
Community Development Department  
Office: 949-644-3201

100 Civic Center Drive 1B  
Newport Beach, CA 92660


-----Original Message-----

From: Eileen Lloyd <eileenmlloyd5@gmail.com>  
Sent: March 22, 2025 2:30 PM  
To: CDD <CDD@newportbeachca.gov>  
Subject: CDM Saturday Outdoor Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

My CDM neighbors and I have been supporting the CDM Farmers Markets as it has grown and thrived over the years under the management of Rick, who has a terrific working relationship with both the locals who shop there and vendors. It would be very discouraging if some newcomer with no experience in the area came along and tried to replace the hard work and dedication Rick has shown.

Sincerely,  
Eileen and Richard Lloyd

Eileen M. Lloyd  
 949-500-5636

Sent from my iPad

**From:** Rodriguez, Clarivel  
**Sent:** March 24, 2025 7:41 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

-----Original Message-----

From: Colin Berger <colinberger@me.com>  
Sent: March 22, 2025 12:18 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

We look forward to many more years of the wonderful gathering place

Draft

**From:** Rodriguez, Clarivel  
**Sent:** March 24, 2025 7:41 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

-----Original Message-----

From: Tracy Berger <berger.tracy@gmail.com>  
Sent: March 22, 2025 12:17 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market.  
We look forward to the continued community support

Thank you 😊

Draft

**From:** Rodriguez, Clarivel  
**Sent:** March 24, 2025 7:40 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

-----Original Message-----

From: Brandon Berger <brandonberger1@gmail.com>  
Sent: March 22, 2025 12:17 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

This is great for the community.

Brandon Berger

Sent from my iPhone

Draft

**From:** Rodriguez, Clarivel  
**Sent:** March 24, 2025 7:40 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

-----Original Message-----

From: VIVIAN BERGER <vivberger45@icloud.com>  
Sent: March 22, 2025 12:17 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Sent from my iPhone

Draft

**From:** Rodriguez, Clarivel  
**Sent:** March 24, 2025 7:40 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

-----Original Message-----

From: diana morris <dianasmorris@yahoo.com>  
Sent: March 22, 2025 11:13 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please! I want Rick Heil to continue running the CDM Certified Farmers Market! Please!

Diana Morris

Sent from my iPhone

Draft

**From:** Rodriguez, Clarivel  
**Sent:** March 24, 2025 7:40 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

-----Original Message-----

From: Kate Groth <Kate.Groth@westent.com>  
Sent: March 22, 2025 10:50 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Have a great day!

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West Entertainment LLC. <<https://www.westent.com>>

**From:** Rodriguez, Clarivel  
**Sent:** March 24, 2025 7:40 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

-----Original Message-----

From: Patricia Eckert <pmebiz@icloud.com>  
Sent: March 22, 2025 10:22 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>; Blom, Noah <NBlom@newportbeachca.gov>; Grant, Robyn <rgrant@newportbeachca.gov>; Weigand, Erik <eweigand@newportbeachca.gov>  
Cc: Dirk Mary <mdirk@troygroup.com>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear City Council Members:

Patricia Eckert here pleading with you to give every possible consideration to maintaining the integrity and quality of the Corona del Mar Farmers market.. with Rick Heil to continue management.

Those of us who observe a ritual of shopping here every Saturday for fresh, healthy, high quality products urge you to maintain the status quo. Grapevine discussion has it that there is an intent to bring in a "Swap meet".. please let me know if there's truth to that rumor. If so, that would be an abomination.

Please let me know what else we can do to protect this jewel of our weekly experience and enjoyment in our special community.

Respectfully,

Patricia Eckert

Sent from my iPhone

**From:** Rodriguez, Clarivel  
**Sent:** March 24, 2025 7:40 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

-----Original Message-----

From: Jennifer Shafon <jennifershafon1@gmail.com>  
Sent: March 22, 2025 10:20 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Jennifer

Sent from my iPhone

Draft

**From:** Rodriguez, Clarivel  
**Sent:** March 24, 2025 7:39 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

-----Original Message-----

From: Nicole <nicolemarie02@yahoo.com>  
Sent: March 22, 2025 9:45 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Sent from my iPhone

Draft

**From:** Rodriguez, Clarivel  
**Sent:** March 24, 2025 7:39 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

-----Original Message-----

From: Machele <machzack@yahoo.com>  
Sent: March 22, 2025 9:46 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Sent from my iPhone

Draft

**From:** Rodriguez, Clarivel  
**Sent:** March 24, 2025 7:39 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

Hi Lauren,

Hope you had a great weekend. I have a few emails. Sorry for taking up your mailbox space.

Thank you,

Clarivel Rodriguez  
Assistant to the Community Development Director Community Development Department  
Office: 949-644-3232

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: March 24, 2025 7:27 AM  
To: Rodriguez, Clarivel <CRodriguez@newportbeachca.gov>  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Jamie Owen <jamiemeagher@me.com>  
Sent: March 22, 2025 9:39 AM

To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Sent from my iPhone

Draft

**From:** Rodriguez, Clarivel  
**Sent:** March 05, 2025 2:52 PM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

Clarivel Rodriguez  
Assistant to the Community Development Director Community Development Department  
Office: 949-644-3232

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: March 05, 2025 1:48 PM  
To: Rodriguez, Clarivel <CRodriguez@newportbeachca.gov>  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Michael Carey <newportalum@yahoo.com>  
Sent: March 05, 2025 1:08 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market.

Michael R. Carey

Sent from my iPhone

Draft

**From:** Rodriguez, Clarivel  
**Sent:** February 12, 2025 12:15 PM  
**To:** Wooding, Lauren  
**Subject:** FW: Corona del Mar Certified Farmers Market

---

**From:** [ljwilliams@roadrunner.com](mailto:ljwilliams@roadrunner.com) <[ljwilliams@roadrunner.com](mailto:ljwilliams@roadrunner.com)>  
**Sent:** February 12, 2025 11:47 AM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** Corona del Mar Certified Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

We have been supporters of the Corona del Mar Certified Farmers Market for many years.  
We want the Certified Market to continue being managed by Rick Heil.

John and Linda Williams  
508 Begonia Avenue  
Corona del Mar, CA 92625

**From:** Rodriguez, Clarivel  
**Sent:** February 11, 2025 9:03 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Farmer's market

---

**From:** Shelley Carlson <[shelley@carlsoneng.com](mailto:shelley@carlsoneng.com)>  
**Sent:** February 10, 2025 2:56 PM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** CDM Farmer's market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Good Afternoon to all members of the city council,  
My husband and I have lived in the village of CDM for almost 4 years. We fully support the betterment of the farmer's market. We hope the city council decides to continue to offer the opportunity for us to shop for locally sourced items, including fresh fruit and vegetables and we would like to see more of a variety of vendors, which offer specialty items from small businesses.  
Kindest Regards,  
Shelley Carlson

**From:** Rodriguez, Clarivel  
**Sent:** February 11, 2025 7:46 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Support of a refreshed CDM Farmer's Market

---

**From:** Denna Majer <[dennamajer@gmail.com](mailto:dennamajer@gmail.com)>  
**Sent:** February 10, 2025 11:13 PM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** Support of a refreshed CDM Farmer's Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear Mayor Stapleton and Council Members,

As a 17-year Newport resident (almost all of which living in CDM) with a young family, I am reaching out to express my strong support for a refreshed Corona del Mar Farmer's Market.

Please consider a competitive bid process that will revitalize this important community amenity. The market is a wonderful way to bring people together, and with some key improvements — such as more vendors/farmers and family activities — it will be widely attended, again!

Thank you,

Denna Majerovic

**From:** Rodriguez, Clarivel  
**Sent:** February 11, 2025 7:41 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Farmers Market

---

**From:** Carol Abram <[carol@anewport.com](mailto:carol@anewport.com)>  
**Sent:** February 10, 2025 7:17 PM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** Fwd: Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

As a CDM resident since the end of 2014, I have spent many Saturdays at the farmers market.

I look forward to checking out the vendors there each week. I do think that this farmers market could get some updating and maybe even an expansion. Its location is great and so is the timing; however its selection is somewhat limited. I often go to the one on Mariners Church because it has many more and varied vendors. I am all for expanding and creating more opportunities for vendors at the CDM farmers market so I can do all my business there.

Thank you so much, Carol Abram



Virus-free. [www.avast.com](http://www.avast.com)

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 2:19 PM  
**To:** Wooding, Lauren  
**Subject:** FW: CdM Farmers market

---

**From:** anil tiwari <[atiwarimd@gmail.com](mailto:atiwarimd@gmail.com)>  
**Sent:** February 10, 2025 1:54 PM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** CdM Farmers market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear Newport Beach council members,

I've lived in CdM/Newport Coast for over twenty years and enjoy visiting the farmers market. I fully support a refresh of the market and hope that the city council decides to continue the tradition of having fresh and locally grown fruits and vegetables available to the community. Make America Healthy Again!

Thank you,  
Anil Tiwari  
4615 Tremont Lane

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 2:19 PM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM farmers' market

-----Original Message-----

From: Linda Goodman <ljpgoodman@gmail.com>  
Sent: February 10, 2025 1:54 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM farmers' market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I Love the Saturday Farmers' market and have been going there for years!! It does however need an upgrade and redo. The location is absolutely the best. Please support a refresh of this wonderful market. Everything is always so wonderful and fresh. We need our local growers - let's support them



Linda Goodman  
Sent from my iPhone

Draft

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 2:19 PM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM FARMERS MARKET

---

**From:** Alys Pisano <[alyspisano@proton.me](mailto:alyspisano@proton.me)>  
**Sent:** February 10, 2025 1:51 PM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** CDM FARMERS MARKET

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear Councilmembers,

We like the idea of a local farmers market, but we need an upgrade. The current operator is not only resistant to meeting the city's needs... He is also unscrupulous, currently spreading fears within the community that the market will be shut down and replaced with "food trucks" unless patrons sign a misleading petition to renew his contract with the city. Please get rid of this guy and find a BETTER operator who takes pride in their business and is enthusiastic about providing our community with better local organic food options. More foot traffic and higher revenues will definitely be the result. We need a change!

Thanks for your time.  
Respectfully,

Alyssa Pisano  
704 Jasmine Ave  
Corona del Mar

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 2:18 PM  
**To:** Wooding, Lauren  
**Subject:** FW: Farmer's Market

---

**From:** Marigold Ave <[marigoldave5@yahoo.com](mailto:marigoldave5@yahoo.com)>  
**Sent:** February 10, 2025 1:30 PM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** Farmer's Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear Council Members,

The CdM farmers market has become increasingly less interesting and has lost it's happy vibe. Even the website lacks enthusiasm. Now instead of walking to the market, I drive to Mariner's market in Irvine. Can we enlist change so it becomes attractive again to shop at my **local** farmer's market?

Carolina Cohen  
CdM longtime resident

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 10:11 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Farmer's Market  
**Attachments:** Legal Disclaimer.txt

---

**From:** Sabaugh, Jason <[jason.sabaugh@ubs.com](mailto:jason.sabaugh@ubs.com)>  
**Sent:** February 10, 2025 9:18 AM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** Farmer's Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear Members of the Newport Beach City Council,

I am writing to urge the consideration of initiating a Request for Proposal (RFP) process for the management and operation of the Corona Del Mar Farmer's Market. Here are several compelling reasons why this step is crucial:

**\*\*1. Current Inefficiencies:\*\***

- The existing management of the farmers market has not utilized resources effectively. There are reports of logistical issues, including inadequate vendor coordination and insufficient variety in the products offered, which do not meet the diverse needs of our community.

**\*\*2. Lack of Marketing:\*\***

- One of the significant shortcomings of the current market is the absence of a robust marketing strategy. There is minimal to no promotion, which has resulted in low awareness among local residents and visitors alike. An RFP could attract operators with proven marketing expertise to boost visibility and attendance.

**\*\*3. Decreased Community Engagement:\*\***

- Attendance at the Corona Del Mar Farmers Market has noticeably declined over the years. This indicates a disconnect between what the market offers and what the community desires or expects. A new operator through an RFP might bring innovations such as community events, educational workshops, and special themes that could reinvigorate community interest and participation.

**\*\*4. Economic and Social Benefits:\*\***

- A revitalized farmers market could serve as a significant economic booster for local farmers, artisans, and small businesses. Moreover, it would enhance social interactions, fostering a stronger sense of community. An RFP would allow us to select vendors and managers who align with our community's values, promoting sustainability and local produce.

**\*\*5. Opportunity for Improvement:\*\***

- By opening the management to competitive proposals, we could see innovative ideas and best practices from other successful markets. This could lead to improvements in layout, timing, special events, and overall market experience.

**\*\*6. Transparency and Accountability:\*\***

- An RFP process ensures transparency in how the market is managed, providing clear criteria for selection and operation. This would make the market operations more accountable to both the city and its residents.

**\*\*7. Long-term Vision:\*\***

- Establishing an RFP now allows us to plan for the long-term success of the market. It provides the city with the opportunity to set specific goals like sustainability, community health, and cultural enrichment, ensuring that future operations align with these objectives.

Thank you for considering this proposal. I believe that through a well-managed RFP, we can transform the Corona Del Mar Farmers Market into a vibrant, community-centered hub that we can all take pride in.

Sincerely,

Jason Sabaugh  
606 Michael Pl  
(913) 220-7099

**Jason M. Sabaugh, CFP®, CEPA®**  
First Vice President – Wealth Management  
CA #0F84936

[The Sabaugh Group, Since 1982](#)

888 San Clemente Dr, Suite 300 | Newport Beach, CA 92660  
Phone (Voice or Text): 949.467.6028 | Fax: 855.219.1272 | [Jason.Sabaugh@ubs.com](mailto:Jason.Sabaugh@ubs.com)



*Forbes* Top Wealth Management Team Best-In-State, 2025, 2024

The *Forbes* rating is compiled by Shook Research and awarded annually between June and September based on information from a 12 month period ending in March of the award year.

*Forbes* Top Next-Gen Wealth Advisor Best-In-State, 2023

The *Forbes* rating is compiled by Shook Research and awarded annually between June and September based on information from a 12 month period ending in March of the award year.

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**From:** Jurjis, Seimone  
**Sent:** February 10, 2025 8:17 AM  
**To:** Wooding, Lauren  
**Subject:** Cdm Farmers Market (02.01.25).pdf  
**Attachments:** Cdm Farmers Market (02.01.25).pdf

Fyi

Draft

# SAVE OUR MARKET

There are a few individuals lobbying to change our CERTIFIED FARMER MARKET to an open air market/swap meet. Currently our Farmer' Market operates under strict guidelines set for by the County Department of Agriculture and Heath.

Such a change would radically alter the make-up and community aspect of OUR market.

IF YOU DESIRE OUR CORONA DEL MAR MARKET to remain a Certified Farmer's Market with Rick Heil continuing as manager, please support us by signing below:

NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Jana Miller  
Michael Miller  
C. Picchia  
Sarah Lopez  
Ani S  
Steve Harper  
JOHN VENTURA  
Luis Vaz  
Rick Heil

yes  
yes  
yes  
yes  
yes  
YES  
yes  
yes  
yes

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IF YOU DESIRE OUR CORONA DEL MAR MARKET to remain a Certified Farmer's Market with Rick Heil continuing as manager, please support us by signing below:

NAME	ARE YOU A Voter in Newport Beach/ Corona del Mar Yes or No?
------	----------------------------------------------------------------

Vivian Barber	YES
DEBARAM GRATTANY	YES
NALY YAKHE	YES
Laura Wallace	yes
Kevin Blasko	yes
Lynne Barnes	yes
Lynn Reynolds	yes
Carli Dugan	no
Andrew Hoc	yes
Matt Burns	yes
Grace Kramer	yes
Vicki Kramer	yes

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NAME	ARE YOU A Voter in Newport Beach/ Corona del Mar Yes or No?
------	----------------------------------------------------------------

Jim MEDALC

YES  
YES

Rachael A

Sylvia Arias

YES

Betty Gonzalez

YES

Chaire Wilson

YES

Dan Bynum

YES

Tam Harvey

YES

Brenda P.

YES

LISA B.

YES

Kate B.

yes

Chet Harrison

yes

Christine Lewis

yes

Corona Smith

no

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Zarnaz Fouladi  
Kenja Cassis  
Holden Cassis  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

No (Costa Misa)  
\_\_\_\_\_  
Yes  
Yes  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# SAVE OUR MARKET

There are a few individuals lobbying to change our CERTIFIED FARMER MARKET to an open air market/swap meet. Currently our Farmer' Market operates under strict guidelines set for by the County Department of Agriculture and Heath.

Such a change would radically alter the make-up and community aspect of OUR market.

IF YOU DESIRE OUR CORONA DEL MAR MARKET to remain a Certified Farmer's Market with Rick Heil continuing as manager, please support us by signing below:

NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

MITCH HILL

Yes

Julie Hill

Yes

Vanessa Horn

Yes

Kelly Green

yes

Johanna Felix

Yes

Natasha Buchanan

yes.

Hector D. Felix

No

~~SAVANNAH~~ HARMEN

YES

Nazareth Cassin

Yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Derek Zego  
Abraham Essis

---

---

---

---

---

---

---

---

---

W  
Yes

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---

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---

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Karen Curreri

Inda Wertz

ALLISON MARCUM

STEVE MALTONEY

Melita Mercado

Don

Chae A. Pizzardi

Sally B Huzyak

Kristine Simon

Madison Humphrey

N

Y

Y

Y

Y

Y

Y

Y

Y

Y

Y

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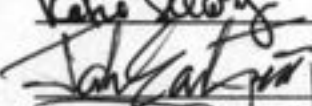
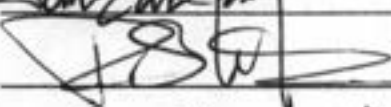
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NAME

ARE YOU A Voter in Newport Beach/

Corona del Mar Yes or No?

