

ITEM #: 15
DATE: 06-25-24
DEPT: ADMIN

COUNCIL ACTION FORM

SUBJECT: **REQUESTS FROM AMES MAIN STREET FOR FARM TO TABLE ON
SUNDAY, AUGUST 4, 2024**

BACKGROUND:

The Ames Main Street Farmers' Market (AMSFM) is proposing to host its third annual Farm-to-Table Dinner from 6:00 p.m. to 9:30 p.m. on Sunday, August 4. The event will occur on 5th Street between Kellogg Avenue and Burnett Avenue. Chef Aaron Holt will prepare the meal with foods sourced from local vendors. The organizers also have proposed serving wine and beer at the event. An estimated 150 guests are anticipated to attend. Guests will purchase tickets in advance to attend, and funds raised will be used to support the cost of hosting the Farmer's Market.

To facilitate this event, AMSFM has requested the following for Sunday, August 4:

1. Blanket Temporary Obstruction Permit
2. Access to City-owned electric outlets and waiver of fees for electricity use (approximately \$5 loss of revenue)
3. Street Closure of Kellogg Avenue from Main Street to 5th Street
4. Request to utilize roping in place of fencing for alcohol area

Ames Main Street is in support of the event. Organizers plan to notify affected businesses by going door to door and by placing signs in the affected area prior to the event. **As the event is scheduled for a Sunday, there is no loss to the Parking Fund.**

The alcohol license for the event will be held by NOIR, which will be required to obtain a temporary extension of Outdoor Service. Because the majority of NOIR's sales come from alcohol rather than food, Municipal Code indicates that minors are not allowed on the premises (including within the event area). The typical standards staff has historically used to accomplish this is through the use of fencing that 1) prevents patrons from entering or exiting the area except through a controlled access, and 2) also prevents alcohol from being passed from inside the event area to those outside the event area. Temporary fencing at least six feet in height or two fences at least six feet are standard.

Organizers have requested approval for the use of rope to delineate the event area rather than the typical fencing described above. Staff has discussed security considerations in detail with the event organizer. Staff has been provided a security plan, which includes perimeter roping and barriers, entrance and exit management, an emergency plan, and the hiring of a private security firm to monitor the event area. Additionally, alcohol service for this event will be limited to ticketed guests 21 years of age and above, who will be wristbanded to ensure no alcohol is provided to individuals who should not obtain it.

Staff is supportive of approving the roping in lieu of normal fencing due to the following factors unique to this event: 1) The event is being held Downtown on a Sunday evening, when there is minimal activity in the vicinity, 2) Security will be present to monitor alcohol access and consumption, 3) Attendance is limited to a manageable size, participants will be pre-registered,

and wristbands will be utilized, 4) The primary focus of the event is gourmet food, whereas alcohol service is incidental to the event, and 5) The dining area is separated from the roped delineation by several yards.

ALTERNATIVES:

1. Approve the request for the Farm to Table on Sunday, August 4, as outlined above, including the waiver of fees for electricity use **and the use of roping in place of the standard fencing.**
2. Approve the requests as indicated above but require more substantial fencing around the event.
3. Approve the requests as indicated above but require reimbursement for electricity use.
4. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

The AMSFM Farm to Table Dinner celebrates locally sourced meats and produce. This type of event also encourages consumers to shop locally. The organizers have taken steps to ensure the safety of their event, and have clearly communicated the safe guards in place. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for the Farm to Table Supper on Sunday, August 4, as outlined above, including the waiver of fees for electricity use and the use of roping in place of the standard fencing.

ATTACHMENT(S):

[Request Letter.pdf](#)

[Farm to Table App 2024.pdf](#)

[Noir - August 8, 2024.pdf](#)