



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Nanci Klein

**SUBJECT: BERRYESSA FLEA MARKET  
ADVISORY GROUP STATUS REPORT**

**DATE:** March 6, 2023

Approved

Date

3/16/23

**COUNCIL DISTRICT: 4**

## **RECOMMENDATION**

Accept the status report on the creation of the Flea Market Advisory Group.

## **SUMMARY AND OUTCOME**

Accepting the status report acknowledges staff's fulfillment of City Council's direction to work with stakeholders to draft and approve a charter for a new Flea Market Advisory Group (Advisory Group), as included in the Berryessa Flea Market Southside Rezoning project. The charter establishes the composition of the Advisory Group, the process for selecting members, and other key provisions. The City Manager will appoint the 11 voting members, and the Advisory Group will advise the City Administration as the site transitions. The next step will be for staff to finish the member selection process and to begin Advisory Group meetings.

## **BACKGROUND**

In June 2021, upon approval of the Berryessa Flea Market Southside Rezoning project, City Council directed staff to set up a new Flea Market Advisory Group. The intent of the group is to give the vendors a meaningful voice in decisions moving forward. Specifically, the intended purpose of the Advisory Group is to advise on the following four topics:

- The uses of the Vendor Transition Fund, including funding from the property owner and the City;
- The design, operation, and parking for a new urban market to be located on approximately five acres of the site;
- The process for allocating vendor space in the new urban market to existing Berryessa Flea Market vendors; and
- Communications and engagement with the broader vendor community on the site transitions and Advisory Group recommendations.

City Council directed staff to convene stakeholders to draft and approve a charter and to use a portion of the first payment from the property owner (\$500,000) to establish the Advisory Group. At a minimum, the charter shall establish the details of the group, including its purpose, the number of voting members, and the composition (seat types).

City Council had already provided parameters for many of the details to be included in the charter. In addition to defining the group's intended purpose (listed above), City Council's direction stated that the group should consist of representatives of the property owner/developer, the City, and a supermajority of Flea Market vendors, including members from any vendors' association, and that City Council shall determine the composition of the Advisory Group.

Since project approval, staff fulfilled the intent of involving stakeholders to establish the Advisory Group. Staff is now requesting for City Council to accept this status report to acknowledge the milestone and the composition of the Advisory Group. The following section summarizes the process of developing the charter, the key provisions of the charter, the current application process, and the next steps.

The final charter is included in Attachment A of the staff memorandum, and a summary of the stakeholder engagement process and associated materials is included in Attachment B.

## **ANALYSIS**

### **Process**

Immediately following approval of the rezoning project in June 2021, staff began meeting with vendor representatives on a regular basis and conducting outreach and engagement with the broader vendor community. The focus of the first year was on building trust with the Office of Economic Development and Cultural Affairs staff and preparing a work plan using the first \$500,000 payment from the property owners.

In the summer of 2022, staff hired the consultants Collaborative Community Planning (Baird & Driskell) to engage stakeholders in drafting the charter for the Advisory Group. The consultants collaborated with staff to conduct interviews, talk to vendors at the Flea Market, host focus groups, and hold two meetings for the vendor community from September to December 2022. Based on the feedback gathered from these events and on City Council's direction, the team created a draft charter for public review from January 25, 2023, through February 12, 2023. Staff gathered feedback through an online feedback form, outreach at the Flea Market, and a virtual meeting on February 9, 2023. Staff also offered to take comments by phone or email.

Feedback on the draft charter received during this public review period was generally positive. Staff mainly received clarifying questions, such as:

- Why is the Advisory Group focused only on five acres, and not a larger site?

- Why doesn't the group have a leader (e.g., president, secretary, and treasurer)?
- How are ties handled in the Advisory Group, and who will have the final vote?
- How are members who are not doing a good job or who are disruptive dealt with in the Advisory Group?
- Can you clarify the Advisory Group term lengths?

There was support for the idea of requiring vendors interested in serving on the Advisory Group to show that other vendors support their application. However, there were several concerns about how vendors would be able to gather signatures at the market. There were several comments about the number of vendor representatives that would be nominated by the Berryessa Flea Market Vendor Association, while others confirmed they liked the proposed split. A few people expressed interest in hybrid or online access to the Advisory Group meetings.

Staff and the consultant team considered the feedback received, made minor revisions to the charter, and posted a final draft on the project website (see Attachment A). Staff then hosted a trilingual community meeting on February 22, 2023, to present the final charter and kick off the member selection process. Approximately 50 people attended the meeting. Following the presentation, four people expressed concerns about the process, such as the split of vendors represented to be nominated by the Berryessa Flea Market Vendor Association, the City's methods for informing vendors, transparency about how the funds are being spent, and the perception that the decision had already been made to distribute the funds equally among vendors. Staff addressed these questions and confirmed that, based on the majority of feedback received, the charter is considered finalized. Staff explained the application process for the four general vendor seats and offered paper applications to interested people.

Throughout this process, the team promoted the opportunities to get involved through posting information to the project website, email posts, physical and electronic flyers, and text messages sent by the City, Berryessa Flea Market Vendor Association, and Flea Market operators. Staff and its consultants have conducted regular outreach efforts at the Flea Market throughout 2022 and the beginning of 2023. Staff also provided updates to the property owners and met with them several times to get their feedback.

Refer to Attachment B for a complete summary of the stakeholder engagement process, including activities completed, feedback received, and copies of the materials used for outreach, events, and feedback gathering (i.e., flyers, presentations, surveys, etc.).

### Charter Provisions

The charter outlines the key functions and expectations for the Advisory Group and its members. First, the stated purpose of the Advisory Group is to:

1. Ensure that Flea Market vendors have a meaningful voice in the Flea Market transition process (as the site redevelops) by advising the City Administration on the following topics:

- a. The allocation of the Vendor Transition Fund in support of vendor relocation leading up to and following the closure of the existing Flea Market, and
  - b. The design, operation, and parking for a new urban market to be located on approximately five acres of the San Jose Flea Market Southside Rezoning Project site, and the process for allocating vendor space in the new urban market to existing Berryessa Flea Market vendors.
2. Assist the City Administration with outreach to and engagement with the broader vendor community on these topics and the site transition in general.
3. Ensure coordination with the property owner of the San Jose Flea Market Southside Rezoning Project site and its development partners on planning for the new urban market on the San Jose Flea Market Southside Rezoning Project site.

