

COUNCIL ACTION FORM

**SUBJECT: APPROVAL OF STREET AND PARKING SPACE CLOSURES FOR
MAIN STREET FARMERS' MARKET**

BACKGROUND:

The Main Street Cultural District (MSCD) is working with the Ames Chamber of Commerce to host a Saturday Main Street Farmers' Market on Main Street, between Clark and Burnett Avenues, this summer. The plan is for the Market to be in operation from June 25 to September 24 in 2011. Hours of operation are scheduled to be from 8:00 a.m. to 1:00 p.m. each Saturday.

In order to facilitate set-up and tear-down of the individual booths and to allow for general clean-up of the area, the street and parking spaces need to be closed from 6:00 a.m. to 2:00 p.m.

City staff has had two initial meetings with MSCD representatives to discuss the plans for the Market and have been involved in the Advisory Board planning meetings whenever possible.

District representatives are in the process of contacting all businesses in the 400 block of Main Street to determine their support for the Market and hopefully identify any issues they may have. Staff believes there may be several businesses which may have some need for access to some parking and for drive-up services. It appears that by closing Main Street at the entrance to the Wells Fargo lot on the south, and the Credit Union lot on the north, it will be possible to accommodate access to the drive-throughs and allow access to some off-street parking spaces. Although great efforts are being made by MSCD representatives to minimize the inconveniences to those businesses in the 400 block of Main Street, for the Market to exist in that location, the street and parking spaces will be closed to the general public for 8 hours each Saturday during the Market season.

The Council should be aware that although the Market will not require the closure of Kellogg Avenue, the section of Kellogg north of Main Street will be closed for pavement improvement during part of the summer. Staff and the MSCD still need to work out issues involving the Shrine Bowl Parade and the All-American Weekend. Those two events normally utilize this portion of Main Street at the time the Market will be in operation.

Since the Market will not be a special one-weekend or one-day event and will hopefully generate revenue for the District, City staff is recommending the City Council require reimbursement of the estimated \$400 in lost parking revenue, and that Electric Utility be

reimbursed \$1 per day for any outlets that are used. To waive these costs may set a difficult precedent for any future requests from businesses wishing to use public property for extended periods of time for their businesses.

ALTERNATIVES:

1. The City Council may approve the closure of Main Street, between Clark and Burnett Avenues, from June 25 through September 24, each Saturday from 6:00 a.m. to 2:00 p.m. Parking spaces in the area will also be closed during these times. The Farmers Market will be required to reimburse the City \$400 for lost meter revenue and \$1 per day for each electric outlet used.
2. The City Council may approve the requested closures of Main Street and the parking spaces but waive the requirement that the City be reimbursed for lost revenue.
3. The City Council may direct staff to work with the MSCD to find an alternate location for the Market.

MANAGER'S RECOMMENDED ACTION:

City staff realizes there may be some businesses and members of the public that are inconvenienced by the closure of the 400 block of Main Street for 8 hours each Saturday from late June through September. There will also be issues related to accommodating the Shrine Bowl Parade and All-American Weekend, but the MSCD is willing to start working with those groups right away. City staff will work closely with the Chamber and MSCD staffs to address concerns as they arise. We will all work to try to minimize the conflicts with those who may leave their vehicles overnight after patronizing the bar/restaurant establishments in the area.

The positive impact of a vibrant Farmers' Market in the Main Street should outweigh the inconveniences which some may endure during its hours of operation. It will hopefully draw many people to spend the day and enjoy the businesses in the District.

Therefore, it is the City's Manager's recommendation that the City Council adopt Alternative #1, thereby approving the closure of Main Street between Clark and Burnett Avenues from June 25 through September 24, each Saturday from 6:00 a.m. to 2:00 p.m. Parking spaces in the area will also be closed during these times. As a part of this alternative, the Farmers Market will be required to reimburse the City \$400 for lost meter revenue and \$1 per day for each electric outlet used.



February 25, 2011

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District (MSCD) is pleased to announce a partnership with the Ames Chamber of Commerce on an exciting new event starting this summer, a NEW Main Street Farmers' Market. The proposed dates and times for the Ames Main Street Farmers Market are as follows: each Saturday, June 25th to September 24th, 8:00AM to 1:00PM. After meeting with City Staff, the location decided for the Farmers' Market is the 400 block of Main Street between Burnett Avenue and the east end of the driveways for Wells Fargo Bank and Members1st Credit Union.

The Main Street Cultural District requests the City Council grant a full street closure on the 400 block of Main Street between Burnett Avenue and Clark Avenue each Saturday during the event, 6:00AM to 2:00PM. The Farmers' Market will allow Wells Fargo and Members1st Credit Union traffic into their driveways on Main Street. MSCD plans to have forty vendors at the Farmers' Market each Saturday throughout the season. MSCD has approached each retail business on Main Street between Burnett Avenue and Clarke Avenue to inform them of the closure and has received unanimous approval for the street closure plans. The signatures of each business approving the closure are on file in the City Clerk's office.

Led by an advisory board and staff of the Main Street Cultural District and the Ames Chamber of Commerce, the *Ames Main Street Farmers Market* will be a bigger, more cohesive and dynamic showcase for consumers to buy directly from Iowa vendors/producers offering seasonal fresh fruit, vegetables, meats, cheeses, arts, crafts, fresh flowers, plants and much more. In addition to the variety of vendors, the market will also provide live local entertainment, prepared food vendors, educational programming and children's activities each week.

Thank you for your consideration of this request and continued support of the Main Street Cultural District.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom K. Drenthe".

Thomas K. Drenthe
Events Planner
Main Street Cultural District

A handwritten signature in black ink, appearing to read "Angela Moore".

Angela Moore
Executive Director
Main Street Cultural District

Cc: Jeff Benson

312 Main Street, Ste 201, Ames, IA 50010
515.233.3472 Fax 515.232.9124
MainStreetCulturalDistrict.com



**Main Street Closure – 400 Block for Main Street Farmers Market
Summary of Local Business Approval**

Details Given for Closure: 400 Block Street Closure for Main Street Farmers Market between Burnett Avenue and the east end of the driveways for Wells Fargo Bank and Members1st Credit Union.

Every Saturday from June 25th thru September 24th, Event from 8:00AM to 1:00PM, Street Closure from 6:00AM to 2:00PM

Summary

Businesses Approached	14
Approve Closure	14
Disapprove Closure	0
Non-Responding	0
Businesses	

Approving Businesses

Lyla's Boutique	Jacquelyn's Photography	His & Hers Styling Salon
Sail Aweigh Travel	Tom's Barber Shop	Vanguard Computer Systems
The Spice	American Family Insurance	Wells Fargo
1430 KASI	New York Life Insurance	US Bank
Lucullan's	Members1st Credit Union	

The signatures of each approving business is on file in the City Clerk's Office

Thomas K. Drenthe

Events Planner
Main Street Cultural District

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