	_____
Mark Simon	_____
Lana Fish	Yes
Sam Park	yes
Bert Moosmann	yes
Katie Selway	yes
	Yes
	_____
Hannah	_____
Dan Davis	yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Alma Massay

Tom Wells

Kurt Byler

John

Angela

Chris

Mike

John

no

yes

yes

yes

yes

yes

yes

yes

yes

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NAME

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Corona del Mar Yes or No?

Katie Troutman	NO
Will Troutman	NO
Cora Troutman	NO
Naomi Troutman	NO
Wichita Williams	YES
MINDI BERKE	YES
Stephanie Gleson	YES
Shawn Khan	NO
Ivana Thompson	NO

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Abby Bried

Yes

CASSIE VAN MECHELEN

YES

Tina van MECHELEN

yes

Matthew Januszek

YES

Margorie Fleming

Yes

Patricia Bodkin

No

Suzanne Kai

our Farmers  
Up Keep it as Market!

Sammy Galanté

yes

JAMES MARKE.

yes.

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NAME

ARE YOU A Voter in Newport Beach/  
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PATRICIA BEEK  
David Muller  
Victoria Miller  
Angela Sherburne  
Janice Munamitsu  
Kannah Vigil  
Michelle Masters  
Lucy Williams  
Nick Bakovich

YES  
YES  
YES  
yes  
yes  
Yes  
Yes  
Yes  
Yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Jessica Bakovich	No
Rae Gabriel	No
Steve Gabriel	Yes
Dana Gabriel	Yes
Robert Francis	Yes
Chiara Richards	No
adi mounel	No
Jonni Segal	YES

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Brent Miller

Lauren Flammer

~~John D. Clark~~

~~Robert H. O'Leary~~

Richard Warren

Kate GROM

Melissa Matthews

Janel Groux

GREG MAY

yes

yes

yes

yes

yes

No

yes

yes

yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

<i>Julie Carson</i>	<i>No</i>
<i>Janet</i>	<i>No</i>
<i>MA</i>	<i>No</i>
<i>Mary J. Dunkelmaier</i>	<i>Yes</i>
<i>Michael Hays</i>	<i>yes</i>
<i>Morgan Myarun</i>	<i>Yes</i>
<i>Kirstin Grainger</i>	<i>Yes</i>
<i>Veronica Ochoa</i>	<i>Yes</i>
<i>Roman Hays</i>	<i>Yes</i>

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar ☒ Yes or No?

<u>ASano</u>	<u>YES</u>
<u>Patricia Heil</u>	<u>YES</u>
<u>Mary Duke</u>	<u>Yes</u>
<u>Eric Grombacher</u>	<u>Yes</u>
<u>W</u>	<u>NA</u>
<u>Balwaller</u>	<u>Yes</u>
<u>J. M. St</u>	<u>Yes</u>
<u>Stona Norune</u>	<u>no</u>
<u>J. F. Fria</u>	<u>Yes</u>

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Erin Boatwright	Yes
Graham Boatwright	Yes
Ron Keenan	Yes
Pamela Golan	No
M. M. M.	No
Joshua Kilbacher	yes
Stefan	YES
W. C.	yes
Deane McGinnis	No

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

<u>Shirley</u>	<u>YES</u>
<u>POOR</u>	<u>yes</u>
<u>Shirley</u>	<u>yes</u>
<u>Shirley</u>	<u>YES</u>
<u>Shirley</u>	<u>Yes</u>
<u>Molly Lyle</u>	<u>Yes</u>
<u>Shirley</u>	<u>Yes</u>
<u>Shirley</u>	<u>yes</u>
<u>Jill Tomac</u>	<u>Yes</u>

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NAME

ARE YOU A Voter in Newport Beach/

Corona del Mar Yes or No?

Elaine Hogue	yes
Janet Joranski	No
Vincent Ruiz	No
Michelle Truckenmiller	Yes
Adina Cole	Yes
Karin Levy	Yes
Howard Levy	Yes
Ann H. Bellahan	yes
Anne Parzick	yes

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NAME

ARE YOU A Voter in Newport Beach/

Corona del Mar Yes or No?

Valerie Hutcheson

Scott Henderson

Lawrence Gates

Ron Ihm

D. Feeng

B. Shulton

K. Young



Judy Parsons

YES!

yes

YES

yes!

yes

yes!

yes!

yes!

yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Denise Mitchell

YES

Dean Quintal

NO

STACEY VERINE

YES

JUSTIN BULLOCK

YES

Carolyn Darlington

No

Libby Darlington

No

Marlys Wasterling

yes

Kurtis Vossorg

No

Amelia White

YES

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NAME

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Corona del Mar Yes or No?

Jorge Aguirre	Yes
Brigitte Oberg	yes
Andy Oberg	NO
Nikolay Kotov	NO
Mike Reynolds	NO
Sharon Hood	YES
Nicole Carlson	YES
LINDA NEWMAN	No
Allen Percy	No

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Margna Martin

yes

Maddie Martin

yes

Heather Humes

no

Gregg Miller

yes

Petya Petrova

no

CARL VAN MECHTELON

yes

TIM VAN MECHTELON

yes

Dean Lazzara

yes

Lauren Parker

yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Angela Buastella	YES
Michael Piloch	YES
Judith Laufer	NO
Nancy Ning	YES
Way ITO	YES
ROB CORN	YES
Ray S. Malley	YES
Roya H. Zadeh	YES
Aron Cline	YES
Michelle Stamm	YES

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Kathy May  
Bill Roth  
Jordan Wolf  
Jessica Zuno  
Margaret Delarosa  
Gloria Sanchez  
Rick Vargas  
Francine Yang

Yes  
yes  
yes  
yes  
yes  
yes  
yes  
yes

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NAME

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Corona del Mar Yes or No?

Dani Planto

Yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Tracy Vasterling  
Wendy Jones  
Susan Hein  
M. J. [Signature]  
J. [Signature]  
[Signature]  
Allison Goldberg  
Mindy Ensign

Yes  
yes  
yes  
Yes  
yes  
yes  
Yes  
Yes

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NAME

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Corona del Mar Yes or No?

Lorey StClair	NO
Carli Dugan	No
Gloria DeBoer	no
Jeff Buntz	no
Kellie Turner	no
STEVE FILLET	Yes
Judith Diane Baker	yes!
Ross StClair	NO
Sarah Riggan	Yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Eileen M. Lloyd	yes
Amy Lipinski	yes
Kathleen O'Halloran	yes
Bob S. Smith	YES
Myri Fogus	yes
	NO
Herli Kane	yes
Lara Miramontes	yes
Sean	yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Randy D. Curry  
Donald Segretti  
Stanley Walz  
Danielle Johnson  
Victor Miller  
Jennifer Simonetti-Bryson  
Brian Spencer  
Malia Spencer  
Eli Spencer

VOTER  
Yes  
yes  
yes  
yes  
Yes  
Yes  
yes  
Yes

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NAME

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Corona del Mar Yes or No?

SEAN M. KLOMAN  
Daryl Miller  
Brandon Dade  
Susan Laird  
Jeff LeBlanc  
Hunter McDonald  
[Signature]  
[Signature]  
Juliana Zuniga/icensai

yes  
yes  
yes  
yes  
yes  
yes  
yes  
"  
yes

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NAME

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Corona del Mar Yes or No?

Renee C. Lerner  
Russell Vasterling  
R. Pigot  
D. W. W.  
Eric Brownbacher  
Steve W. W.  
Alex & Vicki W. W.  
Allison Friday  
Kimmy Trumpel

YES  
yes  
YES  
yes  
yes  
yes  
yes  
yes  
yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Jonathan Ensign

L Haber

Tamara McDermott

Janice Howell

[Signature]

Sandra Hekimian

Bond Miller

Karen Lyons

Susan Dutton

Yes

Yes

Yes

yes

yes

yes

yes

Yes

yes

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NAME

ARE YOU A Voter in Newport Beach/

Corona del Mar ☒ Yes or No?

Louis Baker	<input checked="" type="radio"/>
John E. Stupp	Yes
Geoffrey Hamalung	Yes
Ricki Fahn	No
Frank	Yes
Bryan Hamwell	Yes
DAVID BILAS	Yes
Jessica Zuno	Yes
Timothy Donahue	Yes

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NAME

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Corona del Mar Yes or No?

Zayn Dahlen	yes
Zoe Dahlen	yes
Kynara Dahlen	yes
Gus Dahlen	yes
Karen Mayo	Yes
Ray Smucker	NO
Vina Smucker	yes
Greta Harrison	Yes
Brent Harrison	Yes

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NAME

ARE YOU A Voter in Newport Beach/

Corona del Mar Yes or No?

Mary Singleton	YES
W J Singleton	yes
Collette	yes
Cheri By	Yes
Tammy	yes
Chris	yes
Amcken	YES
Julie Sherwin Julie Sherwin	yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Kirsten Selleck

YES

Ben Zandi

yes

Margaret DelaRosa

yes

Alison Shurman

Yes

Wesley Sherburne

YES

Timmy Root

Yes

KIM DUVAL

No

Stephen Marcari

Yes

Anna Saba

Yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Pamela McCollough	Yes
Gene Rubin	YES
Ali Passanli	Yes
DON SWANSON	YES
Bob Moosmann	Yes
Beverly Moosmann	yes
Karen Bassoff	YES
Sandra Loh	YES
Tracy Gesner	yes

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NAME

ARE YOU A Voter in Newport Beach/

Corona del Mar Yes or No?

BARBARA DE LA REUA	✓	YES
Shirley Hatfield		Yes
Patricia Wells		YES
pro rena le hani		YES
Richard Leone		YES
Marya Mostaro		Yes
SPARK SANDRANO		YES /
Nancy Snell		yes
A. Rhetta Gurnea		yes

# SAVE OUR MARKET

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Karla Paz	yes
Wendy	yes
MEAGAN ASHMORE	YES
Jim Dornier	No
Shawn Socoloff	YES
SUSAN HANKEY	Yes
Jon DeBauer	yes
Dr. Lee Solow	yes
Toni Solow	yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

<u>Sally Jensen</u>	<u>YES</u>
<u>Deirdre Daville</u>	<u>yes</u>
<u>Mike Fahy</u>	<u>yes</u>
<u>Carl H</u>	<u>yes</u>
<u>Regina Howlett</u>	<u>yes</u>
<u>[Signature]</u>	<u>yes</u>
<u>Mr. Archer</u>	<u>yes</u>
<u>Joe Hill</u>	<u>yes</u>
<u>Jamie Lee</u>	<u>yes</u>

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Paije Kunkle  
JAY KUNKLE  
Kamesh Anyagan  
Carl Wargchavsky  
R. Della  
James Shurba  
Blak Johnston  
Cindy Susca  
Lynn Portwood

yes  
YES  
Yes  
Yes  
YES  
Yes  
yes  
yes  
yes

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NAME

**ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?**

Kerren Colls

*James H. Cox*

W. J. Ellis

*[Signature]*

John Mosley  
John Mosley

Johnnie Lee  
K. B. B. B.

Connie Bower

২৭. ১০

Чек

Ques 1

Yes!

yes

Yes!  
Yes!

Yes!

Yes

yes

---

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

David Allen  
Candy Holland  
BOB HOWARD  
Joe Wielebinski  
William Parson  
Chris & Cheryl  
Olga Aula  
T. M.

no  
7-1-2025  
No  
NO  
No  
NO  
yes  
no  
No  
yes

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NAME

ARE YOU A Voter in Newport Beach/

Corona del Mar Yes or No?

  
Voter Michael  
Jeff  
John  
William  
Don Michael  
Sandra  
Nick  
Michael

yes  
yes  
no  
yes  
NO  
no  
yes  
yes  
yes

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 7:39 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Farmer's market

-----Original Message-----

From: Reed Dickens <dickensreed@gmail.com>  
Sent: February 09, 2025 10:40 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmer's market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

To whom it may concern,

My family has been going to the farmer's market almost every week for years, and I've always asked my wife why a city like Newport Beach can't do better than this? Then we went to a few other farmers markets in the area, and I saw first hand just how much better we could do for our Newport Beach community.

It's not a secret that competition is always what drives innovation and improvement, and that doesn't just apply to sports teams or the corporate world, it goes for local contractors who just continue to get their contract renewed in spite of putting in the minimum effort.

We can do better. We should do better.

Reed Dickens

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Reed Dickens

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 7:38 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Farmer's market

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Sent: February 09, 2025 10:39 AM  
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We can do better. We should do better.

Reed Dickens

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 7:38 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Farmers market

---

**From:** Lisa Hallock <[costiganlisa@gmail.com](mailto:costiganlisa@gmail.com)>  
**Sent:** February 08, 2025 4:31 PM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** Farmers market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear Council Members,

As a longtime resident of Newport Beach & Costa Mesa the CDM Farmers Market has been a special part of my weekends. I've always appreciated having a place where neighbors can gather, support local vendors, and enjoy fresh, quality products. The market brings a wonderful sense of community, and I believe it has the potential to be even better.

However, as someone who values high-quality, locally sourced products, I find myself traveling to other farmers markets outside of Newport on Saturdays to find the selection I'm looking for. While the location and time of the CDM Farmers Market are ideal, the variety and overall setup could use a refresh. I would love nothing more than to shop locally and find everything I need right here in our own community.

Let's bring new life to this wonderful space and make the CDM Farmers Market the best it can be!

Sincerely  
Lisa Hallock

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 7:38 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Our Beloved Farmers Market

-----Original Message-----

From: Kathleen Flynn <kathleenflynn1@mac.com>  
Sent: February 08, 2025 4:14 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Our Beloved Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Another opportunity to Speak Up regarding our beloved community. Our community has supported the certified Farmers Market and the vendors have supported our community. We appreciate all the efforts the vendors put forth with their healthy foods and a variety of products for our convenience to not leave the community on the weekend and yet another opportunity to come together. Similar to the great turnouts we have with the concerts at the Civic Center. The Food Trucks aren't a great choice at the concerts either. Our community purchases their own foods to bring in and not necessarily support the trucks.

Seems like a true step down in quality on many levels to suggest food trucks would be a better choice.

Please consider SUPPORTING the Certified Farmers Market. A true win win relationship Corona del Mar has appreciated.

Sent from my iPad

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 7:38 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

---

**From:** Michelle Farnoush <[michelle.farnoush@gmail.com](mailto:michelle.farnoush@gmail.com)>  
**Sent:** February 08, 2025 1:09 PM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** CDM Certified Farmers Market Support

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market!

This is a joy in our neighborhoods- don't take it away!! We bring our kids, our families for healthy food!



**Michelle  
Farnoush**  
**DMD, AFAAID,  
FAGD**  
Complex  
Reconstructive  
& Cosmetic  
Dentistry



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📞 949.764.0122

📠 845.667.4900

🌐 [newportmoderndentistry.com](http://newportmoderndentistry.com)

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CONFIDENTIALITY NOTE: The information contained in this email message and any attachments is legally privileged and confidential information intended only for the use of the individual or entity to whom it is addressed. If the reader of this message is not the intended recipient, they are hereby notified that any dissemination, distribution or copy of this message or its attachments is strictly prohibited. If you have received this email in error, please immediately notify the sender by email or telephone and delete this message. Thank you.

Draft

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 7:38 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CdM Farmers Market  
**Attachments:** Cdm Farmers Market (02.01.25).pdf

---

**From:** [tom@stefl.org](mailto:tom@stefl.org) <[tom@stefl.org](mailto:tom@stefl.org)>  
**Sent:** February 08, 2025 11:46 AM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** CdM Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

FYI, the attached were gathered at the CdM Farmers Market on Saturday February 1, 2025 and I believe they illustrate the local communities support for the market as is.

Tom Stefl  
322 Larkspur Avenue  
Corona del Mar, CA 92625  
(949) 500-5228

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Jana Miller  
Michael Miller  
C. Picchia  
Sarah Lopez  
Ani S. L.  
Steve Harper  
JOHN VENTURA  
Luis Vaz  
Rick Heil

yes  
yes  
yes  
yes  
yes  
YES  
yes  
yes  
yes

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NAME

ARE YOU A Voter in Newport Beach/

Corona del Mar Yes or No?

Vivian Barber	YES
DEBARAN GRATTANY	YES
NALY YAKHE	YES
Laura Wallace	yes
Kevin Blasko	yes
Lynne Barnes	yes
Lynn Reynolds	yes
Carli Dugan	no
Andrew Hoc	yes
Matt Burns	yes
Grace Kramer	yes
Vicki Kramer	yes

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NAME

ARE YOU A Voter in Newport Beach/

Corona del Mar Yes or No?

Jim MEDALE

YES  
YES

Rachael A

Sylvia Arias

YES

Betty Gonzalez

YES

Chaire Wilson

YES

Dan Bynum

YES

Tam Harvey

YES

Brenda P.

YES

LISA B.

YES

Kate B.

YES

Chet Harrison

YES

Christine Lewis

YES

Corona Smith

NO

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Zarnaz Fouladi  
Kenja Cassis  
Holden Cassis  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

No (Costa Mesa)  
\_\_\_\_\_  
Yes  
Yes  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

MITCH HILL

Yes

Julie Hill

Yes

Vanessa Horn

Yes

Kelly Green

yes

Johanna Felix

Yes

Natasha Buchanan

Yes.

