



# CITY OF LONG BEACH

DEPARTMENT OF HEALTH AND HUMAN SERVICES

2525 GRAND AVENUE • LONG BEACH, CALIFORNIA 90815 • (562) 570-4000

March 1, 2005

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the City Manager to issue a license to the Harbor Area Farmer's Market/South Coast Interfaith Council for use of the City-owned parking area at the Main Health Facility, located at 2525 Grand Avenue, for a weekly Farmer's Market (District 5)

## DISCUSSION

The Department of Health and Human Services (DHHS) was approached by the Harbor Area Farmer's Markets (HAFM), an agency of the South Coast Interfaith Council, to establish a farmer's market on Thursdays, from 4:00 pm to 7:00 pm, at the main health facility of DHHS at 2525 Grand Avenue. HAFM has been operating farmer's markets in Long Beach for over 25 years, including the markets currently operating downtown (Fridays) and at the Long Beach Marina (Sundays). HAFM is requesting to use the DHHS site because they were moved off their previous Thursday location. The main health site proved to be ideal for the HAFM as it is centrally located in the city and targets clients who already receive services at the DHHS.

The presence of a farmer's market on the main health facility site is beneficial to the DHHS; partnerships with farmer's markets promote healthy eating of fresh produce for clients of programs such as the Women, Infants and Children's (WIC) Supplemental Food Program and the Healthy Active Long Beach Program. In order to address the relationship between HAFM and the City, a License is required. The License will be valid for a period of five years.

This matter was reviewed by Senior Deputy City Attorney Donna F. Gwin on February 15, 2005 and by the Budget Management Officer David Wodynski on February 16, 2005.

## TIMING CONSIDERATIONS

City Council action is requested on March 1, 2005, to allow time to process the License Agreement before the first Farmer's Market on April 7, 2005.

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FISCAL IMPACT

There is no fiscal impact associated with this item.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



RONALD R. ARIAS  
DIRECTOR

APPROVED:



GERALD R. MILLER  
CITY MANAGER

Attachment