Staff is establishing the Advisory Group to advise the City Administration by providing feedback during public meetings and occasionally making official recommendations as a group. The Advisory Group will not provide recommendations directly to the City Council. For these reasons, the group will not be subject to the Brown Act or Form 700 filing requirements. However, the intention is for the Advisory Group meetings to be open to the public, and for staff to provide meeting agendas at least one week in advance on the City Calendar and project website ([www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)). Staff will continue to use the project website to share information and offer other opportunities for the broader vendor community to be involved beyond Advisory Group meetings. This structure gives staff the flexibility to design meetings in ways that are accessible to the vendor representatives and that will generate meaningful feedback for the process.

In addition to the purpose statement, the charter includes the following key provisions:

- **Composition and Quorum:** 11 voting members (10 vendor representatives and one property owner representative) and one alternate for the property owner; a majority of members must be present to hold a meeting; official recommendations will be based on a majority vote among members present at the meeting.
- **Member Selection Process:** City Manager to appoint the six members to be nominated by the Berryessa Flea Market Vendor Association, an application and evaluation process for the other four vendor representations, and nominations by the property owner for the property owner representative and the alternate.
- **Membership Criteria:** Eligibility requirements (described below), diversity objectives, and expected responsibilities for both vendor and property owner representatives.
- **Terms:** Standard term of two years with the option for reappointment; half of the initial members are to serve a three-year term for staggered appointments.

The baseline eligibility for the vendor representatives is any individual affiliated with a business that was selling at the Flea Market on or after June 21, 2021. No more than two individuals from a single business may serve on the Advisory Group at the same time. Members of the Advisory Group should be committed leaders who value the needs of the broader vendor community and



are able to work within the group to problem-solve and compromise on solutions. The vendor representatives on the Advisory Group should together reflect the diversity of the vendors at the market, including (but not limited to) diversity of language spoken, tenure at the market, types of products sold, and business plans and goals for the future following the closure of the market.

The charter clarifies that the City Manager may remove members that have excessive absences, rule violations, or behavior issues that disrupt the group's functioning. If there is an off-cycle vacancy, due to removal or resignation, the City Manager will appoint new members in the manner that Advisory Group members were originally appointed (application or nomination). Staff may utilize applications on file from the previous application process for the four general vendor seats.

The Advisory Group does not include a voting representative from the City. Staff will be involved through the management of the Advisory Group. Staff will be responsible for running the meetings in a structured way that enables the Advisory Group to receive information, discuss, and make recommendations to the City. Specifically, it will be staff's responsibility to:

- Develop the agenda and content for each meeting
- Facilitate the meetings
- Be in attendance to provide information, answer questions, and take notes
- Post meeting agendas and notes on the website
- Provide language access services (i.e., translation and interpretation in Spanish, Vietnamese, and other languages upon request)
- Provide a point of contact for the Advisory Group members between meetings
- Provide support to the Advisory Group members

Staff will also be responsible for taking action on the feedback and recommendations made by the Advisory Group (such as coordinating with other City departments, conveying recommendations to the City Manager, and taking items to City Council for approval, as needed). Staff may utilize a consultant to assist with the administration and facilitation of the Advisory Group.

The structure of the Advisory Group as established through the charter is intended to facilitate an inclusive and accessible process for the vendor representatives. This was an important goal reflected in the feedback received on the charter development. For example, staff will work with Advisory Group members to identify the best times, locations, and formats for the meetings, with special attention paid to tri-lingual facilitation. Staff may use breakout discussions in various languages and other methods to ensure members can participate fully. Staff will also provide support to the Advisory Group to help them come prepared and feel comfortable sharing their ideas and concerns.

Staff also heard concerns about the time commitment. Meetings are expected to occur every one to three months but may be held more or less often as needed. The meetings will be held on a

weekday evening in person (City Hall or other public facilities) and/or online. The typical duration of each meeting is expected to be 90 minutes, with a maximum of two (2) hours. Meeting frequency, timing, and duration will be determined with the vendor representatives' constraints in mind. In addition, the charter gives flexibility to change the standard term length of Advisory Group members from two to one year, if the time commitment becomes an issue.

The Advisory Group charter is grounded in the City Council's direction, as reflected in the rezoning ordinance. Staff refined this direction and added details based on extensive input and feedback from the vendor community and other stakeholders. The result is a charter that will provide an effective framework that meets the overall intent to give the vendors a meaningful voice in decisions as the site transitions.

### Next Steps

Since the community meeting on February 22, 2023, staff has begun to implement the member selection process. An application process for the four general vendor seats has been initiated. Interested vendors must submit an application to the City by the deadline of March 27. The applications can be completed online or on paper in English, Spanish, or Vietnamese. The applications require contact information for five references, including at least three vendors.

Following the deadline, a panel of City staff will review the applications for eligibility and evaluate them against the membership criteria to recommend the four representatives. Staff will also be taking nominations from the BFVA for six of the vendor seats and from the property owner for their seat and the alternate. City staff will consider the nominations when recommending the four general representatives to help meet the diversity objectives of the Advisory Group.

Then, the City Manager will appoint the members to the Advisory Group through an Information Memorandum that will be posted to the website and emailed to the interest list.

The next step will be to onboard the members and schedule the first meeting. Staff is targeting May to begin Advisory Group meetings. Staff and its consultants will engage Advisory Group members on items such as the economic analysis of the existing Flea Market, the review of potential relocation options, and the development of objectives and goals for a future five-acre urban market on the Berryessa site.

### EVALUATION AND FOLLOW-UP

Staff will provide their next update on the Flea Market project to the Community Economic Development Council Committee on May 22, 2023. This update will include the selected Advisory Group members and provide information on the initial Advisory Group meetings.