Hector D. Felix

No

~~SAVANNAH~~ HARMEN

YES

Nazareth Cassin

Yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Derek Zego  
Abraham Essis

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W  
Yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Karen Curreri

Inda Wertz

ALLISON MARCUM

STEVE MAITONEY

Melita Mercado

Don

Chae A. Pizzardi

Sally B Huzyak

Kristine Simon

Madison Humphrey

N

Y

Y

Y

Y

Y

Y

Y

Y

# SAVE OUR MARKET




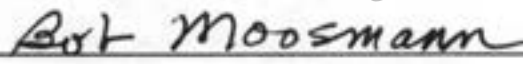
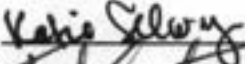

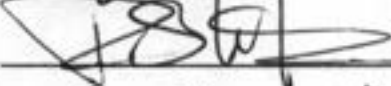
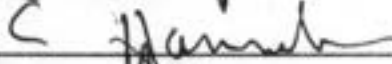
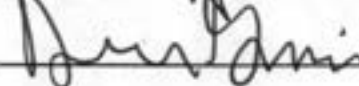
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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

	Mark Simon	<u>X</u>
	Lana Fish	<u>Yes</u>
	Sam Park	<u>yes</u>
	Bob Moosmann	<u>yes</u>
	Katie Selway	<u>yes</u>
	[unclear]	<u>Yes</u>
	[unclear]	
	Hannah	
	[unclear]	<u>yes</u>

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Alma Massay

Tom Wells

Kurt Byler

John

Angela

Christina

John

John

John

no

yes

yes

yes

yes

yes

yes

yes

yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Katie Troutman	NO
Will Troutman	NO
Cora Troutman	NO
Naomi Troutman	NO
Wichita Williams	YES
MINDI BERKE	YES
Stephanie Gleson	YES
Shawn Khan	NO
Ivana Thompson	NO

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Abby Bried

Yes

CASSIE VAN MECHELEN

YES

TIM VAN MECHELEN

yes

Matthew Januszek

YES

Margorie Fleming

Yes

Patricia Bodkin

No

Suzanne Kai

our Farmers  
Up Keep it as Market!

Sammy Galanté

yes

JAMES MARKE.

yes.

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

PATRICIA BEEK	YES
David Muller	YES
Victoria Miller	YES
Angela Sherburne	Yes
Janice Munamitsu	yes
Ukannah Vigil	Yes
Michelle Masters	Yes
Lucy Williams	Yes
Nick Bakovich	Yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Jessica Bakovich	No
Rae Gabriel	No
Steve Gabriel	Yes
Dana Gabriel	Yes
Robert Francis	Yes
Chiara Richards	No
adi mounel	No
Jonni Segal	YES

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Brent Miller

Lauren Hammer

~~John D. Clark~~

~~Robert H. O'Leary~~

Richard Warren

Kate GROM

Melissa Matthews

Janel Groux

GREG MAY

yes

yes

yes

yes

yes

No

yes

yes

yes

yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

<i>Julie Carson</i>	<i>No</i>
<i>Janet</i>	<i>No</i>
<i>MA</i>	<i>No</i>
<i>Mary J. Dunkelmaier</i>	<i>Yes</i>
<i>Michael Hays</i>	<i>yes</i>
<i>Morgan Myron</i>	<i>Yes</i>
<i>Kirstin Grainger</i>	<i>Yes</i>
<i>Veronica Ochoa</i>	<i>Yes</i>
<i>Roman Hays</i>	<i>Yes</i>

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar ☒ Yes or No?

<u>ASano</u>	<u>YES</u>
<u>Patricia Heil</u>	<u>YES</u>
<u>Mary Duke</u>	<u>Yes</u>
<u>Eric Grombacher</u>	<u>Yes</u>
<u>W</u>	<u>NA</u>
<u>Balwaller</u>	<u>Yes</u>
<u>J. M. H.</u>	<u>Yes</u>
<u>Stona Norune</u>	<u>no</u>
<u>J. F. Fria</u>	<u>Yes</u>

# SAVE OUR MARKET

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Such a change would radically alter the make-up and community aspect of OUR market.

IF YOU DESIRE OUR CORONA DEL MAR MARKET to remain a Certified Farmer's Market with Rick Heil continuing as manager, please support us by signing below:

NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Erin Boatwright	Yes
Graham Boatwright	Yes
Ron Keenan	Yes
Pamela Golan	No
M. M. M.	No
Joshua Kilbacher	yes
Stefan	YES
W. C.	yes
Deane McGinnis	No

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

<u>Shirley</u>	<u>YES</u>
<u>POOR</u>	<u>yes</u>
<u>Shirley</u>	<u>yes</u>
<u>Shirley</u>	<u>YES</u>
<u>Shirley</u>	<u>Yes</u>
<u>Molly Lyle</u>	<u>Yes</u>
<u>Shirley</u>	<u>Yes</u>
<u>Shirley</u>	<u>yes</u>
<u>Jill Tomac</u>	<u>Yes</u>

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NAME

ARE YOU A Voter in Newport Beach/

Corona del Mar Yes or No?

Elaine Hogue	Yes
Janet Joranski	No
Vincent Ruiz	No
Michelle Truckenmiller	Yes
Adina Cole	Yes
Karin Levy	Yes
Howard Levy	Yes
Ann H. Callahan	yes
Anne Parzick	yes

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NAME

ARE YOU A Voter in Newport Beach/

Corona del Mar Yes or No?

Valerie Hutcheson

Scott Henderson

Lawrence Gates

Ron Ihm

D. Feeng

B. Shulton

K. Young



Judy Parsons

YES!

yes

YES

yes!

yes

yes!

yes!

yes!

yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Denise Mitchell

YES

Dean Quintal

NO

STACEY WINE

YES

JUSTIN BULLOCK

YES

Carolyn Darlington

No

Libby Darlington

No

Marlys Wasterling

yes

Kurtis Vossorg

No

AMANDA WINTER

YES

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Jorge Aguirre	Yes
Brigitte Oberg	yes
Andy Oberg	NO
Nikolay Kotov	NO
Mike Reynolds	NO
Sharon Hood	YES
Nicole Carlson	YES
LINDA NEWMAN	No
Allen Percy	No

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Margna Martin

yes

Maddie Martin

yes

Heather Humes

no

Gregg Miller

yes

Petya Petrova

no

CARL VAN MECHTELON

yes

TIM VAN MECHTELON

yes

Dean Lazzara

yes

Lauren Parker

yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Angela Buasella	YES
Michael Piloch	YES
Judith Laufer	NO
Nancy Ning	YES
Way ITO	YES
ROB CORN	YES
Ray G. Malley	YES
Roya H. Zadeh	YES
Aron Cline	YES
Michelle Stamm	YES

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Kathy May  
Bill Roth  
Jordan Wolf  
Jessica Zuno  
Margaret Delarosa  
Gloria Sanchez  
Rick Vargas  
Francine Yang

yes  
yes  
yes  
yes  
yes  
yes  
yes  
yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Dani Planto

Yes

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IF YOU DESIRE OUR CORONA DEL MAR MARKET to remain a Certified Farmer's Market with Rick Heil continuing as manager, please support us by signing below:

NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Tracy Vasterling  
Wendy Jones  
Susan Hein  
M. J. [Signature]  
J. [Signature]  
B. [Signature]  
Allison Goldberg  
Mindy Ensign

Yes  
yes  
yes  
Yes  
yes  
yes  
Yes  
Yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Lorey StClair	NO
Carli Dugan	No
Gloria DeBoer	no
Jeff Burtz	no
Kellie Turner	no
STEVE FILLET	Yes
Judith Diane Baker	yes!
Ross StClair	NO
Sarah Riggan	Yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Eileen M. Lloyd

yes

Amy Lipinski

yes

Kathleen O'Halloran

yes

Bob S. Smith

YES

Myriam Fogar

yes

Herdi Kohn

NO

yes

Lara Miramontes

yes

Sean

yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Randy D. Curry  
Donald Segretti  
Stanley Walz  
Danielle Johnson  
Victorini Miller  
Jennifer Simonetti-Bryson  
Brian Spencer  
Malia Spencer  
Eli Spencer

VOTER  
Yes  
yes  
yes  
yes  
Yes  
Yes  
yes  
Yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

SEAN M. KLOMAN	yes
Daryl Miller	yes
Brandon Dade	yes
Susan Laird	yes
Jeff LeBlanc	yes
Hunter McDonald	yes
[Signature]	yes
[Signature]	"
Juliana Zuniga/icensai	yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Renee C. Lerner  
Russell Vasterling  
R. Pigot  
D. White  
Eve Brownbacher  
Ellen W. W. W.  
Alex & Vicki W. W.  
Allison Friday  
Kimmy Trumpel

YES  
yes  
YES  
yes  
yes  
yes  
yes  
yes  
yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Jonathan Ensign

L Haber

Tamara McDermott

Janice Howell

[Signature]

Sandra Hekimian

Bond Miller

Karen Lyons

Susan Dutton

Yes

Yes

Yes

yes

yes

yes

yes

Yes

yes

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NAME

ARE YOU A Voter in Newport Beach/

Corona del Mar ☒ Yes or No?

Louis Baker	<input checked="" type="radio"/>
John E. Stiff	Yes
Geoffrey Hamalung	Yes
Ricki Fahn	Yes
Frank	No
Bryan Hamwell	Yes
DAVID BILAS	Yes
Jessica Luno	Yes
Timothy Donahue	Yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Zayn Dahlen	yes
Zoe Dahlen	yes
Kynara Dahlen	yes
Gus Dahlen	yes
Karen Mayo	Yes
Ray Smucker	NO
Vina Smucker	yes
Greta Harrison	Yes
Brent Harrison	Yes

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NAME

ARE YOU A Voter in Newport Beach/

Corona del Mar Yes or No?

Mary Singleton	YES
W J Singleton	yes
Collette	yes
Cheri By	Yes
Tammy	yes
Chris	yes
Amcken	YES
Julie Sherwin Julie Sherwin	yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Kirsten Selleck

YES

Ben Zandi

yes

Margaret DelaRosa

yes

Alison Sherburne

Yes

Wesley Sherburne

YES

Timmy Root

Yes

KIM DUVAL

No

Stephen Marcari

Yes

Anna Saba

Yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Pamela McCollough	YES
Gene Rubin	YES
Ali Passanli	YES
DON SWANSON	YES
Bob Moosmann	Yes
Beverly Moosmann	yes
Karen Bassoff	YES
Sandra Loh	YES
Tracy Gesner	yes

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NAME

ARE YOU A Voter in Newport Beach/

Corona del Mar Yes or No?

BARBARA DE LA REUA	✓	YES
Shirley Hatfield		Yes
Patricia Wells		YES
pro rena le hani		YES
Richard Leone		YES
Marya Mostaro		Yes
SPARK SANDRANO		YES /
Nancy Snell		yes
A. Rhetta Gurnea		yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Karla Paz	yes
Wendy	yes
MEAGAN ASHMORE	YES
Jim Dornier	No
Shawn Socoloff	YES
SUSAN HANKEY	Yes
Jonie DeBruin	yes
Dr. Lee Solow	yes
Toni Solow	yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

<u>Sally Jensen</u>	<u>YES</u>
<u>Deirdre Daville</u>	<u>yes</u>
<u>Mike Fahy</u>	<u>yes</u>
<u>Carl H</u>	<u>yes</u>
<u>Regina Howlett</u>	<u>yes</u>
<u>[Signature]</u>	<u>yes</u>
<u>Mr. Archer</u>	<u>yes</u>
<u>Joe Hill</u>	<u>yes</u>
<u>Jamie Lee</u>	<u>yes</u>

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

Raige Kunkle  
JAY KUNKLE  
Kamesh Anyagan  
Carl Wargchavsky  
R. Della  
James Shurba  
Blak Johnston  
Craig Susca  
Jeff Portwood

yes  
YES  
Yes  
Yes  
YES  
Yes  
yes  
yes

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**IF YOU DESIRE OUR CORONA DEL MAR MARKET to remain a Certified Farmer's Market with Rick Heil continuing as manager, please support us by signing below:**

NAME

**ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?**

Kerren Colls

*James H. Cox*

W. J. Ellis

*[Signature]*

John Mosley  
John Mosley

Johnnie Lee  
K. B. B. B.

Connie Bower

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Ques 1

Yes!

yes

Yes!  
Yes!

Yes!

Yes

yes

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NAME

ARE YOU A Voter in Newport Beach/  
Corona del Mar Yes or No?

<u>David Allen</u>	<u>no</u>
<u>Candy Holland</u>	<u>7-1-2025</u>
<u>BOB HOWARD</u>	<u>No</u>
<u>Joe Wielebinski</u>	<u>NO</u>
<u>William Parson</u>	<u>No</u>
<u>Cheryl</u>	<u>NO</u>
<u>Chris &amp; Cheryls</u>	<u>yes</u>
<u>Olga Aula</u>	<u>NO</u>
<u>T. M.</u>	<u>No</u>
	<u>Yes</u>

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NAME

ARE YOU A Voter in Newport Beach/

Corona del Mar Yes or No?

  
Voter Michael  
Jeff  
John  
William  
Don Michael  
Sandra  
Nick  
Michael

yes  
yes  
no  
yes  
no  
no  
yes  
yes  
yes

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 7:37 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Please keep the CDM Farmers Market!

-----Original Message-----

From: Nina Diamant <nina\_diamant@hotmail.com>  
Sent: February 08, 2025 11:18 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Please keep the CDM Farmers Market!

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

To the city council of Newport Beach:

Please keep the current Farmer's Market - it is a local charm!  
It provides community and fresh produce, and food trucks are not nearly as desirable. Or if you want to introduce food trucks, do so in the afternoon or on Sundays?

Please keep the current operator managing the market. Please keep our lovely local CDM Farmers market!

Thomas Hauge and Nina Diamant  
Homeowners in Irvine Terrace, CDM.

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 7:37 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

-----Original Message-----

From: Janeth Bonilla <janeth5bonilla23@gmail.com>  
Sent: February 08, 2025 10:28 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Sent from my iPhone

Draft

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 7:37 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

-----Original Message-----

From: Cambria Judd <cambriajudd@gmail.com>  
Sent: February 08, 2025 10:22 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market Cambria Judd Sent from my iPhone

Draft

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 7:37 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

-----Original Message-----

From: Jennifer Shafton <jennifershafton1@gmail.com>  
Sent: February 08, 2025 9:43 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Jennifer

Sent from my iPhone

Draft

**From:** CDD  
**Sent:** February 10, 2025 7:28 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Farmer's market

-----Original Message-----

From: Teresa Chandler <teresachandler@icloud.com>  
Sent: February 08, 2025 11:40 AM  
To: CDD <CDD@newportbeachca.gov>  
Subject: Farmer's market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Hi,

I just heard the City is considering different vendors for the Saturday farmer's market. I just wanted to put in the word that my family and I have been enjoying the market for many years and are not looking for anything to change.

Thanks,  
Teresa Chandler  
439 1/2 Fernleaf Ave

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 7:27 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM farmers market

-----Original Message-----

From: Patricia Peard <plp35@georgetown.edu>  
Sent: February 08, 2025 12:27 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM farmers market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Hi - as a CDM resident, I ask that you retain the farmer's market. It fosters community in a way that will not be achieved by the food trucks. Thank you, Patricia Peard

Draft

**From:** Rodriguez, Clarivel  
**Sent:** February 10, 2025 7:01 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Farmers market

-----Original Message-----

From: Jacqueline Egan <jacegan@mac.com>  
Sent: February 07, 2025 11:56 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

PLEASE keep the farmers market just like it is. We love it. We would never go there if it is food trucks.

Draft

**From:** Leon, Jasmine  
**Sent:** February 06, 2025 3:38 PM  
**To:** Wooding, Lauren  
**Subject:** FW: Keep Rick Heil as the Operator of the Corona del Mar Farmers Market

Hello Lauren,

Another comment received.

Thank you,



**Jasmine Leon**  
Department Assistant  
Community Development Department  
Office: 949-644-3201  
100 Civic Center Drive 1B  
Newport Beach, CA 92660



---

**From:** Corona del Mar Chamber <admin@cdmchamber.com>  
**Sent:** February 06, 2025 12:10 PM  
**To:** CDD <CDD@newportbeachca.gov>  
**Subject:** Keep Rick Heil as the Operator of the Corona del Mar Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Hi Seimone Juris and The City of Newport Beach,

This letter expresses strong support for the continued operation of the Corona del Mar Farmers Market under the leadership of Rick Heil. We understand a contract renewal process is underway, and we urge the City Council to carefully consider the significant experience and expertise Mr. Heil brings to this vital community asset.

Mr. Heil's proven track record speaks for itself with positive community feedback, vendor satisfaction, market growth, adherence to city regulations. His dedication to providing a high-quality, vibrant market experience for residents and visitors is undeniable.

We are aware of alternative proposals for market management. However, concerns have been raised regarding the qualifications and experience of competing bidders. Specifically, the lack of any experience in comparison to Mr. Heil's demonstrated capabilities raises serious questions regarding the long-term success and sustainability of the market under alternative leadership. The potential disruption caused by a change in management, particularly given Mr. Heil's proven success, would be detrimental to the community.

While we understand the importance of a fair and transparent bidding process, we believe that the potential benefits of maintaining the status quo with Mr. Heil far outweigh any perceived advantages of choosing a less experienced operator. We respectfully request a thorough review of all bids, with a focus on the long-term viability and community benefit of the Corona del Mar Farmers Market.

**Amber Snider**

**CORONA DEL MAR CHAMBER OF COMMERCE**

*A Strategic Business & Community Resource*

**2855 E. Coast Hwy**

**Corona del Mar, CA 92625**

**Cell: 949.355.3862**

**Office: 949.673.4050**

**[Admin@cdmchamber.com](mailto:Admin@cdmchamber.com)**

Draft

**From:** Rodriguez, Clarivel  
**Sent:** February 06, 2025 12:30 PM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Farmers Market

-----Original Message-----

From: Tammi B <tammibelcher@gmail.com>  
Sent: February 06, 2025 12:14 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear council members,

As a long time resident of Newport Beach with many years spent residing in CDM, I have spent many Saturday mornings at the farmers market. I have vivid memories of biking there with our first born and seeing other locals and love the sense of community the market provides. However, as a conscious consumer, I will say that I fully support a refresh of the market. It's location and time are ideal however the selection and set up is less desirable to an avid farmer's market consumer. I find myself making the trek to other markets outside of Newport on Saturday mornings just to get the products I love while still supporting local vendors. I would LOVE to be able to do that at the CDM Farmer's Market.

Let's Make the CDM Farmer's Market Great Again!

Tammi Belcher  
Proud NB Resident  
NB DCP Alum '00

Please excuse any typos. Sent from my iPhone. 🙌❤️

**From:** Leon, Jasmine  
**Sent:** February 06, 2025 9:50 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Farmers Market

Good morning,

Another comment regarding the CDM Farmer's Market.

Thank you,

Jasmine Leon  
Department Assistant  
Community Development Department  
Office: 949-644-3201

100 Civic Center Drive 1B  
Newport Beach, CA 92660

-----Original Message-----

From: Janeta Hadley Zoller <cdmjjaneta@gmail.com>  
Sent: February 06, 2025 8:13 AM  
To: CDD <CDD@newportbeachca.gov>  
Subject: Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

We need certified organic vendors  
Most people will buy organic in this neighborhood and that includes veggies and food products and plants

Sent from Janeta's iPhone

**From:** Leon, Jasmine  
**Sent:** February 06, 2025 9:49 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM FARMERS MARKET UPDATE

Good morning,

More comments for the CDM Farmer's Market.

Thank you,



**Jasmine Leon**  
Department Assistant  
Community Development Department  
Office: 949-644-3201  
100 Civic Center Drive 1B  
Newport Beach, CA 92660



---

**From:** Molly Crimmins <mecrimmins88@gmail.com>  
**Sent:** February 06, 2025 7:27 AM  
**To:** CDD <CDD@newportbeachca.gov>  
**Subject:** CDM FARMERS MARKET UPDATE

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Hi there!

I'd love to get in touch with someone to discuss opportunities for the CDM Farmers Market.

I am local to Newport Beach and currently work for Xponential Fitness, the largest franchisor of boutique fitness studios across the U.S., overseeing 2,600+ studios and their operations.

I believe I can offer some strong suggestions for how to make the farmers market bigger and better for both the vendors and the community.

Please let me know if you are open to discussions!

Thank you!  
Molly Crimmins

**From:** Rodriguez, Clarivel  
**Sent:** February 06, 2025 7:46 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Farmers Market

-----Original Message-----

From: J. Lynn Pirch <jlynnpirch@yahoo.com>  
Sent: February 05, 2025 10:00 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I do not want the farmer's market to be replaced with food trucks. I want the certified market to continue being managed by the current operator. Getting rid of the farmer's market is a terrible mistake.  
Sent from my iPhone

Draft

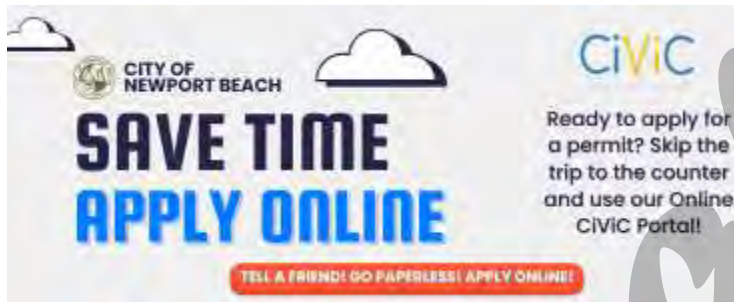
**From:** Rodriguez, Clarivel  
**Sent:** February 06, 2025 7:41 AM  
**To:** Wooding, Lauren  
**Subject:** FW: NO to the food trucks replacing the farmers market in CDM.



**Clarivel Rodriguez**

Assistant to the Community Development Director  
Community Development Department  
Office: 949-644-3232

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Garrett, Errica <egarrett@newportbeachca.gov>  
**Sent:** February 05, 2025 3:32 PM  
**To:** Rodriguez, Clarivel <CRodriguez@newportbeachca.gov>  
**Subject:** FW: NO to the food trucks replacing the farmers market in CDM.



**Errica Garrett**

Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Bernadette Kiely <[howayis@gmail.com](mailto:howayis@gmail.com)>  
**Sent:** February 05, 2025 3:31 PM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** NO to the food trucks replacing the farmers market in CDM.

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

To whom it concerns

I have become aware of the intent to remove the existing **Saturday morning farmers market** in Corona Del Mar, and your intention to replace it with food trucks.

This doesn't even begin to make sense.

PLEASE DO NOT do this.

- 1- The farmers market brings us good healthy tasty, fresh produce, and food.
- 2- It is a genuine revenue income stream for farmers and their families.
- 3- If you eliminate the farmers market, and add food trucks what does that accomplish?
- 4- It is a gathering and meeting place for many people.
- 5- It brings people to the area on a Saturday, where they can shop, see the town, and dine at the many restaurants and coffee shops literally within walking distance of the market.
- 6- why can't you leave the farmers market as is and where it is, and if you must add food trucks, use the adjacent streets such as Marguerite or Bayside to park the food trucks.

Bottom line for me - you are removing a very valuable and healthy asset to the community, and replacing it with fast food which may or may not be healthy.

And you didn't ask us!!

The tax paying community who use the services of the market (and fund your jobs), I guess we don't matter.

That's just a very short list of reasons the farmers market should stay.

Your response would be appreciated.

Best regards

Bernadette Kiely

Sent from my iPhone

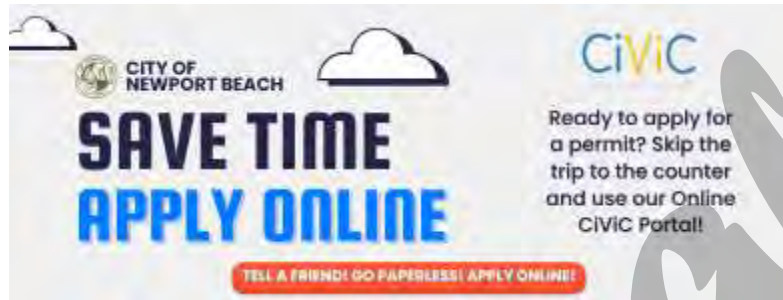
**From:** Rodriguez, Clarivel  
**Sent:** February 06, 2025 7:14 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CdM Farmers Market



**Clarivel Rodriguez**

Assistant to the Community Development Director  
Community Development Department  
Office: 949-644-3232

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Barbara <barbara.piot4@gmail.com>  
**Sent:** February 05, 2025 8:15 PM  
**To:** Rodriguez, Clarivel <CRodriguez@newportbeachca.gov>  
**Subject:** Re: CdM Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

It's very difficult to trust Newport Beach and the decision that they make. It's not what you know it is who you know I hope you realize that some of the vendors have been serving our community for over 28 years.

Sent from my iPhone

On Feb 3, 2025, at 5:48 PM, Rodriguez, Clarivel  
<[CRodriguez@newportbeachca.gov](mailto:CRodriguez@newportbeachca.gov)> wrote:

Good Evening,

The City of Newport Beach has recently received questions and concerns from community members about the future of the CdM Certified Farmers Market as its current operating license agreement draws to a close.

To ensure fairness, the City has launched a competitive bidding process that will allow all qualified market operators to present a vision for the market and demonstrate how they can best serve the community's needs.

The City is committed to: maintaining a fair and transparent process for vendor selection; and selecting a qualified vendor who can best serve our community. Our goal is to continue to provide a source for high-quality, locally produced goods, preserve a robust community space, and support our local farmers and businesses. The City is not proposing food trucks at CdM.

The City appreciates the important role this market plays in our community and values input that can help shape the future of the market.

Please feel free to send thoughts or suggestions to [cdd@newportbeachca.gov](mailto:cdd@newportbeachca.gov).

<https://www.newportbeachca.gov/Home/Components/News/News/43507/2720>

<image001.png>

**Clarivel Rodriguez**  
Assistant to the Community Development Director  
Community Development Department  
Office: 949-644-3232  
100 Civic Center Drive  
Newport Beach, CA 92660

<image002.png>  
<image003.png>  
<image004.png>

<image005.png>

**From:** Rodriguez, Clarivel  
**Sent:** February 05, 2025 11:22 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

Clarivel Rodriguez  
Assistant to the Community Development Director Community Development Department  
Office: 949-644-3232

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: February 05, 2025 10:53 AM  
To: Rodriguez, Clarivel <CRodriguez@newportbeachca.gov>  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Joanne hunt <lisadougla@aol.com>  
Sent: February 05, 2025 10:52 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Sent from my iPhone

Draft

**From:** CDD  
**Sent:** February 05, 2025 11:20 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Keep The Farmers Market As Is

Clarivel Rodriguez  
Assistant to the Community Development Director Community Development Department  
Office: 949-644-3232

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: CDM FOUNDATION <cdmfoundation@gmail.com>  
Sent: February 04, 2025 7:50 PM  
To: CDD <CDD@newportbeachca.gov>  
Subject: Keep The Farmers Market As Is

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Hello City of Newport Beach,

Please keep the CdM Farmers Market operating under the direction of Rick Heil.

The other operator is not certified and has a lower ranking. It would be a shame if Rick Heil lost the contract because the potential new operator who is currently his main competition is friends of councilmember Lauren Kleiman.

Sincerely,  
Amber Snider and the CdM Foundation and Alumni Association Board of Directors The CdM Foundation  
and Alumni Association  
2549 Eastbluff Drive Suite 259

Newport Beach, CA 92660

**From:** Leon, Jasmine  
**Sent:** February 05, 2025 7:58 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Farmers market

Good morning, Lauren.

Here is another comment received from the CDD inbox.

Thank you,

Jasmine Leon  
Department Assistant  
Community Development Department  
Office: 949-644-3201

100 Civic Center Drive 1B  
Newport Beach, CA 92660

-----Original Message-----

From: Vincent Capizzi <vacapizzi@gmail.com>  
Sent: February 05, 2025 7:25 AM  
To: CDD <CDD@newportbeachca.gov>  
Subject: Farmers market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Happy with where it is.  
Vincent Sent from my iPhone

**From:** Rodriguez, Clarivel  
**Sent:** February 05, 2025 7:56 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Certified Market managed by Rick Heil

-----Original Message-----

From: Joanne hunt <lisadougla@aol.com>  
Sent: February 04, 2025 6:41 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Certified Market managed by Rick Heil

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

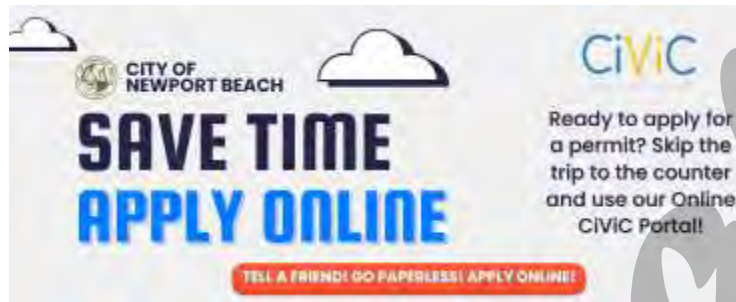
I want the existing Certified Market in Corona Del Mar on Saturday mornings to continue being managed by our current operator Rick Heil My name is Joanne Hunt and I live in Corona Del Mar.  
The Certified Farmers Market should not be changed.  
Thank you  
Sent from my iPhone

Draft

**From:** CDD  
**Sent:** February 05, 2025 7:21 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Keep CdM Farmers Market Operated By Mr. Rick Heil



**Clarivel Rodriguez**  
Assistant to the Community Development Director  
Community Development Department  
Office: 949-644-3232  
100 Civic Center Drive  
Newport Beach, CA 92660



**From:** essays1 <essays1@cox.net>  
**Sent:** February 04, 2025 7:58 PM  
**To:** CDD <CDD@newportbeachca.gov>  
**Subject:** Keep CdM Farmers Market Operated By Mr. Rick Heil

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

To the Honorable City Council of Newport Beach,

This letter expresses strong support for the continued operation of the Corona del Mar Farmers Market under the leadership of Rick Heil. We understand a contract renewal process is underway, and we urge the City Council to carefully consider the significant experience and expertise Mr. Heil brings to this vital community asset.

Mr. Heil's proven track record speaks for itself with positive community feedback, vendor satisfaction, market growth, adherence to city regulations. His dedication to providing a high-quality, vibrant market experience for residents and visitors is undeniable.

We are aware of alternative proposals for market management. However, concerns have been raised regarding the qualifications and experience of competing bidders. Specifically

the lack of any experience in comparison to Mr. Heil's demonstrated capabilities raises serious questions regarding the long-term success and sustainability of the market under alternative leadership. The potential disruption caused by a change in management, particularly given Mr. Heil's proven success, would be detrimental to the community.

While we understand the importance of a fair and transparent bidding process, we believe that the potential benefits of maintaining the status quo with Mr. Heil far outweigh any perceived advantages of choosing a less experienced operator. We respectfully request a thorough review of all bids, with a focus on the long-term viability and community benefit of the Corona del Mar Farmers Market.

Sincerely,  
Dr. and Mrs. Eric Stephen Snider  
[Sent from Yahoo Mail for iPhone](#)

Draft

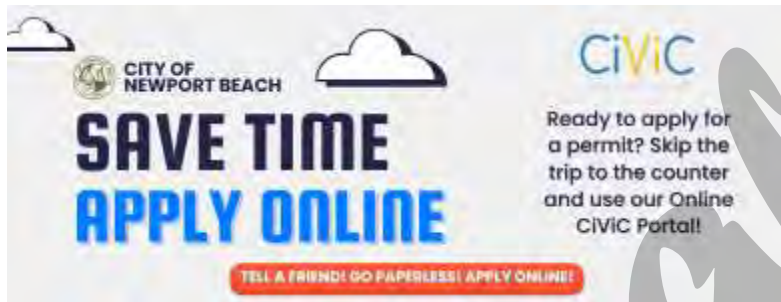
**From:** CDD  
**Sent:** February 05, 2025 7:20 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Keep Rick Heil



**Clarivel Rodriguez**

Assistant to the Community Development Director  
Community Development Department  
Office: 949-644-3232

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Snider, Amber <ASnider@newportbeachca.gov>  
**Sent:** February 04, 2025 8:02 PM  
**To:** CDD <CDD@newportbeachca.gov>  
**Subject:** Keep Rick Heil

The Corona del Mar Farmers Market thrives under Rick Heil's leadership. His experience and proven success ensure a high-quality market that benefits our community. Concerns exist regarding the qualifications of alternative bidders, raising questions about the market's future sustainability. We urge the City Council to prioritize Mr. Heil's continued management to avoid disrupting this valuable community asset.

Sincerely,  
Amber Snider  
GPAC Member

Get [Outlook for iOS](#)

**From:** Leon, Jasmine  
**Sent:** February 04, 2025 2:45 PM  
**To:** Wooding, Lauren  
**Subject:** FW: Corona Del Mar Farmer's Market

Hi Lauren,

Another email received regarding CDM Farmer's Market.

Thank you,

Jasmine Leon  
Department Assistant  
Community Development Department  
Office: 949-644-3201

100 Civic Center Drive 1B  
Newport Beach, CA 92660

-----Original Message-----

From: Gena Reed <gena.reed@icloud.com>  
Sent: February 04, 2025 2:10 PM  
To: CDD <CDD@newportbeachca.gov>  
Subject: Corona Del Mar Farmer's Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Thank you for your communication regarding the City's plans for looking for vendors for our farmer's market. I have been a resident of Corona Del Mar for 30 years now and enjoy living in the village. The farmer's market that takes place on Seaview and Marguerite is one of the weekly events that I really enjoy and take advantage of.

Please help us to maintain our farmer's market.

Regards,

Gena Reed  
3428 Ocean Blvd.  
CDM  
949-350-5390

Draft

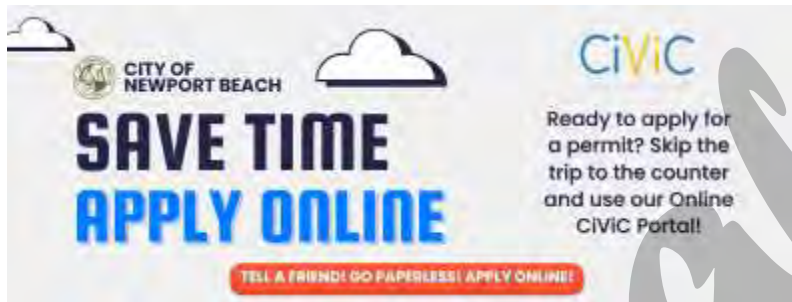
**From:** Rodriguez, Clarivel  
**Sent:** February 04, 2025 2:25 PM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Farmer's Market



**Clarivel Rodriguez**

Assistant to the Community Development Director  
Community Development Department  
Office: 949-644-3232

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Garrett, Errica <egarrett@newportbeachca.gov>  
**Sent:** February 04, 2025 1:58 PM  
**To:** Rodriguez, Clarivel <CRodriguez@newportbeachca.gov>  
**Subject:** FW: CDM Farmer's Market



**Errica Garrett**

Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



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**From:** Angela Cortright <[angela@cortright.com](mailto:angela@cortright.com)>  
**Sent:** February 04, 2025 1:17 PM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Subject:** CDM Farmer's Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

PLEASE do not replace the Farmer's Market with an 'open air' market which sounds like a swap meet. This business does a great service for our community and is beloved. We sincerely hope that you do not shut it down or do away with a great source of organic, locally grown foods and flowers! And really nice folks who run the stands and the market.