Additionally, staff will continue to utilize the project website ([www.sjeconomy.com/fleamarketvendors](http://www.sjeconomy.com/fleamarketvendors)) and email distribution list to keep the public updated and involved. This website includes the quarterly reports that the property owner is required to submit to the City.

### **COORDINATION**

This memorandum has been coordinated with the City Attorney's Office.

### **PUBLIC OUTREACH**

This memorandum will be posted on the City's Council Agenda website for the March 28, 2023 City Council meeting.

Outreach was undertaken for this item in addition to the agenda posting described above. These outreach efforts are described below.

Staff gathered feedback on the Advisory Group Charter through a combination of in-person vendor community meetings (on November 30, 2022, and February 22, 2023), virtual meetings (on December 7, 2022, and February 9, 2023, with the latter focusing specifically on gathering feedback on the charter and selection process), and tabling at the flea market on rent weekends to answer any questions about the project and advisory group. To further gather input, an electronic survey was also promoted, email blasts, physical flyers, and electronic flyers were distributed to promote vendor meetings and provide updates on the Flea Market project.

### **COMMISSION RECOMMENDATION AND INPUT**

No commission recommendation or input is associated with this action.

### **CEQA**

Not a Project, File No. PP17-003, Agreements/Contracts (New or Amended) resulting in no physical changes to the environment.

### **PUBLIC SUBSIDY REPORTING**

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.

HONORABLE MAYOR AND CITY COUNCIL

March 6, 2023

**Subject: Berryessa Flea Market Advisory Group Charter**

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/s/

NANCI KLEIN

Director of Economic Development and  
Cultural Affairs

For questions, please contact Adolfo Ruelas, Business Development Officer, at [adolfo.ruelas@sanjoseca.gov](mailto:adolfo.ruelas@sanjoseca.gov) or (669) 259-5585.

## ATTACHMENTS

- A. Final Charter for the Flea Market Advisory Group
- B. Summary of the Stakeholder Engagement Process and Associated Materials

Final Charter for the  
Flea Market Advisory Group

The San Jose City Council directed staff to establish a Flea Market Advisory Group in Ordinance No. 30646 (San Jose Flea Market Southside Rezoning). This charter fulfills that requirement and is consistent with the intent of City Council's direction related to the Advisory Group.

**1. Purpose of the Advisory Group**

The limited purpose of the Advisory Group is to:

- 1) Ensure that Flea Market vendors have a meaningful voice in the Flea Market transition process (as the site redevelops) by advising the City Administration on the following topics:
  - The allocation of the Vendor Transition Fund in support of vendor relocation leading up to and following closure of the existing Flea Market,
  - The design, operation, and parking for a new urban market to be located on approximately five (5) acres of the San Jose Flea Market Southside Rezoning Project site (Assessor's Parcel Numbers: 254-17-095, 254-17-095, 254-17-034), and
  - The process for allocating vendor space in the new urban market to existing Berryessa Flea Market vendors; and
- 2) Assist the City Administration with outreach to and engagement with the broader vendor community on these topics and on the site transition in general; and
- 3) Ensure coordination with the property owner(s) of the San Jose Flea Market Southside Rezoning Project site and its development partners on planning for the new urban market on the San Jose Flea Market Southside Rezoning Project site.

The Advisory Group is an **advisor** to the City Administration. It does not make decisions directly, nor make recommendations directly to the City Council.

Termination: The Advisory Group will remain active until the later of the following dates:

- When there are no funds remaining in the Vendor Transition Fund, or
- The Advisory Group has completed its purpose as stated above.

**2. Composition and Quorum**

Voting members: The Advisory Group will have 11 voting members total, including:

- 10 vendor representatives
- 1 property owner representative

Alternate:

- An alternate for the property owner representative can serve and vote in place of the primary member.

City Role:

- The City will not have a voting seat. Rather, City representation will be through administration of the Advisory Group.

- Staff will be responsible for preparing meeting agendas and minutes, facilitating the discussions, and acting on the feedback and recommendations made by the Advisory Group.

**Quorum:**

- A majority of Advisory Group members must be present to hold a meeting (6 of the 11 voting members).
- When the City Administration seeks an official recommendation from the Advisory Group as a whole, the recommendation will be based on a majority vote of the members present at the meeting so long as there is a quorum.

### **3. Member Selection Process**

Appointments: The City Manager will appoint members to the Advisory Group based upon the following and the “Membership Criteria” specified below:

- Nominations by the Berryessa Flea Market Vendor Association for 6 of the 10 vendor seats;
- An application and evaluation process for the remaining 4 vendor seats (Berryessa Flea Market Vendor Association members are eligible); and
- Nominations by the owner(s) of the portion of the Berryessa Market Southside Rezoning Project site designated for the urban market for the primary and alternate property owner seats

The City Manager may modify the selection process to adjust to changing conditions or make it easier to implement.

Removal: The City Manager may remove members that have excessive absences, violation of any of the rules and regulations that apply to the Commission, disrespectful or disruptive behavior, and any activity that is contrary to or frustrates the accomplishment of the Purpose of the Committee as stated above.

Vacancies: If there is an off-cycle vacancy, due to removal or resignation, the City Manager will appoint new members as needed, based on the selection process outlined in this section. The City Manager may utilize applications on file from the previous application process.