Draft

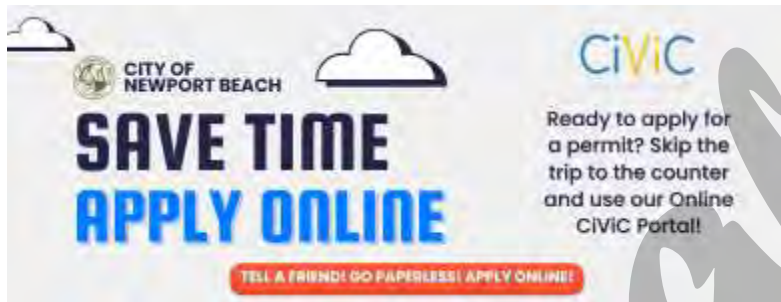
**From:** Rodriguez, Clarivel  
**Sent:** February 04, 2025 2:25 PM  
**To:** Wooding, Lauren  
**Subject:** FW: CdM Farmers Market



**Clarivel Rodriguez**

Assistant to the Community Development Director  
Community Development Department  
Office: 949-644-3232

100 Civic Center Drive  
Newport Beach, CA 92660



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**From:** Riverdude42 <riverdude42@aol.com>  
**Sent:** February 04, 2025 2:24 PM  
**To:** Rodriguez, Clarivel <CRodriguez@newportbeachca.gov>  
**Subject:** Re: CdM Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Hello,

Thank you for the clarification of the process. Rumors have a way of creating their own head of steam based on sketchy information.

Regards,

George Ponce

On Monday, February 3, 2025 at 06:08:03 PM PST, Rodriguez, Clarivel  
<[crodriguez@newportbeachca.gov](mailto:crodriguez@newportbeachca.gov)> wrote:

Good Evening,

The City of Newport Beach has recently received questions and concerns from community members about the future of the CdM Certified Farmers Market as its current operating license agreement draws to a close.

To ensure fairness, the City has launched a competitive bidding process that will allow all qualified market operators to present a vision for the market and demonstrate how they can best serve the community's needs.

The City is committed to: maintaining a fair and transparent process for vendor selection; and selecting a qualified vendor who can best serve our community. Our goal is to continue to provide a source for high-quality, locally produced goods, preserve a robust community space, and support our local farmers and businesses. The City is not proposing food trucks at CdM.

The City appreciates the important role this market plays in our community and values input that can help shape the future of the market.

Please feel free to send thoughts or suggestions to [cdd@newportbeachca.gov](mailto:cdd@newportbeachca.gov).

<https://www.newportbeachca.gov/Home/Components/News/News/43507/2720>



**Clarivel Rodriguez**

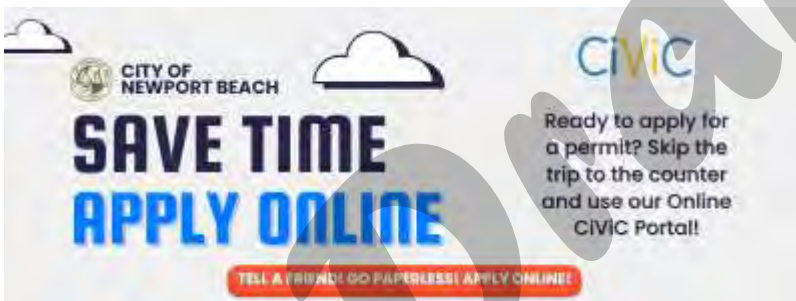
Assistant to the Community  
Development Director

Community Development  
Department

Office: 949-644-3232

100 Civic Center Drive

Newport Beach, CA 92660



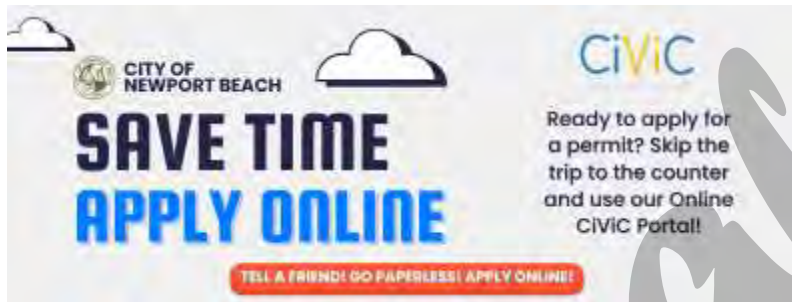
**From:** Rodriguez, Clarivel  
**Sent:** February 04, 2025 2:18 PM  
**To:** Wooding, Lauren  
**Subject:** FW: Farmers Market in CDM



**Clarivel Rodriguez**

Assistant to the Community Development Director  
Community Development Department  
Office: 949-644-3232

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Garrett, Errica <egarrett@newportbeachca.gov>  
**Sent:** February 04, 2025 2:06 PM  
**To:** Rodriguez, Clarivel <CRodriguez@newportbeachca.gov>  
**Subject:** FW: Farmers Market in CDM



**Errica Garrett**

Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



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**From:** Bob & Elaine <rehogue@gmail.com>  
**Sent:** February 04, 2025 2:04 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** Farmers Market in CDM

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear Newport Beach City Council...

I am writing to encourage you to allow Corona Del Mar's Certified Farmer's Market to continue as it has been. It is a lovely gathering place for the locals to meet and purchase quality trusted products. It is puzzling as to why you would want to change something that is so loved and successful.

We love everything about it as it operates currently. Please, please do not make this about money. Everything you do bears your signature.

Please do the right thing,  
Elaine

Draft

**From:** Leon, Jasmine  
**Sent:** February 04, 2025 1:11 PM  
**To:** Wooding, Lauren  
**Cc:** Mullinax, Carrera; Jawhary, Amanda  
**Subject:** FW: CDM Farmers market

Hello,

Please see email below regarding the CDM Farmer's Market.

Thank you,

Jasmine Leon  
Department Assistant  
Community Development Department  
Office: 949-644-3201

100 Civic Center Drive 1B  
Newport Beach, CA 92660

-----Original Message-----

From: GRAYCE HILLGREN <grayce4homes@aol.com>  
Sent: February 04, 2025 8:33 AM  
To: CDD <CDD@newportbeachca.gov>  
Subject: CDM Farmers market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I love the CDM Farmers Market and would hate it if it closed. It bring a lot of happiness because of all their goodies

Thank you  
Grayce Hillgren  
10 Rue Saint Cloud  
Newport Beach Ca 92660

**From:** Leon, Jasmine  
**Sent:** February 04, 2025 1:11 PM  
**To:** Wooding, Lauren  
**Cc:** Jawhary, Amanda; Mullinax, Carrera  
**Subject:** FW: CdM Farmers Market RFP

Hello,

Please see email below regarding the CDM Farmer's Market.

Thank you,

Jasmine Leon  
Department Assistant  
Community Development Department  
Office: 949-644-3201

100 Civic Center Drive 1B  
Newport Beach, CA 92660

-----Original Message-----

From: Ruth Kobayashi <ruthkobayashi@gmail.com>  
Sent: February 04, 2025 8:32 AM  
To: CDD <CDD@newportbeachca.gov>  
Subject: CdM Farmers Market RFP

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Hi!

How may I access the now closed RFP for the CdM Farmers Market? I was on the city website to view it but it required a login. the RFP for the Newport Pier Farmers Market was viewable, as it not closed yet.

I'd like to read the RFP for the CdM Farmers Market please.

Thanks much,

Ruth  
iPhone Photographer

Draft

**From:** Leon, Jasmine  
**Sent:** February 04, 2025 1:11 PM  
**To:** Wooding, Lauren  
**Cc:** Mullinax, Carrera; Jawhary, Amanda  
**Subject:** FW: CDM Farmers' Market

Hello,

Please see email below regarding the CDM Farmer's Market.

Thank you,



**Jasmine Leon**  
Department Assistant  
Community Development Department  
Office: 949-644-3201  
100 Civic Center Drive 1B  
Newport Beach, CA 92660



---

**From:** rhorseran@aol.com <rhorseran@aol.com>  
**Sent:** February 03, 2025 7:48 PM  
**To:** CDD <CDD@newportbeachca.gov>  
**Subject:** re: CDM Farmers' Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

To Whom It may Concern:

This market projects a small town, intimate vibe that is increasingly hard to find in a big box world. The products are good quality, and the people exhibit neighborhoodliness, if there is such a word. It is always nice to find a such a jewel in one's back yard.

Virginia Rooney

**From:** Leon, Jasmine  
**Sent:** February 04, 2025 1:09 PM  
**To:** Wooding, Lauren  
**Cc:** Jawhary, Amanda; Mullinax, Carrera  
**Subject:** FW: CDM Certified Farmers Market Support

Hello!

I will be forwarding over some emails we received in the CDD inbox in connection to the CDM Farmer's Market.

Thank you!



**Jasmine Leon**  
Department Assistant  
Community Development Department  
Office: 949-644-3201  
100 Civic Center Drive 1B  
Newport Beach, CA 92660



---

**From:** Randy Curry <randydcurrylaw@gmail.com>  
**Sent:** February 03, 2025 7:38 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Cc:** Rodriguez, Clarivel <CRodriguez@newportbeachca.gov>; CDD <CDD@newportbeachca.gov>  
**Subject:** Fwd: CDM Certified Farmers Market Support

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear all members of the City Council:

I sent the email to all of you, below, on February 1 2025. None of you responded.

This afternoon, I received a form response from Clarivel Rodriguez, Assistant to the Community Development Director, which failed to even address me by name. Her email was obviously a form response to the emails you have likely received in opposition to the apparent attempt to change the very successful CDM farmer's market which serves our community. I have copied Ms. Rodriguez on this email, and I have also copied the Community Development Department as she suggested.

I am extremely concerned. As indicated in my February 1 email (attached below), there is nothing wrong with the current vendor, market, or manager. I certainly hope this attempt, to somehow change a wonderful community market and asset to our community, does not

stem from a buddy of one of yours, or of someone within Newport Beach city government, who wants help with taking over the market, or changing it to his benefit.

I don't have a dog in this fight. I don't represent anyone in this matter. But as I stated in my prior email, I have been a loyal customer of the CDM farmer's market for over 20 years. It is fantastic just the way it is, and with Rick as the manager. Your conduct appears unfair, and many hardworking market merchants and their families are obviously affected by your conduct. Who is behind this crazy effort and why?

I would appreciate a personalized email response. Perhaps you can enlighten me. Alternatively, you are welcome to call me. My office phone number is set forth below.

Sincerely,

Randy Curry  
Law Offices of Randy D. Curry  
2901 W. Coast Hwy., Suite 200  
Newport Beach, California 92663  
949-258-4381

Sent from my iPhone

Begin forwarded message:

**From:** Randy Curry <[randydcurrylaw@gmail.com](mailto:randydcurrylaw@gmail.com)>  
**Date:** February 1, 2025 at 10:31:53 AM PST  
**To:** [citycouncil@newportbeachca.gov](mailto:citycouncil@newportbeachca.gov)  
**Subject: CDM Certified Farmers Market Support**

Dear all members of the City Council:

I live on Lido Isle and have my law practice in Newport Beach. I have shopped at the CDM farmer's market for well over 20 years. I go every Saturday. I learned today that changes in the market and management are being considered. Even the thought is ridiculous. As they say, "if it ain't broke don't try to fix it." Please spend your time on issues that matter, and leave this as it is. I want Rick Heil to continue running the CDM Certified Farmers Market. He is a personal and caring manager who does a fantastic job.

Thanks,

Randy Curry  
Law Offices of Randy D. Curry

2901 W. Coast Hwy., Suite 200  
Newport Beach, California 92663  
949-258-4381

Sent from my iPhone

Draft

**From:** Rodriguez, Clarivel  
**Sent:** February 04, 2025 11:05 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

Clarivel Rodriguez  
Assistant to the Community Development Director Community Development Department  
Office: 949-644-3232

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: February 04, 2025 10:18 AM  
To: Rodriguez, Clarivel <CRodriguez@newportbeachca.gov>  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Valerie Hutcheson <valerie.hutcheson@gmail.com>  
Sent: February 04, 2025 9:58 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

I have been a very enthusiastic weekly customer of the farmers market for 25 years. I appreciate long standing relationships with the farmers/merchants who sell, as well as appreciating the new operations that occupy space. It's wonderful to actually be able to purchase food rather than baskets, gifts, soap etc. I can't imagine why or how you want to change it?

Draft

**From:** Rodriguez, Clarivel  
**Sent:** February 04, 2025 8:36 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Certified Farmers Market Support

Clarivel Rodriguez  
Assistant to the Community Development Director Community Development Department  
Office: 949-644-3232

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: February 04, 2025 7:54 AM  
To: Rodriguez, Clarivel <CRodriguez@newportbeachca.gov>  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Virginia Rooney <rhorseran@gmail.com>  
Sent: February 04, 2025 6:26 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Sent from my iPhone

Draft

**From:** Rodriguez, Clarivel  
**Sent:** February 04, 2025 8:36 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Farmer's Market

Clarivel Rodriguez  
Assistant to the Community Development Director Community Development Department  
Office: 949-644-3232

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: February 04, 2025 7:54 AM  
To: Rodriguez, Clarivel <CRodriguez@newportbeachca.gov>  
Subject: FW: CDM Farmer's Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: John DeCero <John\_DeCero@mechanicsbank.com>  
Sent: February 03, 2025 8:12 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Farmer's Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

>>

>> Please keep the cuurent Fatner's Market - it is a local charm.

>>

>> It provides community and fresh produce, and food trucks are not nearly as desirable.

>>

>> Please keep the current operator managing the market

>> Thanks

>> John Decero

>> Owner, multiple homes in Corona Del Mar

Draft

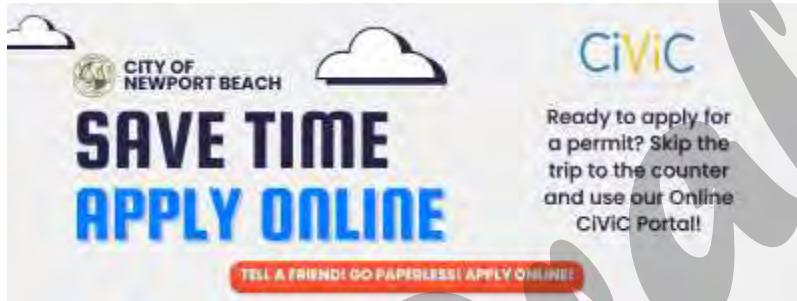
**From:** CDD  
**Sent:** February 04, 2025 7:32 AM  
**To:** Wooding, Lauren  
**Subject:** FW: CDM Farmers' Market

Let me know if you would like to handle these emails differently.

Thank you,



**Clarivel Rodriguez**  
Assistant to the Community Development Director  
Community Development Department  
Office: 949-644-3232  
100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** rhorseran@aol.com <rhorseran@aol.com>  
**Sent:** February 03, 2025 7:48 PM  
**To:** CDD <CDD@newportbeachca.gov>  
**Subject:** re: CDM Farmers' Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

To Whom It may Concern:

This market projects a small town, intimate vibe that is increasingly hard to find in a big box world. The products are good quality, and the people exhibit neighborhoodliness, if there is such a word. It is always nice to find a such a jewel in one's back yard.

Virginia Rooney

**From:** Rodriguez, Clarivel  
**Sent:** February 04, 2025 7:32 AM  
**To:** Wooding, Lauren  
**Subject:** FW: Comments  
**Attachments:** Farmers Market.pdf

Hi Lauren,

Please see attached for Farmer's Market public comments.

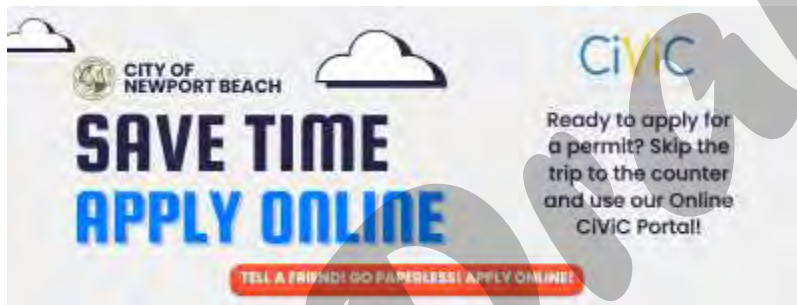
Thank you,



**Clarivel Rodriguez**

Assistant to the Community Development Director  
Community Development Department  
Office: 949-644-3232

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Mulvey, Jennifer <JMulvey@newportbeachca.gov>  
**Sent:** February 04, 2025 7:30 AM  
**To:** Rodriguez, Clarivel <CRodriguez@newportbeachca.gov>  
**Subject:** Comments

Hola!

Here are some comments that have come in for the CdM market from the mayor's office.

Errica – you can forward directly to Clarivel at this time. Thanks!!



**Jennifer Mulvey**

Administrative Assistant to the

City Clerk

City Clerk's Office

Office: 949-644-3026

Main: 949-644-3005

100 Civic Center Drive

Newport Beach, CA 92660



Draft

**From:** City Clerk's Office  
**Sent:** February 03, 2025 4:22 PM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers market in CdM

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From: Garrett, Errica <[egarrett@newportbeachca.gov](mailto:egarrett@newportbeachca.gov)>  
Sent: Monday, February 3, 2025 4:22:17 PM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers market in CdM

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Nancy Colenbaugh <[ncolenbaugh@icloud.com](mailto:ncolenbaugh@icloud.com)>  
Sent: February 03, 2025 4:19 PM  
To: Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
Subject: Farmers market in CdM

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please keep the current farmers market on Saturdays in Corona Del Mar .  
I do not want it to be replaced with a swap meet and food trucks!  
Thank you,  
Nancy C.  
Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 2:59 PM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM farmers market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 2:58:42 PM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: CDM farmers market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Anita Watumull <anitawatumull@aol.com>  
**Sent:** February 03, 2025 2:57 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** CDM farmers market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Extremely disappointed to hear that you intend to close down our community Saturday farmers market. It is a location for us to connect with other residents and citizens in the area, not just to buy fresh produce and other items. This weekly gathering provides more to the community than can be calculated, and losing it will be an unjust slap on the neighborhood.

Please read & add my following statement to what will be a long list of unhappy residents:

"I want the certified market to continue being managed by our current operator".

Thank you,  
Anita Watumull

**From:** City Clerk's Office  
**Sent:** February 03, 2025 2:52 PM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 2:52:02 PM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----  
From: Rhonni kitchen <rhonni@mac.com>  
Sent: February 03, 2025 2:51 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Support our local cafes that have been community supported for years No food trucks maintain farmers market as is Swap meets. Not conducive to CDM

Thank lyou

**From:** City Clerk's Office  
**Sent:** February 03, 2025 2:52 PM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 2:51:39 PM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: CDM Farmers Market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Marcia Pendleton <marsuzter@gmail.com>  
**Sent:** February 03, 2025 2:24 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** CDM Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Hi,

I want to keep the certified market to continue to be managed by our current operator.

I like to keep the Corona Del Mar farmers market on Saturdays. The farmers market is a place where the community purchases certified agriculture, fruits, vegetables, meats, baked goods, and flowers. It is essential for our area to have a few farmers' markets to let us have access to fresh foods that are essential to having good health. This farmers market is frequented and a staple to many of the local residents in our Corona Del Mar and Newport Beach area.

Also, please let it be noted that we have a lot of restaurants in our community that we do not need to include food trucks competing against our local restaurants.

Thank you!!

--

Best Regards,

*Marcia Pendleton*

Draft

**From:** City Clerk's Office  
**Sent:** February 03, 2025 2:52 PM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers Market Preservation Letter  
**Attachments:** Farmer's Market Preservation Letter.pdf

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 2:51:31 PM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: Farmers Market Preservation Letter



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Casey Leshner <caseylesher@gmail.com>  
**Sent:** February 03, 2025 2:20 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** Farmers Market Preservation Letter

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Good Afternoon Council Members,

I am writing to formally request the inclusion of the attached letter for the upcoming discussion regarding the Corona del Mar Farmers Market.

Sincerely,



**CASEY LESHER**

CHRISTIE'S International Real Estate

949.702.7211 | [casey@caseylesher.com](mailto:casey@caseylesher.com)

[caseylesher.com](http://caseylesher.com)

2121 E Coast Highway, Suite 180, Corona del Mar



Draft

February 3, 2025

Subject: Preserve the Authenticity of the Corona del Mar Farmers Market

Dear Newport Beach City Council,

I am writing to express my deep concern and strong opposition to any changes that would replace the management or operation of the Corona del Mar Farmers Market. For 28 years, this market has been an essential part of our community, serving as more than just a place to buy fresh, certified organic produce—it has become a Saturday morning tradition, a gathering place, and a pillar of our neighborhood's identity.

From the beginning, Rick has managed this market with dedication and integrity, ensuring that it remains a true certified farmers market, committed to authenticity and organic quality. The vendors who participate have remained loyal not just to the market, but to the people of Corona del Mar. I have personally witnessed generations of families returning week after week, forming connections with these vendors, valuing their products, and trusting in the authenticity of what they bring to our tables.

This market is more than commerce—it is community. It has grown with the community, evolved with the community, and reflects the values of Corona del Mar. To remove it or change its management would not just disrupt a business operation; it would sever a vital community bond. The people of Newport Beach have long voiced their commitment to Keeping Newport, Newport. This means preserving the character, traditions, and institutions that make our city special. The Corona del Mar Farmers Market is one of those institutions.

I urge you to support maintaining the market as it is—under the same leadership, with the same trusted vendors, and with the same commitment to certified organic products. This is what the community expects and deserves.

Thank you for your time and consideration. I look forward to your support in protecting this long-standing and beloved market.

Sincerely,



Casey Lesher  
949.702.7047  
DRE No. 01795953  
caseylesher@gmail.com

**From:** City Clerk's Office  
**Sent:** February 03, 2025 12:40 PM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Maintain Sat. Farmers market!!

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 12:39:51 PM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Maintain Sat. Farmers market!!

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Deborah Bray <debbiefoltzb@yahoo.com>  
Sent: February 03, 2025 12:39 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Maintain Sat. Farmers market!!

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Keep our Saturday morning farmer's market—NO swap meet!!! Thank you for your consideration~~

**From:** City Clerk's Office  
**Sent:** February 03, 2025 12:20 PM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Support for the Certified Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 12:19:48 PM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: Support for the Certified Farmers Market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Robert Lucy <robertlucy1@yahoo.com>  
**Sent:** February 03, 2025 12:18 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** Support for the Certified Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear City Council,

I hope this message finds you well. I am writing to express my support for the continued operation of our certified farmers market. I believe it should remain in place and continue being managed by the current operator, Rick Heil.

Thank you for your time and consideration.

Sincerely,

Robert Lucy  
19 Calvados  
Newport Beach, Ca 92657

**From:** City Clerk's Office  
**Sent:** February 03, 2025 12:19 PM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CdM Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 12:18:29 PM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: CdM Farmers Market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Jeffrey Carsten <jeff@jcarsten.com>  
**Sent:** February 03, 2025 12:13 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** CdM Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please leave well-enough-alone, the Corona del Mar Farmers Market is a wonderful addition to our CdM community. I want the certified Farmers Market to continue being managed by our current operator and to operate the way it has for years.

Thank you ,

Jeffrey Carsten

Draft

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:58 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:57:48 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: gini cassara <vacassara@gmail.com>  
Sent: February 03, 2025 8:57 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please keep it as is. We don't need food trucks. We have wonderful restaurants from which to choose.

Virginia Cassra  
Tim Hunter

613 1/2 Larkspur  
Corona del Mar 92625

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:10 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:09:38 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: susan taylor <outlook\_E8BF8F21329CF95E@outlook.com> On Behalf Of susan taylor  
Sent: February 01, 2025 11:42 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

KEEP THE FARMERS MARKET! KEEP HEALTHY FOODS WIDELY AVAILABLE AND AFFORDABLE!

Sent from my Verizon, Samsung Galaxy smartphone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:10 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Farmer's Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:09:35 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Farmer's Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Lori Welton <lwelton4@gmail.com>  
Sent: February 01, 2025 2:33 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Farmer's Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please keep the cuurent Fatner's Market - it is a local charm.

It provides community and fresh produce, and food trucks are not nearly as desirable.

Please keep the current operator managing the market.

Thanks,  
Lori Welton  
and Steve Fenton (husband)

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:10 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:09:30 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Tom <tom@stefl.info>  
Sent: February 01, 2025 4:11 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I am a 45 year resident of CDM and I quite literally live doors down from the CDM Certified Farmers Market and I want Rick Heil to continue running the CDM Certified Farmers Market.

Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:08 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Corona Del Mar farmers market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:07:34 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Corona Del Mar farmers market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: pat mcclure <pat\_mcclure@yahoo.com>  
Sent: February 02, 2025 11:12 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Corona Del Mar farmers market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Can't believe you would replace the certified farmer's market with disgusting food trucks and swap meet junk!!!!

Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:07 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers market CDM

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:07:26 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers market CDM

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: sharon anderson <shrbear51@yahoo.com>  
Sent: February 02, 2025 11:07 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers market CDM

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

To the City Council

I want the certified market to continue being managed by our current operator.  
Changing this to a food truck gathering would be a mistake. Don't think the concept would last long term.

Thank you  
Sharon Anderson  
Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:07 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:07:05 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Chris Lupin <christopherlupin@yahoo.com>  
Sent: February 02, 2025 7:29 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Hello,

Have been going to the CDM Farmers market for many years. I want Rick Heil to continue running the CDM Certified Farmers Market. Keep things the way they are. Have known Rick for many years and he is a stand up guy and should continue running the market.

Thanks,  
Chris Lupin

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:07 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Don't Stop Farmers Market in Newport

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:06:58 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: Don't Stop Farmers Market in Newport



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** claire ramser <ramserclaire@gmail.com>  
**Sent:** February 02, 2025 7:28 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** Don't Stop Farmers Market in Newport

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

PLEASE!!!!!! Do not do away with the weekly farmer's market.

We rely on the natural, healthy options to buy directly from our local farmers.

We want to have MORE control over what we put in our bodies and trust our local farmers to not put pesticides and antibiotics all over our food the way they do at grocery stores. My family and I shop almost every Saturday and buy our produce and meat for the week!

I'd like the certified market to continue being managed by our current operator.

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:07 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Farmer's Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:06:45 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: CDM Farmer's Market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Mary Elaine Legan <maryelainelegan@gmail.com>  
**Sent:** February 02, 2025 5:39 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** CDM Farmer's Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

PLEASE, PLEASE keep our local Farmer's Market in CDM. I attend every week and purchase delicious fresh fruits, veggie's and other goodies. There is an unbelievable difference in the quality and taste of their products. It sounds like our city council needs to attend the Farmer's Market and some sample their goods. You may easily become a steady customer!  
And FOOD TRUCKS - you gotta be kidding me!

CDM has enough restaurants in various price ranges. Are you trying to take business away from the local restaurants and then have empty buildings along PCH?

We, my husband and I, also want the certified market to continue being managed by our current operator.

Let's not take away something that adds so much to our local charm.

Mary Elaine and Bob Legan  
314 1/2 Larkspur Avenue  
CDM, Ca

Draft

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:07 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Cdm food trucks replacing our wonderful farmers market 😞😞😞

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:06:34 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Cdm food trucks replacing our wonderful farmers market 😞😞😞

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Karan Bass <karan\_bass@hotmail.com>  
Sent: February 02, 2025 5:02 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Cdm food trucks replacing our wonderful farmers market 😞😞😞

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear City Council,

CDM has many great restaurants we do not need food trucks competing against them!!!!

I want the certified market to continue being managed by our current operator

Pat and Karan Bass  
445 Seaward Road  
Corona Del Mar  
Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:06 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM - Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:06:28 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM - Farmers Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: JANIS A ARMSTRONG <janvenuto@me.com>  
Sent: February 02, 2025 5:02 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM - Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please keep the CDM Farmer's Market available to the city.

Janis Armstrong

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:06 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:06:22 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: Farmers Market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** John Schram <lasenby327@outlook.com>  
**Sent:** February 02, 2025 4:34 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please keep the farmers market No need for food trucks Popular for locals and restaurants dont need competition Long tome resident since 57 VP Newport Beach Historical

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:06 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:06:09 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Farmers Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Barbara Bluhm-Kaul <barbbluhmkaul@gmail.com>  
Sent: February 02, 2025 3:08 PM  
To: Barbara Glabman <bgbabble1@icloud.com>  
Cc: Dept - City Council <CityCouncil@newportbeachca.gov>; Joyce Tucker <jatucker45@gmail.com>; Marlene Hamontree <Marlene@hamontree.com>; Marla Glabman <glabmanfamily@aol.com>; Grayce Hillgren <grayce4homes@aol.com>; Kathryn Smith <karsmc1@aol.com>; Kennady Teri <kennady@cox.net>; Hyla Berteau <myredshoes@icloud.com>; Patti Estabrooks <skoorbatse@gmail.com>; Pat Jones <patjones16@aol.com>; TONI BERLINGER <toniberlo@aol.com>; Sue Guggenheim <sueguggenheim@gmail.com>; Sue Stern <Sue@stern18.com>; suki McCardle <rsmccardle912@gmail.com>; Laraine Eggleston <Laraine@eggleston.com>; Susan Ehrlich <sehrlich@cox.net>; Bobbie Purcell <mpurcell@gmail.com>; Adrienne Garrison <ahgarrison@gmail.com>; Angela Cord <angelacord@me.com>; Madeline Hayward <madandgreg@gmail.com>; Pam Gilmour <p.g.gilmour@gmail.com>; pam howard <pamhoward123@gmail.com>; Sally Crockett <crocbox@cox.net>; Edie Denning <eadenning@cox.net>; Ann Dennis <annmdennisdesigns@gmail.com>; Linda Norton <linnor@aol.com>; Heather Cook <heathercook103@gmail.com>; Chava Wortrich <CWortrich@aol.com>; Christin Foreman <ChristinFore@icloud.com>; Kim Donahue <kimbdonahue@gmail.com>; Diane Cannon <dickcannon@cox.net>; Edna Cole <ednacole1@gmail.com>; Marsha Anderson <marshaganderson@aol.com>; Sandra Ayres <ssayres@mac.com>; Barbara Rountree <brroundtree@aol.com>; Barbara Roppolo <Barbara@barbararoppolo.com>; Cathi Bledsoe <cathibledsoe@gmail.com>; Betty Huang <behuang888@gmail.com>; Deb Johnson

<debtj@sbcglobal.net>; Catherine Mclarand <mclarand@msn.com>; Janet Curci <jcwbi@aol.com>; Cc Knowles <ccbegonia@icloud.com>; Marcia Cashion <jandmcashion@gmail.com>; Sherry Fix <sherryinnewport@gmail.com>; Georgina Jacobson <georgina@georginajacobson.com>; Gay Long <drglong@aol.com>; Joelle Hamontree <Joelle@hamontree.com>; Anna Jeppe Mary <majeppe@roadrunner.com>; Shelly Klein <MicheleK@cox.net>; Judy Jones <JudyJones516@gmail.com>; Kate Eastman <kgeastman@aol.com>; Sandy Perlmutter <myperls@gmail.com>; Roberta Dauderman <bobbi@dauderman.com>; Joan Riach Gayner <joanriach@gmail.com>; Marilyn Hester Robbins <mhg@hesterfinancial.com>; Judy Slutzky <jjsslutzky@gmail.com>

Subject: Re: CDM Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

thanks Barbara  
where r they  
stationed?  
BBK  
Sent from my iPhone

> On Feb 2, 2025, at 12:13 PM, Barbara Glabman <bgbabble1@icloud.com> wrote:  
>  
>  
> Dear Council Members,  
> The CDM Farmers Market is a local need well met. It would be really sad to see these vendors of beautiful and healthy produce and baked goods be replaced by food trucks. I don't believe you could allow this in good conscience.  
> Barbara Glabman  
> PS.  
> Friends who I have copied with this letter please let your friends know to contact the council members to have their voice heard.  
> Sent from my iPad

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:06 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Farmer's Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:06:00 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Farmer's Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----  
From: Karen Dohr <kdohr5@gmail.com>  
Sent: February 02, 2025 2:42 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Farmer's Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

City Council-

I own a home on Marigold for over 25 years. A BIG NO to food trucks replacing our Farmer's Market. What a terrible idea. We need to support our neighborhood restaurants & do not need food trucks in CDM.

Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:06 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Corona Del Mar Saturday farmer's market plea

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:05:54 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Corona Del Mar Saturday farmer's market plea

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Malissa Henkels <malissahenkels11@gmail.com>  
Sent: February 02, 2025 2:38 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Corona Del Mar Saturday farmer's market plea

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

The community above-referenced would like to keep the Corona Del Mar farmers market on Saturdays. The farmers market is a place where we the community purchases certified agriculture, fruits, vegetables, salads baked goods. The farmer's market is approved by the Department of health. I want the certified market to continue being managed by our current operator and not add food trucks because we have enough great restaurants and delis to support.

Thank you for listening to us.

Malissa Henkels

Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:06 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:05:46 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: boots Strauss <bootsstrauss@gmail.com>  
Sent: February 02, 2025 2:24 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

PLEASE do not change one thing about our Saturday market in Corona Del Mar. I cannot believe you would even consider putting in food trucks instead of our wonderful market.  
Sent from my iPad

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:06 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Corona del Mar Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:05:40 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: Corona del Mar Farmers Market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Judy Dreyer <jvdreyer@gmail.com>  
**Sent:** February 02, 2025 1:42 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** Corona del Mar Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please do not replace our Farmers Market. Besides the sense of community enjoyed by the residence of our city, having access to fresh produce plus a multitude of products that promote a healthful life style is something we need more of, not less.

Food trucks provide neither a sense of community or a healthful lifestyle. We have plenty of restaurants, if someone wants prepared food,

Saving our Farmers Market is the right thing to do!

Judy Dreyer

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:06 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmer's market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:05:35 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmer's market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----  
From: Kit Newman <kitnewman25@gmail.com>  
Sent: February 02, 2025 1:29 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmer's market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

PLEASE!!!!

Do not do away with the weekly farmer's market. We rely on the natural, healthy options to buy directly from our local farmers.

Food trucks are entirely opposite of farm to table, cooked and preserved the way we want to. We want to have MORE control over what we put in our bodies. NOT less! My daughter and I shop most every saturday and buy our produce and meat for the week!

PLEASE. I'd like the certified market to continue being managed by our current operator.

THANK YOU!  
Kit Newman  
Balboa Island/China Cove

Draft

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:05 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:05:27 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: Farmers Market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Ann Lewis Rocke <annl92625@gmail.com>  
**Sent:** February 02, 2025 1:15 PM  
**To:** citycouncil@newportbeachca.govq; Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please don't abolish the Saturday Farmers Market on bayside. Such a great event for our community. We need to have to continue the charm of CDM. One of my favorite places to go after a run or class at Momentum.

Thank you for the opportunity to express my thoughts

Ann Lewis  
Begonia Avenue

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:05 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:05:21 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: CDM Certified Farmers Market Support



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** rachael gabriel <raegabriel@earthlink.net>  
**Sent:** February 02, 2025 12:48 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** CDM Certified Farmers Market Support

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

At market yesterday morning in Corona del Mar we learned of a plan to change the fabric of our community's farmers market. We want our Certified Market to continue being managed by Rick Heil. He has brought us quality and continuity in how we feed our families each week. He knows what we the people want, like and support. We support him in return.

Rachael Gabriel and family

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:05 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM farmer market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:05:14 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM farmer market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: mike hanna <mhanna91789@yahoo.com>  
Sent: February 02, 2025 12:41 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM farmer market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Hello

I would like to reconsider your planning to have food trucks and to cancel the farmer market. Please keep the farmer market it is a fresh breath in a middle of our community.

Medhat Hanna  
410 Goldenrod ave #B  
Corona del mar ca 92625

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:05 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers market on Saturday

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:05:06 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers market on Saturday

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: dianedicorpo441@gmail.com <dianedicorpo441@gmail.com>  
Sent: February 02, 2025 12:24 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers market on Saturday

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I just read that you are looking at taking our farmers market out and putting in food trucks. Why would you think this is a good idea? If we want prepared food we'll go to one of our cities restaurants, we like the fresh fruits and vegetables on Saturday mornings.