### **4. Membership Criteria**

- The baseline membership eligibility for the vendor representatives is any individual affiliated with a business that was selling at the Flea Market on or after June 21, 2021 (including business owners, employees and family members). No more than two (2) individuals from a single business may serve on the Advisory Group at the same time.
- The vendor representatives on the Advisory Group should together reflect the diversity of the vendors at the market, including (but not limited to) diversity of:
  - Language spoken
  - Tenure at the market
  - Types of products sold
  - Business plans and goals for the future following closure of the market

- The vendor representatives should be committed leaders who value the needs of the broader vendor community over their individual interests. They should be able and willing to:
  - Read materials sent to the Advisory Group in advance of the meetings and be prepared to discuss the materials, provide feedback, and make recommendations
  - Reach out and listen to other vendors outside of and during Advisory Group meetings
  - Listen to and learn from the property owner representatives to understand and consider their needs and interests
  - Work within the Advisory Group to problem-solve and compromise on solutions
  - Speak up and be a voice for vendors
  - Serve in a leadership role through the transition
  - Participate consistently in the Advisory Group for the length of their term
- The property owner representative and the alternate should be able and willing to:
  - Read materials sent to the Advisory Group in advance of the meetings and be prepared to discuss the materials, provide feedback, and make recommendations
  - Represent the perspectives, interests, and ideas of the property owner and its development partners
  - Listen to and learn from the broader vendor community to understand and consider their needs and interests
  - Work in a group to problem-solve and compromise on solutions
  - Participate consistently in the Advisory Group for the length of their term

## **5. Terms**

- Each Advisory Group member will serve for 2 years, with the option for reappointment for additional terms.
- Exception: half of the initial Advisory Group members will serve a 3-year term to achieve staggered appointments to the Advisory Group.
- If desired by members in the future to support consistent attendance and participation, the City Manager may switch the standard term length from two years to one year.

## **6. Meeting Logistics and Public Involvement**

- Staff will determine the regular day and time of the meetings with input from the Advisory Group.
- Meetings will be open to the public and include the opportunity for members of the public to speak to the Advisory Group.
- Staff intends to post meeting agendas on the Vendor Info website at least one week in advance.
- Staff will also post presentations and reports provided to the Advisory Group on the website (typically within 48 hours).



# Berryessa Flea Market

## Vendor Advisory Group Charter

### Engagement Summary Report



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# 1. Overview

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## Background

The San José City Council approved the Berryessa Flea Market Southside Rezoning project in June 2021. As part of the project, City Council adopted a variety of measures with the intention of supporting vendors as the site transitions from the Berryessa Flea Market to a transit-oriented development.

One of the directives was to form an Advisory Group to ensure vendors have a voice as the Flea Market closes and the site transitions to a transit-oriented development, including how to utilize the \$7.5 million Vendor Transition Fund intended to help vendors cover relocation costs. The Advisory Group will also provide guidance and feedback on the design and operations of a new 5-acre urban market on the project site, and how existing Flea Market vendors could be allocated space in the market. Advisory Group members are also expected to assist the City with involving the broader vendor community in the process.

To establish the Advisory Group, City Council directed staff to first engage stakeholders in drafting a charter. The charter would outline the number of voting members in the group, how the members would get selected, and other key provisions. City Council directed staff to use part of the first payment of \$500,000 from the property owner to set up the group.

The City of San José ran a competitive procurement process and awarded Community Planning Collaborative (previously known as Baird + Driskell Community Planning) a contract to assist staff with engaging the Berryessa Flea Market vendors and other stakeholders in the design of the Advisory Group charter. While outreach and engagement for the overall Berryessa Flea Market project and other various work streams has been ongoing, the development of the Advisory Group charter with stakeholders began in October 2022 and ran through March 2023.

## Outreach

The City of San José and its consultant team used the following modes of communication and outreach to disseminate information about the charter process to vendors:

- **Rent Weekend:** Every third weekend of the month, rent is due for monthly vendors. The City set up a pop-up table by the rent booth window to engage vendors, grow the City's vendor contact list, and share project updates.

- **City Website:** Regular project updates were provided on the City's website ([www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)), which was used as the principal information hub. Translations were provided via a Google translate widget, available at the top of all City webpages.
- **City Newsletter:** Vendors on the City's contact list were sent regular project updates via a trilingual email newsletter in English, Spanish, and Vietnamese. Staff added to the contact list through sign-up sheets at each of the engagement events described in the following section, as well as through a contact form on the website.
- **City Text Message:** In November, the City set up a SMS platform. Vendors on the City's contact list were sent frequent project updates and reminder text messages. Depending on the vendor's preference, text messages were sent in English, Spanish, or Vietnamese.
- **BFVA:** The City partnered with the Berryessa Flea Vendor Association (BFVA) to disseminate information to their constituents via their vendor meetings and text message group.
- **Property Owner:** The City coordinated with the Berryessa Flea Market owners to disseminate information to vendors via their text message listserv.

## Engagement

The City structured its engagement process into multiple phases, each of which marked a project milestone and achieved specific objectives, listed as follows:

1. **Project Kick-Off:** October 2022
2. **Charter Design:** October - December 2023
3. **Charter Feedback:** January - February 2023
4. **Charter Finalization:** February 2023

The City and its consultant team used a variety of methods to engage vendors both in-person and online, including one-on-one conversations at rent weekend, focus groups, surveys, and community meetings. The City also set up an email and voicemail inbox for vendors to share their questions and comments at any time. Nearly all engagement activities were offered in English, Spanish, and Vietnamese. The response from Vietnamese-speaking vendors was often much more minimal or non-existent. To make up for this, a Vietnamese staff member would sometimes directly text with or call Vietnamese-speaking vendors via phone to directly engage them or encourage their participation at upcoming engagement events. This report details what the City of San José and its consultant team did to engage vendors and what we heard.

## 2. Project Kick-Off (October 2022)

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The purpose of this phase of engagement was to:

- **Gather insights to design an effective Advisory Group process**, by hearing from vendors:
  - With respect to the Advisory Group process, what is important to you?
  - How can we ensure that the Advisory Group is fair, democratic, and responsive to vendor needs?
  - How can we reach all the vendors at the market?
  - Who wants to be involved in drafting the charter?
- **Build trust among vendors, City, and consultants**
  - Convey the message to vendors that “We’re here to work with you and support you”
  - Provide meet-and-greet opportunities with the City staff and consultant team to make sure vendors understand the project, who we are, and what we are doing
  - Better understand the vendors: What are their connections to the Flea Market? What are their business goals? What are their current needs and concerns? What are their hopes for the Advisory Group and the Flea Market planning process?
  - Clarify misconceptions and questions about the Flea Market planning process and the City’s role in supporting vendors through the transition
- **Update vendors about efforts the City is working on to support vendors**
  - Clarify the Council requirements and potential timeline for the market closure and transition to mixed-use development
  - Provide an overview of the Advisory Group design process
  - Emphasize how vendors will and can be involved
  - Share reminders about what resources are available to small businesses now
- **Collect emails and phone numbers to grow the City’s vendor outreach and contact list**

# What We Did

## Stakeholder Interviews

Consultants conducted stakeholder interviews with the following people early in the project to understand the history and context of the Flea Market project, identify opportunities and shared goals between stakeholders, and learn how to best reach and communicate with the broader vendor community.

### **Berryessa Flea Vendor Association**

- Roberto Gonzales
- Mariana Meija
- Kaled Escobedo Vega

### **Vendor Community Coalition**

- Huascar Castro
- Jesus Flores
- Kelly Snider
- Alex Shoor

### **Flea Market Owner & Operators**

- Brian Bumb
- Thomas Bumb
- Rich Alvari
- Erik Schoennauer

### **City Staff**

- Rosalynn Hughey
- Charla Gomez
- Laura Meiners

### **Small Business Service Providers**

- Mini Hernandez
- Dennis King

## October 2022 Rent Weekend Pop-up Outreach

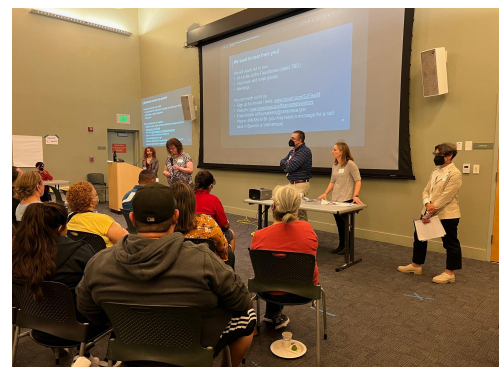


On Saturday, October 15 and Sunday, October 16, 2022, a team of City staff and consultants with bilingual capabilities in Spanish and Vietnamese set up a table by the rent booth window to engage vendors. The team handed out flyers about the upcoming vendor meeting, collected contact information to grow the City's listserv, shared project updates and answered vendors' questions, and held one-on-one conversations with vendors who

stopped by. Staff and consultants reached a minimum of 98 vendors and collected their contact information: at least 60 were Spanish-speaking vendors, 21 were English-speaking vendors, and 17 were Vietnamese-speaking vendors.

## October 19, 2022 Vendor Meeting

The City hosted an in-person vendor meeting on Wednesday, October 19, 2022 between 7:00 pm and 8:30 pm at the Berryessa Library. Over 80 vendors attended the meeting, in which a large majority were Spanish-speakers, plus a few Vietnamese speakers. During this meeting, the City introduced the consultant team, presented an update on the Flea



Market project and future plans, and clarified key facts about the process. Simultaneous interpretation of the presentation was provided in Spanish and Vietnamese. The full group broke out into five (5) smaller in-language discussion groups after the presentation. There were three (3) conducted in Spanish, one (1) in English, and one (1) in Vietnamese. These discussion groups were an opportunity for the City to hear directly from the vendors about their questions, concerns, and vision for the Advisory Group and future of the Flea Market.

### Supplemental Engagement, Outreach, and Communications Efforts

The following table is a list of supplemental engagement, outreach, and communications efforts conducted during this phase of engagement. In addition, the City continued to monitor and accept public comments via email and voicemail.

Date	What	Notes
10/11/2022	<a href="#">City Website Update</a> : Oct 19 Meeting Details and project update	
10/11/2022	Email: <a href="#">Oct 19 Vendor Meeting Notice</a>	Sent in English, Spanish, and Vietnamese. See appendix.

## Key Takeaways

The input gathered during this phase of engagement helped inform the planning of future vendor engagement and the initial direction of the Advisory Group charter.

- **Many vendors expressed confusion and frustration about the lack of new or definitive information about the future of the Flea Market and support for the vendors.** They want to know what is happening with the potential plans for another Flea Market, when the Flea Market will close, and what their other options are so that they can properly plan.
  - **Lack of exact closure date:** Many vendors are frustrated by the lack of an exact date for the closure of the Flea Market. The potential closure of the Flea Market has been a rumor they have heard for many years, so many are somewhat in disbelief and plan to continue to operate until an exact closure date is given. Many are not planning ahead for a transition until the closure is evident.
  - **Skeptical about the creation of a new market and transition:** Many vendors are skeptical about the creation of the 5-acre new market. They

questioned when it would happen, whether the timeline for the creation of the new market would even allow for a smooth transition, and whether or not they would even be possible for them to sell at the new market (e.g. will it be affordable). Vendors are worried, and they continued to circle back on this frustration during conversations.

- **What to do with inventory:** Balancing their inventory is a concern of many vendors. They are worried about investing in more merchandise to sell without knowing when the market will close. However, if they stop investing in more merchandise then they will not have enough to sell to pay rent while the market is open. Some vendors were seeking advice on inventory management.
- **Moving businesses:** Some vendors feel like they are currently in a bind and cannot move to another location because they would have to pay double rent (at the Flea Market and in the new location) if they were to move now. This is especially difficult since they have customers currently at the market.
- **Who gets support:** Some vendors asked who would qualify for support from the City and what that means for those who've stopped selling at the Flea Market. We heard that some vendors continue to sell at the Flea Market only because they are worried about missing out on support from the City.
- **There are some misunderstandings, misinformation, and rumors that need to be clarified.** For example, some vendors think that the City of San José owns or controls the Flea Market property, so they think the City is in control of building another market. Other vendors believe the idea that the decision has already been made that there will be a direct payout to all vendors, regardless of their individual plans after the market closes.
- **Many vendors do not have trust in the City.** Vendors expressed concerns about the City's outreach to vendors to date. They question the City's motivations and values. They want to be more involved in decision-making and to see progress in figuring out solutions. They want more consistent project updates and communication from the City. Concerns about the City's intentions and capabilities were strongest at the beginning of the process. However, as the engagement progressed, we heard some vendors expressed that they are starting to see that the City wants to help. They see staff directly working on ground to help them with the transition and want to continue building trust with the City.
- **Many vendors do not have trust in the property owners.** Some vendors expressed concerns about retaliation and harassment from the Flea Market operators for organizing and for participating in the planning process. They talked

about increases in parking rates, monthly rents, and deposits. Some believe that the property owners are trying to slowly push out the vendors to make it easier to sell the land to a developer.