Diane DiCorpo -Fuller  
Flower street resident

Sent from my iPad

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:05 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Farmer Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:04:59 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: CDM Farmer Market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** burnsfam4@aol.com <burnsfam4@aol.com>  
**Sent:** February 02, 2025 12:16 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** CDM Farmer Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

City Council Memebbers

I do not want the CDM Saturday Farmers Market to be discontinued and replaced by food truck. Keep the existing farmer market. Thanks

Richard Burns  
215 Poinsettia Ave  
CDM

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:05 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:04:53 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Farmers Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Barbara Glabman <bgbabble1@icloud.com>  
Sent: February 02, 2025 12:13 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Cc: Joyce Tucker <jatucker45@gmail.com>; Marlene Hamontree <Marlene@hamontree.com>; Marla Glabman <glabmanfamily@aol.com>; Grayce Hillgren <grayce4homes@aol.com>; Kathryn Smith <KARSMC1@aol.com>; Kennady Teri <kennady@cox.net>; Hyla Berteau <myredshoes@icloud.com>; Patti Estabrooks <skoorbatse@gmail.com>; Pat Jones <Patjones16@aol.com>; TONI BERLINGER <toniberlo@aol.com>; Sue Guggenheim <sueguggenheim@gmail.com>; Sue Stern <Sue@stern18.com>; suki McCardle <rsmccardle912@gmail.com>; Laraine Eggleston <Laraine@eggleston.com>; Susan Ehrlich <sehrlich@cox.net>; Bobbie Purcell <mpurcell@gmail.com>; Adrienne Garrison <ahgarrison@gmail.com>; Angela Cord <angelacord@me.com>; Madeline Hayward <madandgreg@gmail.com>; Pam Gilmour <p.g.gilmour@gmail.com>; pam howard <pamhoward123@gmail.com>; Sally Crockett <crocbox@cox.net>; Edie Denning <eadenning@cox.net>; Ann Dennis <annmdennisdesigns@gmail.com>; Linda Norton <linnor@aol.com>; Heather Cook <heathercook103@gmail.com>; Chava Wortrich <CWortrich@aol.com>; Christin Foreman <ChristinFore@icloud.com>; Kim Donahue <kimbdonahue@gmail.com>; Diane Cannon <dickcannon@cox.net>; Edna Cole <ednacole1@gmail.com>; Marsha Anderson <MarshaGAnderson@aol.com>; Sandra Ayres <ssayres@mac.com>; Barbara Rountree <brrountree@aol.com>; Barbara Roppolo <Barbara@barbararoppolo.com>; Cathi Bledsoe <cathibledsoe@gmail.com>; Betty Huang <behuang888@gmail.com>; Deb Johnson <debtj@sbcglobal.net>; Catherine Mclarand <mclarand@msn.com>; Janet Curci <jcwbi@aol.com>; Cc

Knowles <ccbegonia@icloud.com>; Marcia Cashion <jandmcashion@gmail.com>; Sherry Fix <sherryinnewport@gmail.com>; Georgina Jacobson <georgina@georginajacobson.com>; Gay Long <drglong@aol.com>; Joelle Hamontree <Joelle@hamontree.com>; Anna Jeppe Mary <majeppe@roadrunner.com>; Barbara Bluhm- Kaul <barbbbluhmkaul@gmail.com>; Shelly Klein <MicheleK@cox.net>; Judy Jones <Judyejones516@gmail.com>; Catherine Mclarand <mclarand@msn.com>; Kate Eastman <kgeastman@aol.com>; Sandy Perlmutter <myperls@gmail.com>; Roberta Dauderman <bobbi@dauderman.com>; Joan Riach Gayner <joanriach@gmail.com>; Marilyn Hester Robbins <mhg@hesterfinancial.com>; Judy Slutzky <jjsslutzky@gmail.com>  
Subject: CDM Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear Council Members,

The CDM Farmers Market is a local need well met. It would be really sad to see these vendors of beautiful and healthy produce and baked goods be replaced by food trucks. I don't believe you could allow this in good conscience.

Barbara Glabman

PS.

Friends who I have copied with this letter please let your friends know to contact the council members to have their voice heard.

Sent from my iPad

Draft

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:05 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers Mkt

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:04:38 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers Mkt

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Joyce Snyder <joycelsnyder@gmail.com>  
Sent: February 02, 2025 10:49 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers Mkt

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please leave it as we have already..a gathering of like minded people wanting the freshest food available in this lovely community setting. NO TRUCKS PLEASE..we are not THAT community!!

JOYCE SNYDER

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:05 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:04:31 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: Farmers Market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Scott Alston <salston@surterreproperties.com>  
**Sent:** February 02, 2025 10:41 AM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

"I want the certified market to continue being managed by our current operator".

**Scott Alston**  
Jacqueline Thompson Group

949.929.4585  
ScottAlstonProperties.com  
DRE#00511277

---

**SURTERRE**  
PROPERTIES

1400 Newport Center Drive • Suite 100 • Newport Beach, CA 92660•DRE#01778230



Draft

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:04 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CdM farmers market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:04:23 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: CdM farmers market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Katiza Schien <katitza@katitza10.com>  
**Sent:** February 02, 2025 10:32 AM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** CdM farmers market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please let the CdM farmers market continue with it's local grown & certified produce,  
Community is important, a place where locals can shop & meet.

Katitza Schien

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:04 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:04:18 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Violet Rapp <rappvio@gmail.com>  
Sent: February 02, 2025 9:57 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Violet Rapp  
CDM resident

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:04 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:04:14 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: CDM Farmers Market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Jana Miller <jana468serra@gmail.com>  
**Sent:** February 02, 2025 9:40 AM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** CDM Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Leave the Farmers Market in Newport Beach the way it is. All of us who shop there are happy with it.  
Thanks, Jana Miller

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:04 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Sunday Market in CDM

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From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:04:08 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Sunday Market in CDM

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Marta Bhathal <marta@rajman.com>  
Sent: February 02, 2025 9:29 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Sunday Market in CDM

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Good morning!

I was told that the farmers market in Corona del Mar is going to be discontinued. Please do NOT cancel this healthy market with a bunch of unhealthy food trucks!

Marta Bhathal  
11 Inverness Lane  
Newport Beach

Pls pardon the shortness of and probable typos in this email as it was sent from my iPhone device. 📱

Draft

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:04 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:03:59 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----  
From: Lillian Singelyn <lilliansingelyn@gmail.com>  
Sent: February 02, 2025 9:25 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please do not eliminate the Farmers Market and replace with food trucks.  
That is soooo tacky for Corona Del Mar.  
We have plenty of restaurants in the area that we all enjoy.  
What kind of crowd do you think will start coming to our community???  
Some real thought should be taken so as not to ruin our community.  
Lillian Singelyn  
Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:04 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: I want the certified CdM Farmers market to continue being managed by current operator.

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:03:51 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: I want the certified CdM Farmers market to continue being managed by current operator.

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Christy Akin <christy.akin@yahoo.com>  
Sent: February 02, 2025 9:22 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: I want the certified CdM Farmers market to continue being managed by current operator.

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

City staple, please keep as is!!

Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:04 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Regarding the Farmers Market in Corina Del Mar.

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:03:45 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Regarding the Farmers Market in Corina Del Mar.

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Jane Sungaila <ocproperty@earthlink.net>  
Sent: February 02, 2025 9:05 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Regarding the Farmers Market in Corina Del Mar.

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

It is understanding there is talk about replacing the Farmers Market with food trucks! Tr. will no longer lol me this is not so, and if it is true. WHY ???

Please reconsider what I BIG mistake.  
Keep our Farmer's Market.  
JS  
Sent from  
my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:03 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Please Please - Support for Farmers Market in Corona Del Mar

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:03:18 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Please Please - Support for Farmers Market in Corona Del Mar

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Joanna Hendrie <joannahendrie@gmail.com>  
Sent: February 02, 2025 8:21 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Please Please - Support for Farmers Market in Corona Del Mar

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Subject: Support for Farmers Market in Corona Del Mar

Dear City Council,

I want to express my strong support for the Farmers Market in Corona Del Mar. Its vibrant atmosphere, filled with fresh food, flowers, and community spirit, brings joy to our Saturdays. The market not only enhances our neighborhood's beauty but also provides access to fresh produce just days from harvest.

Please consider the positive impact it has on our community and do not discontinue it.

Thank you for your attention.

Best,  
Joanna

Draft

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:03 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Farmer's Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:03:10 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Farmer's Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Nancy Bowman <nancybowmanhb@aol.com>  
Sent: February 02, 2025 7:58 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Farmer's Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

To whom it may concern,

I want the certified market to continue being managed by our current operator. Please don't replace our dear CDM Farmer's market with food trucks. I look forward to going to our neighborhood Farmer's Market every Saturday. I always find wonderful items to purchase there every week.

Thank you,

Nancy Bowman

Sent from my iPad

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:03 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Corona Del Mar Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:02:58 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: Corona Del Mar Farmers Market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Gissell Benavides <gissell\_benavides@yahoo.com>  
**Sent:** February 02, 2025 6:47 AM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** Corona Del Mar Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want the certified market to continue being managed by our current operator

Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:03 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:02:53 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: JEANIE ROE <jroe17@cox.net>  
Sent: February 02, 2025 5:42 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please don't discontinue the farmers market. We have plenty of restaurants in Newport beach and would prefer to not lose the market for food trucks. Thank you

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:03 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:02:44 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Bob Lustig <5olivetrees@gmail.com>  
Sent: February 01, 2025 9:24 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Is there a plan to eliminate the FM? Please keep it as the mix of local operators is such a nice treat.

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:03 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Farmers Market.

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:02:37 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Farmers Market.

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Anne Carlsen <accarlsen@aol.com>  
Sent: February 01, 2025 9:21 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Farmers Market.

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

We get flowers, vegetables and neighborhood talk Saturdays at the market.

Big no to food trucks. Not healthy, expensive, takes away from great cdm Restraunts.

Be smart. Do what the locals want.

Sincerely,  
Anne and Gary Carlsen  
Sent from my iPhone  
Anne Carlsen

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:02 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:02:21 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----  
From: Sue's Yahoo <suzannesheffield@yahoo.com>  
Sent: February 01, 2025 7:37 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

To whom it may concern,

Is it true that the farmers market will be eliminated?

Losing that market would be devastating!

Thank you!  
Suzanne  
Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:02 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:02:15 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Patricia Bowman <bowman437@aol.com>  
Sent: February 01, 2025 6:50 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Sent from my iPhone To our council members consider continuing the farmers market in CDM. I was very unhappy you folks are considering food trucks. What in the world makes you think a food truck would bring more charm to area??? Please reconsider. I've been a 40 years resident and have enjoyed the Farmers Market and growers since it was implemented. Sincerely Patricia Bowman-Mechling you can reach me at +19496334557 if interested.

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:02 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:02:05 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Alice Vayner <ajvayner@icloud.com>  
Sent: February 01, 2025 6:18 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please keep the farmers market in CDM.  
Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:02 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:02:00 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: CDM Farmers Market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Kimberly Knefel <kimberlyaknefel@gmail.com>  
**Sent:** February 01, 2025 6:15 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** CDM Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want the certified market to continue being managed by our current operator

Our community relies on our farmers market to eat healthy and have access to local farmers. To buy produce for our families and babies that aren't filled with toxic pesticides and chemicals.

Let the farmers serve the community.

Kimberly Salerno

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:02 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:01:52 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Mary Duggan <maryd4ac@aol.com>  
Sent: February 01, 2025 5:39 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

It seems odd you would replace a farmers market which is always busy, to bring in food trucks in a vastly populated already by restaurants. Please keep it the same its brings in so many different people with fresh produce to bake goods.

Mary Duggan  
818-929-6014

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:02 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM farmers market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:01:45 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM farmers market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Jacque Graham <jacquegraham9@gmail.com>  
Sent: February 01, 2025 4:57 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM farmers market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

It was noted that the plans are to eliminate the CDM farmers market

I want the certified market to continue being managed by our current operator.

The farmers market is a constant in the community and something everyone enjoys! The consistent vendors are what brings me back every week- please reconsider!

Thank you  
Jacque Graham  
513 Carnation

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:02 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:01:33 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: CDM Farmers Market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Riverdude42 <riverdude42@aol.com>  
**Sent:** February 01, 2025 4:28 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** CDM Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Hello City Council,

I was just informed that the Farmer's Market in CDM is going to end in favor of having food trucks come in. Not sure who came up with this silly idea, but it makes no sense. We have plenty of prepared food sources and types along PCH, they are our local business' that we need to support. Last thing we need to see is a bunch of trucks parked there offering food we don't need. Do you really think people in this community and demographic want to go eat off of food trucks on Saturday morning?

The Farmer's market gives us a chance to purchase specialty items that are not available in in our local stores, and is always a fun time to be exposed to and try something new.

Please do not remove Farmers Market.

Sincerely,

George and Nancy Ponce  
220 Heliotrope Ave

Draft

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:01 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Keep CDM Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:01:13 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Keep CDM Farmers Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Cindy <marshcindy5559@yahoo.com>  
Sent: February 01, 2025 3:45 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Keep CDM Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please keep the CDM farmers market. Nobody wants foods trucks.  
Thank you  
Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:01 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Corona Del Mar farmers market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:01:08 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Corona Del Mar farmers market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----  
From: John Jackson <jej4621@gmail.com>  
Sent: February 01, 2025 3:01 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Corona Del Mar farmers market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I reside in Cameo Shores and have enjoyed our Saturday farmers market for many years. Making many new friends and enjoying our community.  
We have many excellent restaurants in CDM and do not need to bring in food trucks to compete with our restaurants.  
Many of my neighbors and I look forward to Saturdays and the variety of fresh vegetables , fruit, and homemade delectables. Please do not take this away from our neighborhood.  
Sincerely,  
John E Jackson  
Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:01 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:00:57 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: CDM Certified Farmers Market Support



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Emory Cooley <emorymcooley@gmail.com>  
**Sent:** February 01, 2025 2:58 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** CDM Certified Farmers Market Support

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:01 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM farmer mkt

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:00:51 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM farmer mkt

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Lyna Guerena <lguerena@icloud.com>  
Sent: February 01, 2025 2:38 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM farmer mkt

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I am a resident in CDM. We do not want food trucks to take over the farmers market. Please keep the farmers market.

Thank you  
Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:01 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:00:45 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: eric nowlin <eric.nowlin@privateequityadvisors.net>  
Sent: February 01, 2025 2:20 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Hello - can you confirm if the Saturday farmers market is being discontinued and why?

Thank you

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:01 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Saturday Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:00:34 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Saturday Farmers Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Steve Skolnik <stevenfskolnik@gmail.com>  
Sent: February 01, 2025 12:55 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Saturday Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Pls do not get rid of the Farmers Market. It is me of the things that make CdM special.

Steve Skolnik  
949-903-6943

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:00 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:00:27 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Dean Quintal <deanq\_99@yahoo.com>  
Sent: February 01, 2025 12:11 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:00 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:00:21 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Cristine Cohen <cmparadiso0104@gmail.com>  
Sent: February 01, 2025 12:09 PM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear City Council,  
Please accept this email as a request for the certified market to continue to be managed by the correct operator.

Thank you,  
Cristine Cohen

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:00 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:00:13 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: adrianna voelker <avoelker07@me.com>  
Sent: February 01, 2025 11:45 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:00 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:00:07 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: brittany harbert <bharbert83@gmail.com>  
Sent: February 01, 2025 11:21 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Brittany Harbert  
bharbert83@gmail.com  
978-766-7363

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:00 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:00:02 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Michael Tomac <michael.tomac@outlook.com>  
Sent: February 01, 2025 11:20 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market.

Please keep the CDM farmers market intact as it has been for many years. It is such a refreshing departure from many other markets in OC that have become too large and over commercialized.

Thank you!

Michael Tomac | michael.tomac@outlook.com | 949-456-1058

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:00 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:59:55 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Gena Reed <gena.reed@icloud.com>  
Sent: February 01, 2025 11:19 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:00 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:59:50 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Eileen Lloyd <eileenmlloyd5@gmail.com>  
Sent: February 01, 2025 11:12 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.


To the Newport Beach City Council:

As a long time resident of CDM , we look forward every Saturday to shopping the freshest and healthiest ingredients at the CDM Certified Farmers Market . We rely on them to responsibly produce a wide range of foods.

We want Rick Heil to continue running the CDM Certified Farmers Market, he has assembled high quality local farmers who rely on the local residents patronage . Rick understands both his customers and producers and continues to source from the best local farmers.

Eileen and Richard Lloyd

Sent from my iPhone  
Eileen Lloyd

 949-500-5636

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:00 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:59:42 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: CDM Farmers Market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Amy Allred <mooregraphix@gmail.com>  
**Sent:** February 01, 2025 10:58 AM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** CDM Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please do not take away our CDM farmers market. It is a place we gather as a community and helps keep us all healthy. It is a staple to our community. A fun place to go on the weekends to get farm fresh food to bring home and cook. Please do not replace with food trucks. This is NOT a big city. And food would not be as healthy. A hard no from me.

Best Regards,  
Amy

---

Amy Allred  
cell: 949/887-7035  
[mooregraphix@gmail.com](mailto:mooregraphix@gmail.com)

Draft

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:00 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Corona Del Mar Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:59:29 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Corona Del Mar Farmers Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Izabela Webber <iw@organicpmts.com>  
Sent: February 01, 2025 10:54 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Corona Del Mar Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Our community wants the Farmers Market to stay.

Many thanks,  
Izabela Webber

**From:** City Clerk's Office  
**Sent:** February 03, 2025 7:59 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:59:23 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Farmers Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Jennifer Rulon <jennrulon@icloud.com>  
Sent: February 01, 2025 10:46 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

There are rumblings that the city plans to replace the Corona Del Mar farmers market. Please verify if there's any accuracy to this?