- **Vendors shared concerns about the decreasing business activity at the Flea Market.** Some vendors believe that the increased cost of parking, lack of advertising, and rumors that the Flea Market has already closed are driving away customers.
- **The Flea Market is an important economic and cultural resource for vendors.** It is an affordable place for vendors to set up their business. It has provided them with economic opportunity (especially for older folks and recent immigrants), the chance to be their own boss and own a business, and the ability to create employment opportunities and provide income for their family, friends, and employees. It is also a space where many vendors have built community, set cultural roots, and established multi-generational businesses.
- **Hopes for a future market:** Many vendors want to see the same level of diversity and community at a future market. It is important that it remains affordable for vendors. A few expressed a desire for secure storage (so they don't have to set up and break down their stalls everyday). Some wish that a future market would remain outdoors and located in San José.
- **Vendors shared some input for the Advisory Group:** They want to see a transparent member selection process and the composition be made up by a majority of vendors that includes a mix of tenures and ethnic backgrounds that reflects the diversity of the Flea Market. Important qualities for vendor representatives to have include: good public speaking skills and possess many contacts/networks at the Flea Market. Some asked if vendors who live outside San José would be able to participate in the Advisory Group.
- **Vendors hold a variety of ideas for how the Vendor Transition Fund should be spent:** Some vendors want to see the funds be used to directly support vendors with relocation and transition to the new market or a different location. Other vendors want to see the funds used to help create a new market. Others want to see a direct payout distributed to vendors for whatever purpose the vendors want (no conditions).



### 3. Charter Design (October - December 2022)

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The purpose of this phase of engagement was to understand from vendors:

- How vendors should be represented on the Advisory Group and how to structure the membership composition of the group.
- What are the barriers to participation so that the Advisory Group can be structured in a way that enables and builds the vendors' capacity to meaningfully participate.
- What is their level of interest in participating in an Advisory Group and what considerations can be taken to encourage or maximize interest in participating in an Advisory Group.

The City and consultant team considered the input received during this phase when developing the draft charter for the Advisory Group. The City also made an ongoing effort during this period to update vendors about the progress and direction of the Advisory Group and charter.

#### What We Did

##### November 2022 Focus Groups



The City hosted three (3) focus groups in early November 2022, which included one (1) in-person English language focus group, one (1) in-person Spanish language focus group, and one (1) online Spanish language focus group. The City also planned to host an in-person Vietnamese language focus group, but it was canceled due to lack of sign-ups. The objective was to have in-depth discussions about the direction of the Advisory Group with a sample of vendors. Between 8-15 vendors participated in each focus group.



## December 7, 2022 Vendor Meeting

The City hosted a virtual meeting on Wednesday, December 7 at 7:00PM via Zoom to provide an update on efforts underway to support and engage vendors. This meeting was held in Spanish, English, and Vietnamese in separate breakout rooms. In total, approximately 45 vendors attended the meeting.

Approximately 10 participants partook in the English group. Over 30 participants attended the Spanish group. The majority of these participants attended via two watch parties hosted by the Berryessa Flea Vendors Association and Latino Business Foundation. Four (4) participated in the Vietnamese group.



## Supplemental Engagement, Outreach, and Communications Efforts

The following table is a list of supplemental engagement, outreach, and communications efforts conducted during this phase of engagement. The City continued to monitor and accept public comments via email and voicemail.

Date	What	Notes
11/09/2022	<u>City Website Update:</u> Focus Group Details	
11/09/2022	<u>Email:</u> <a href="#">Focus Group Invitations #1</a>	Sent in English, Spanish, and Vietnamese. See appendix.
11/09/2022	<u>Text Message:</u> Focus Group Invitations	Text message: "The City of San José wants to hear from vendors about how to set up the Flea Market Advisory Group. Small group discussions will be hosted in English, Spanish, and Vietnamese on November 15 and 16, 2022. Participants will receive a \$25 gift card. Sign up with this online form: <a href="https://forms.gle/VsERd5xMCGDrBU2Q7">https://forms.gle/VsERd5xMCGDrBU2Q7</a> "  Sent in English, Spanish, and Vietnamese.
11/14/2022	<u>Email:</u> <a href="#">Focus Group Invitations #2</a>	Sent in English, Spanish, and Vietnamese. See appendix.

11/18/2022	<u>City Website Update:</u> Dec 7 Meeting Details	
11/18/2022	Email: <a href="#">Nov 30 &amp; Dec 7 Meeting Announcement</a>	Sent in English, Spanish, and Vietnamese. See appendix.
11/20/2022	<u>Rent Booth Weekend:</u> Pop-up outreach	A team of three City staff with bilingual Spanish and Vietnamese capabilities set up a table by the rent booth to flyer and promote the Dec 7 Meeting
11/28/2022	Email: <a href="#">Nov 30 Vendor Meeting Cancelation Notice and Dec 7 Vendor Meeting Reminder</a>	Sent in English, Spanish, and Vietnamese. See appendix.
12/01/2022 - 12/07/2022	<u>Phone calls:</u> Notify Vietnamese vendors of Meeting	Vietnamese-speaking City staff directly called and text messaged Vietnamese-speaking vendors.
12/06/2022	Email: <a href="#">Dec 7 Vendor Meeting Reminder #1</a>	Sent in English, Spanish, and Vietnamese. See appendix.
12/07/2022	Email: <a href="#">Dec 7 Vendor Meeting Reminder #2</a>	Sent in English, Spanish, and Vietnamese. See appendix.
12/07/2022	<u>Text Message:</u> Dec 7 Meeting Reminder	Text message: "The City of San José's Vendor Outreach Meeting is happening tonight at 7:00 PM on Zoom ( <a href="https://us06web.zoom.us/j/88633697037">https://us06web.zoom.us/j/88633697037</a> ). Hear about efforts underway to support and engage vendors!"  Sent in English, Spanish, and Vietnamese.
01/05/2023	Email: <a href="#">Dec 7 Vendor Meeting Summary</a>	Sent in English, Spanish, and Vietnamese. See appendix.

## Key Takeaways

- **Many of the vendors who participated in the focus groups expressed interest in being a vendor representative in the Advisory Group.** For those who were not interested, they expressed concern about the time commitment, having enough knowledge and capability to participate, whether or not they can really speak on behalf of other vendors, and whether the Advisory Group will have a meaningful effect on decisions.
- **Membership Criteria**
  - **There was little consensus about the minimum length of time** a vendor would have needed to sell at the Flea Market to participate in the Advisory Group. Some believed there should be a minimum length of time while others believe newer vendors have an important perspective to share.
  - **Many vendors believed only monthly vendors should qualify** to participate in the Advisory Group. However, the needs of daily vendors should still be taken into consideration.
  - **Many stressed the importance of allowing employees and family members of the vendor (or business license owner) to participate** in the Advisory Group. Many vendors rely on their family members, friends, and employees to attend meetings on their behalf, especially if they don't have time to participate because they are busy running their business or they worry they don't have the capabilities (e.g. knowledge or language skills) to participate.
  - **Many vendors believe that representatives should have a commitment to the continuity of the Flea Market (or new future market).** However, some were open to hearing from others who seek a different outcome.
  - Vendors want to see members of the Advisory Group **possess the following qualities:**
    - **Commitment** (in terms of time as well as to the future and continuity of the Flea Market)
    - **Honesty**
    - **Experience**
    - **Reflective**
    - **Respectful**
    - **Open to compromise** / productive and collaborative problem-solvers
    - **Interest in serving the full and diverse vendor community**

- **Most vendors believe that there should be representation of different language speakers in the Advisory Group**, especially to represent and be able to reach the diversity of vendors at the Flea Market.
- **Most vendors were okay with a City-led application process or a voting process for the selection of the Advisory Group members.** The main takeaway was that the selection of the Advisory Group members should be deliberate or vetted to ensure a diversity of representation and that members are committed. Vendors should also have some sort of vote of approval in the process. Most vendors were against a lottery process.

## 4. Charter Feedback (January - February 2023)

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The purpose of this phase of engagement was to present the published draft charter for the Advisory Group to vendors and seek feedback. The City took the public comments received during this period into consideration when revising and finalizing the Advisory Group charter. The public comment period started on January 25, 2023 and closed on February 12, 2023.

### What We Did

#### On-Demand Video Presentation

On January 25, 2023, the City published on the project webpage the draft charter and a video presentation to provide an overview of the key charter provisions and additional information. The presentation was provided in [English](#), [Spanish](#), and [Vietnamese](#). Vendors could view these presentations on-demand whenever they desired. The Spanish video received 112 total views. The English video received 83 total views. The Vietnamese video received 55 total views.

#### Booth at the Flea Market

On Saturday, January 27, 2023 between 10:00am and 1:00pm, the City reserved a stall at the Flea Market and set up a booth for answering questions about the draft charter and collecting feedback. A team of three City staff members and consultants with bilingual Spanish and Vietnamese capacities staffed the booth. Three (3) vendors stopped by the booth.

## February 9, 2023 Q&A Meeting

On Thursday, February 9, 2023, the City hosted an online “Q&A” meeting via Zoom to answer questions about the charter and provide an opportunity for live public comment. The meeting was conducted in three separate breakout sessions, one in each language: English, Spanish, and Vietnamese. Over 20 vendors attended. Over 14 vendors participated in the Spanish group, which included an additional unspecified count of vendors who attended via a BFVA-hosted in-person watched party. Six (6) vendors participated in the English group.

## Online Feedback Form

An online feedback form was live through February 12, 2023. There were versions in English, Spanish, and Vietnamese. The City received 16 submissions in total. 11 filled out the Spanish version. Four (4) filled out the English version. One (1) filled out the Vietnamese version. [See appendix for screenshots of survey.](#)

## Supplemental Engagement, Outreach, and Communications Efforts

The following table is a list of supplemental engagement, outreach, and communications efforts conducted during this phase of engagement. The City continued to monitor and accept public comments via email and voicemail.

Date	What	Notes
01/25/2023	<u>City Website:</u> Post draft charter, video presentation, and list engagement opportunities	
01/26/2023	<u>Email:</u> <a href="#">Notice about Published Draft Charter</a>	Sent in English, Spanish, and Vietnamese. See appendix.
01/27/2023	<u>Text Message:</u> Notice about Published Draft Charter	Text message: “The City of San José invites you to share your feedback on the draft charter for the Flea Market Advisory Group. Watch a short presentation and learn more at: <a href="http://www.sjeconomy.com/FleaMarketVendors">www.sjeconomy.com/FleaMarketVendors</a> ”  Sent in English, Spanish, and Vietnamese
02/03/2023	<u>Text Message:</u> Reminder about online feedback survey	Text message: “The City of San José invites you to review highlights of the draft Advisory Group charter and complete this survey to share your feedback. The deadline is February 12:

		<a href="https://forms.gle/E62vdWWmjjNkEPng7">https://forms.gle/E62vdWWmjjNkEPng7</a> Sent in English, Spanish, and Vietnamese
02/06/2023	<u>Text Message:</u> Reminder about February 9, 2023 Q&A Meeting	Text message: "The City of San José is hosting a virtual Q&A meeting on Zoom this Thursday, February 9, 7:00pm-8:00pm to listen to your feedback on the draft Advisory Group Charter. Visit our website get details for how to join: <a href="http://www.sanjoséca.gov/fleamarketvendors">www.sanjoséca.gov/fleamarketvendors</a>  Please view our presentation on Youtube ahead of the meeting: <a href="https://youtu.be/Rdk5IRp9d8s">https://youtu.be/Rdk5IRp9d8s</a>  Sent in English, Spanish, and Vietnamese
02/10/2023	<u>Email &amp; Text Message:</u> <a href="#">Reminder about feedback deadline</a>	Text message: "Complete this survey to share your feedback on the draft Advisory Group charter before the February 12 deadline: <a href="https://forms.gle/E62vdWWmjjNkEPng7">https://forms.gle/E62vdWWmjjNkEPng7</a>  Also save the date! The City of San José is hosting an in-person vendor meeting at the Berryessa Community Center (3050 Berryessa Rd) on Wednesday, February 22, 7:00pm-8:30pm to share the final draft of the Advisory Group Charter, based on your feedback. More details: <a href="http://www.sanjoséca.gov/fleamarketvendors">www.sanjoséca.gov/fleamarketvendors</a>  Sent in English, Spanish, and Vietnamese