I want the certified market to continue being managed by our current operator & do not wish for it to be changed. It's very much valued in this community.

Jennifer Rulon  
15 year CDM resident

**From:** City Clerk's Office  
**Sent:** February 03, 2025 7:59 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers Market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:59:15 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers Market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----  
From: BECKY ATEN <atencdmah@aol.com>  
Sent: February 01, 2025 10:40 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Please keep the Saturday Farmers Market in CDM, we don't need food trucks, we need to be able to buy fresh wholesome food, why would I buy from a food truck when we have wonderful restaurants in our area.

Becky Aten  
10 Giverny  
Newport Coast, CA 92657  
atencdmah@aol.com  
Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 7:59 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:59:05 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Randy Curry <randydcurrylaw@gmail.com>  
Sent: February 01, 2025 10:32 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear all members of the City Council:

I live on Lido Isle and have my law practice in Newport Beach. I have shopped at the CDM farmer's market for well over 20 years. I go every Saturday. I learned today that changes in the market and management are being considered. Even the thought is ridiculous. As they say, "if it ain't broke don't try to fix it." Please spend your time on issues that matter, and leave this as it is. I want Rick Heil to continue running the CDM Certified Farmers Market. He is a personal and caring manager who does a fantastic job.

Thanks,

Randy Curry

Law Offices of Randy D. Curry  
2901 W. Coast Hwy., Suite 200  
Newport Beach, California 92663

949-258-4381

Sent from my iPhone

Draft

**From:** City Clerk's Office  
**Sent:** February 03, 2025 7:58 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:58:16 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: CDM Certified Farmers Market Support



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Eric Boden <ejboden@gmail.com>  
**Sent:** February 01, 2025 10:05 AM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** CDM Certified Farmers Market Support

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market  
Thank you,  
Eric Boden

**From:** City Clerk's Office  
**Sent:** February 03, 2025 7:58 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:58:11 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: Farmers market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Rosalie Puleo <rpuleo@rosaliepuleo.com>  
**Sent:** February 01, 2025 10:00 AM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** Farmers market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I love the little farmers market on Saturdays  
Please don't close it down!  
Rosalie Puleo

Get [Outlook for iOS](#)

**From:** City Clerk's Office  
**Sent:** February 03, 2025 7:58 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM farmers market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:58:04 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM farmers market

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----  
From: Kerry Keating <dudley2do@att.net>  
Sent: February 01, 2025 10:00 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM farmers market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want the certified market to continue being managed by the current by our current operator.

Please do not replace this gem with food trucks!

Concerned Citizen  
Kerry

Sent from my iPad

**From:** City Clerk's Office  
**Sent:** February 03, 2025 7:58 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:57:57 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Dina D <dina99@me.com>  
Sent: February 01, 2025 9:50 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

We are local residence in Corona Del Mar and very much enjoy and appreciate having our local farmers market where we can support local businesses and also bring healthy food home to our family. Please don't change that. If you're looking to add food trucks, add them in a neighboring lot or somewhere else, but don't replace our farmers market please.

Thank you,

Dina Davalle

**From:** City Clerk's Office  
**Sent:** February 03, 2025 7:58 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:57:47 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Delaram Ghaffary <delaramg@gmail.com>  
Sent: February 01, 2025 9:48 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

**From:** City Clerk's Office  
**Sent:** February 03, 2025 7:58 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farmers market held on Marguerite and Pacific Coast Highway

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:57:42 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: Farmers market held on Marguerite and Pacific Coast Highway

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Barbara <barbara.piot4@gmail.com>  
Sent: February 01, 2025 9:15 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: Farmers market held on Marguerite and Pacific Coast Highway

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

The farmers market should not be replaced with food trucks that compete with the restaurants in our community. Please note many residents in Corona Del Mar and Newport Beach depend on this market to buy their certified organic food. The farmers market is approved by the department of health. It's been there for over 28 years. There is no reason to change what the community wants. please consider stop trying to get food trucks into our shopping for certified goods and change the management of this farmers market. Rick Heil. Does an excellent job and has done so for many years, well organized, extremely clean and he's very involved in making sure that the market is run well

Barbara

**From:** City Clerk's Office  
**Sent:** February 03, 2025 7:57 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:57:18 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: CDM Certified Farmers Market Support



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** David Muller <dwmuller56@gmail.com>  
**Sent:** February 01, 2025 9:12 AM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** CDM Certified Farmers Market Support

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Sent from Gmail Mobile

**From:** City Clerk's Office  
**Sent:** February 03, 2025 7:57 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:57:05 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: Pamela Golan <pamelagolan@icloud.com>  
Sent: February 01, 2025 9:02 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 7:57 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:56:45 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: lena coleman <lena.coleman@hotmail.com>  
Sent: February 01, 2025 8:28 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Thank you,  
~ Lena

Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 7:57 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: CDM Certified Farmers Market Support

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 7:56:30 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office  
Subject: FW: CDM Certified Farmers Market Support

Errica Garrett  
Administrative Assistant to the Mayor and City Council City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660

-----Original Message-----

From: eric grombacher <egrombacher@gmail.com>  
Sent: February 01, 2025 8:27 AM  
To: Dept - City Council <CityCouncil@newportbeachca.gov>  
Subject: CDM Certified Farmers Market Support

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want Rick Heil to continue running the CDM Certified Farmers Market

Keep Newport the way it is.

Eric Grombacher

Sent from my iPhone

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:07 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: 250202 N (Tom Hogan to NB City Council) I protest the conversion of the Corona del Mar farmers' market

---

From: Garrett, Errica <[egarrett@newportbeachca.gov](mailto:egarrett@newportbeachca.gov)>  
Sent: Monday, February 3, 2025 8:07:21 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <[CityClerk@newportbeachca.gov](mailto:CityClerk@newportbeachca.gov)>  
Subject: FW: 250202 N (Tom Hogan to NB City Council) I protest the conversion of the Corona del Mar farmers' market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Hogan Tom <[thnbca@gmail.com](mailto:thnbca@gmail.com)>  
**Sent:** February 02, 2025 8:14 PM  
**To:** Dept - City Council <[CityCouncil@newportbeachca.gov](mailto:CityCouncil@newportbeachca.gov)>  
**Cc:** Hogan Tom <[thnbca@gmail.com](mailto:thnbca@gmail.com)>  
**Subject:** 250202 N (Tom Hogan to NB City Council) I protest the conversion of the Corona del Mar farmers' market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Sunday, 2 February 2025, 800p

Ladies and gentlemen of the Newport Beach City Council,

I write to protest the conversion of the Saturday Corona del Mar farmers' market into a swap meet and food truck parking lot. I want the farmers' market to continue as it is under its current management.

I strongly urge you to solicit community input before making any changes. The current handling of the farmers' market matter reminds me of the surreptitious attempt a decade ago to close the Balboa Library on the Peninsula without public input.

Very truly yours,

Thomas Hogan  
Balboa Peninsula Point

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:07 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: I support the current management of the CDM farmers market

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:07:10 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: I support the current management of the CDM farmers market



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Carolyn Lupin <carolynlupin@gmail.com>  
**Sent:** February 02, 2025 7:30 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** I support the current management of the CDM farmers market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I am writing to express my support for the current operator of the CDM certified farmers market, Rick Heil.

His efforts have brought quality produce and goods to our community. I am a loyal and extremely happy customer.

Any changes to the market would be a detriment to the community of Corona Del Mar and our local agriculture community.

With respect,

Carolyn Lupin

**From:** City Clerk's Office  
**Sent:** February 03, 2025 8:03 AM  
**To:** Mulvey, Jennifer  
**Subject:** FW: Farers arket.

---

From: Garrett, Errica <egarrett@newportbeachca.gov>  
Sent: Monday, February 3, 2025 8:02:29 AM (UTC-08:00) Pacific Time (US & Canada)  
To: City Clerk's Office <CityClerk@newportbeachca.gov>  
Subject: FW: Farers arket.



**Errica Garrett**  
Administrative Assistant to the  
Mayor and City Council  
City Manager's Office  
Office: 949-644-3004

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** GEORGE KENT <gvkent@mac.com>  
**Sent:** February 01, 2025 9:07 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Subject:** Farers arket.

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

I want the certified market to continue being managed by our current operator.  
George V. Kent.

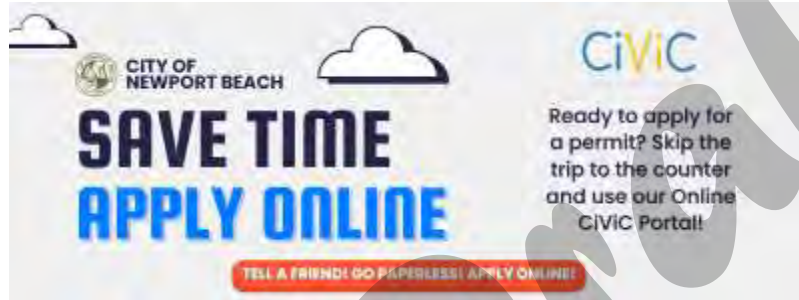
**From:** Rodriguez, Clarivel  
**Sent:** February 04, 2025 6:59 AM  
**To:** Wooding, Lauren  
**Cc:** Jurjis, Seimone  
**Subject:** FW: CDM Certified Farmers Market Support

Here is another reply to last night's email.

Thank you,



**Clarivel Rodriguez**  
Assistant to the Community Development Director  
Community Development Department  
Office: 949-644-3232  
100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** Randy Curry <randydcurrylaw@gmail.com>  
**Sent:** February 03, 2025 7:38 PM  
**To:** Dept - City Council <CityCouncil@newportbeachca.gov>  
**Cc:** Rodriguez, Clarivel <CRodriguez@newportbeachca.gov>; CDD <CDD@newportbeachca.gov>  
**Subject:** Fwd: CDM Certified Farmers Market Support

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Dear all members of the City Council:

I sent the email to all of you, below, on February 1 2025. None of you responded.

This afternoon, I received a form response from Clarivel Rodriguez, Assistant to the Community Development Director, which failed to even address me by name. Her email was obviously a form response to the emails you have likely received in opposition to the apparent attempt to change the very successful CDM farmer's market which serves our

community. I have copied Ms. Rodriguez on this email, and I have also copied the Community Development Department as she suggested.

I am extremely concerned. As indicated in my February 1 email (attached below), there is nothing wrong with the current vendor, market, or manager. I certainly hope this attempt, to somehow change a wonderful community market and asset to our community, does not stem from a buddy of one of yours, or of someone within Newport Beach city government, who wants help with taking over the market, or changing it to his benefit.

I don't have a dog in this fight. I don't represent anyone in this matter. But as I stated in my prior email, I have been a loyal customer of the CDM farmer's market for over 20 years. It is fantastic just the way it is, and with Rick as the manager. Your conduct appears unfair, and many hardworking market merchants and their families are obviously affected by your conduct. Who is behind this crazy effort and why?

I would appreciate a personalized email response. Perhaps you can enlighten me. Alternatively, you are welcome to call me. My office phone number is set forth below.

Sincerely,

Randy Curry  
Law Offices of Randy D. Curry  
2901 W. Coast Hwy., Suite 200  
Newport Beach, California 92663  
949-258-4381

Sent from my iPhone

Begin forwarded message:

**From:** Randy Curry <[randydcurrylaw@gmail.com](mailto:randydcurrylaw@gmail.com)>

**Date:** February 1, 2025 at 10:31:53 AM PST

**To:** [citycouncil@newportbeachca.gov](mailto:citycouncil@newportbeachca.gov)

**Subject: CDM Certified Farmers Market Support**

Dear all members of the City Council:

I live on Lido Isle and have my law practice in Newport Beach. I have shopped at the CDM farmer's market for well over 20 years. I go every Saturday. I learned today that changes in the market and management are being considered. Even the thought is ridiculous. As they say, "if it ain't broke don't try to fix it." Please spend your time on issues that matter, and

leave this as it is. I want Rick Heil to continue running the CDM Certified Farmers Market. He is a personal and caring manager who does a fantastic job.

Thanks,

Randy Curry

Law Offices of Randy D. Curry

2901 W. Coast Hwy., Suite 200

Newport Beach, California 92663

949-258-4381

Sent from my iPhone

Draft

**From:** Rodriguez, Clarivel  
**Sent:** February 04, 2025 6:59 AM  
**To:** Wooding, Lauren  
**Cc:** Jurjis, Seimone  
**Subject:** FW: CdM Farmers Market

Hi Lauren,

Please see below. I'm not sure how to answer Mr. Nowlin's question.

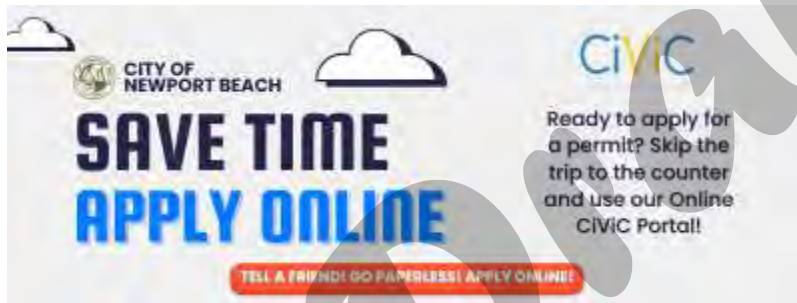
Thank you,



**Clarivel Rodriguez**

Assistant to the Community Development Director  
Community Development Department  
Office: 949-644-3232

100 Civic Center Drive  
Newport Beach, CA 92660



---

**From:** eric nowlin <eric.nowlin@privateequityadvisors.net>  
**Sent:** February 03, 2025 6:22 PM  
**To:** Rodriguez, Clarivel <CRodriguez@newportbeachca.gov>  
**Subject:** Re: CdM Farmers Market

**[EXTERNAL EMAIL] DO NOT CLICK** links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Thank you - is the current operating agreement with 1 provider (who brings in other vendors)?

Eric Nowlin  
Private Equity Advisors  
949-357-7071  
privateequityadvisors.net

<http://linkedin.com/in/ericnowlin>

On Feb 3, 2025, at 6:08 PM, Rodriguez, Clarivel  
<[CRodriguez@newportbeachca.gov](mailto:CRodriguez@newportbeachca.gov)> wrote:

Good Evening,

The City of Newport Beach has recently received questions and concerns from community members about the future of the CdM Certified Farmers Market as its current operating license agreement draws to a close.

To ensure fairness, the City has launched a competitive bidding process that will allow all qualified market operators to present a vision for the market and demonstrate how they can best serve the community's needs.

The City is committed to: maintaining a fair and transparent process for vendor selection; and selecting a qualified vendor who can best serve our community. Our goal is to continue to provide a source for high-quality, locally produced goods, preserve a robust community space, and support our local farmers and businesses. The City is not proposing food trucks at CdM.

The City appreciates the important role this market plays in our community and values input that can help shape the future of the market.

Please feel free to send thoughts or suggestions to  
[cdd@newportbeachca.gov](mailto:cdd@newportbeachca.gov).

<https://www.newportbeachca.gov/Home/Components/News/News/43507/2720>

<image001.png>

**Clarivel Rodriguez**  
Assistant to the Community Development Director  
Community Development Department  
Office: 949-644-3232  
100 Civic Center Drive  
Newport Beach, CA 92660

<image002.png>  
<image003.png>  
<image004.png>

<image005.png>

Draft

**From:** Kristen Valle <kristenvalle@yahoo.com>  
**Sent:** February 02, 2025 3:45 PM  
**To:** Wooding, Lauren  
**Cc:** Intencia Garard; Anderson, Jennifer; Anderson, Jennifer  
**Subject:** Re: CdM Farmers Market

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

Hi Lauren,

It's been a while since we've heard anything about the market. I understand how things can move slowly with government. Recently, I've been made aware of current CdM market operator partnering up with the more outspoken members of the community to protest and spread lies about the intentions for the RFP, saying it's going to be turned into a swap meet. I would love to be able to defuse the situation by telling my neighbors the truth, but I just wanted to make sure I wasn't violating our bid contract. Is it permissible for myself and business partner, Intencia, to do a press release countering these claims? Thank you for your help with this!

Draft



Sent from my iPhone

- > On Oct 28, 2024, at 17:01, Wooding, Lauren <LWooding@newportbeachca.gov> wrote:
  - >
  - > Good afternoon, Kristen,
  - > Thanks for checking on the status of the RFP. The proposals are being reviewed by our panel and we hope to have some feedback in the next few weeks.
  - > Jennifer (copied above) and her team in our Purchasing Division will be in touch regarding next steps in the process.
  - > Thank you!
  - > Lauren

>  
>  
> Lauren Wooding Whitlinger  
> Real Property Administrator  
> Community Development Department  
> CA Broker License #01943711  
> Office: 949-644-3236

>  
>  
> 100 Civic Center Drive  
> Newport Beach, CA 92660

>  
>  
>  
>  
>  
>  
>  
>  
> -----Original Message-----

> From: Kristen Valle <kristenvalle@yahoo.com>  
> Sent: October 28, 2024 4:40 PM  
> To: Wooding, Lauren <LWooding@newportbeachca.gov>  
> Cc: Intencia Garard <intencia@outlook.com>  
> Subject: CdM Farmers Market

>  
> [EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe. Report phish using the Phish Alert Button above.

>  
>  
> Hi Lauren,

>  
> Kristen here, with B2G Consulting Pros in Newport Beach, checking in to get an estimate of when we can expect to get an update on the status of the RFP. Intencia and I have been busy lining up a great roster of vendors and wanted to make sure we have enough time to get them dialed in if we are awarded the contract, which we are excitedly looking forward to the opportunity. Thanks so much! Look forward to hearing from you.

>  
> Sincerely,

>  
> Kristen Nicole Valle  
> B2G Consulting  
> 949-939-8555

>  
>  
>