## Key Takeaways

**Overall, the City of San José did not receive much feedback on the draft Advisory Group Charter.** We saw participation from over 40 vendors across all the engagement opportunities listed below. Of the vendors who participated, a majority expressed satisfaction with the direction of the charter. However, a small number of vendors shared the following questions and feedback in regards to the following topics:

- Property owner's seat on the Advisory Group
  - Why would the property owner have a seat on the Advisory Group?
- Quorum
  - Why wouldn't the group have a leader (e.g. president, secretary and treasurer)?
  - How will ties be handled?
  - How will members who are not doing a good job or are disruptive be dealt with?
- Length of Term.
  - Please clarify the length of time that members will serve on the group.
- Composition
  - One vendor felt the size of the group was too small to represent the full diversity of the market vendors.
  - Two vendors asked why the BFVA received 6 nominations.
- Gathering Signatures as part of the Application process for the 4 general seats
  - A few vendors asked about how they can get to know the vendors seeking to apply for a seat on the Advisory Group so they can show their support.
  - Some were concerned about the applicants' ability to openly collect signatures at the Flea Market without repercussions.
- Other Advisory Group Details
  - Why is the Advisory Group focused only on five acres, and not a larger site?
  - Some vendors asked if meetings can be hybrid and if meetings can be videotaped and posted online?

Most of the questions and comments were addressed during the February 9th Q&A Meeting. Some clarifications and changes were made to the charter in response to the feedback in that phase.

## 5. Charter Finalization (February 2023)

The purpose of this phase of engagement was to present the final draft charter for vendor approval and launch the member selection process, which culminated in the February 22, 2023 Vendor Meeting that marked this milestone. This two-week outreach phase began February 10, 2023.

### What We Did

#### February 22, 2023 Vendor Meeting

The City hosted an in-person vendor meeting on Wednesday, February 22, 2022 between 7:00 pm and 8:30 pm at the Berryessa Community Center. Over 30 vendors signed the sign-in sheet, and approximately 50 people were in attendance. The meeting was conducted in Spanish and English by bilingual City staff. A bilingual Vietnamese City staff member was present in case any vendors needed Vietnamese interpretation. The meeting began with



a presentation of the final draft Advisory Group charter, followed by an opportunity for public comment and Q&A. The second presentation launched the member application process, which was followed by public comment and Q&A. All presentation slides were offered in English, Spanish, and Vietnamese, and were posted on the project website.

#### Supplemental Engagement, Outreach, and Communications Efforts

The following table is a list of supplemental engagement, outreach, and communications efforts conducted during this phase of engagement. The City continued to monitor and accept public comments via email and voicemail.

Date	What	Notes
02/10/2023	Email & Text Message: <a href="#">February 22 Vendor Meeting Notice</a>	Text message: "Complete this survey to share your feedback on the draft Advisory Group charter before the February 12 deadline: <a href="https://forms.gle/E62vdWWmjjNkEPngZ">https://forms.gle/E62vdWWmjjNkEPngZ</a>



		<p>Also save the date! The City of San José is hosting an in-person vendor meeting at the Berryessa Community Center (3050 Berryessa Rd) on Wednesday, February 22, 7:00pm-8:30pm to share the final draft of the Advisory Group Charter, based on your feedback. More details: <a href="http://www.sanJoseca.gov/fleamarketvendors">www.sanJoseca.gov/fleamarketvendors</a>"</p> <p>Sent in English, Spanish, and Vietnamese</p> <p>See appendix for email.</p>
02/17/2023	<u>Email &amp; Text Message:</u> <a href="#">February 22 Vendor Meeting Reminder</a>	<p>Text message: "The City of San José is hosting a vendor meeting on Wednesday, 2/22 at 7:00 - 8:30 pm at the Berryessa Community Center (3050 Berryessa Rd). Come celebrate the finalized Advisory Group charter and kick-off of the member selection process. For more details, please visit: <a href="http://www.sjeconomy.com/FleaMarketVendors">www.sjeconomy.com/FleaMarketVendors</a></p> <p>We'll be at the Berryessa Flea Market this Saturday, 2/18 by the rent payment window booth if you have any questions."</p> <p>Sent in English, Spanish, and Vietnamese</p> <p>See appendix for email.</p>
02/18/2023	<u>Rent Booth Weekend:</u> Pop-up outreach	<p>A team of two City staff with bilingual Spanish capabilities set up a table by the rent booth to flyer and promote the Feb 22 Meeting.</p>
02/22/2023	<u>Text Message:</u> Reminder about Feb 22 Meeting	<p>Text message: "Reminder! The City of San José is hosting a vendor meeting tonight at 7:00-8:30 pm at the Berryessa Community Center. Come view the final Advisory Group charter and learn how to apply for a vendor representative seat! For more details, visit: <a href="http://www.sjeconomy.com/FleaMarketVendors">www.sjeconomy.com/FleaMarketVendors</a></p> <p>Note: this meeting is at the **Berryessa Community Center (3050 Berryessa Rd)***, and NOT the Berryessa Library."</p> <p>Sent in English, Spanish, and Vietnamese</p>

## Key Takeaways

**Overall, a majority of vendors were supportive of the Advisory Group charter.** Four vendors expressed some disagreement with the composition of the Advisory Group and

distrust in the process. They suggested that there be more general vendor seats, questioned the City's methods for informing vendors, and asked about how the funds are being spent. One conveyed the perception that the decision had already been made to distribute the funds equally among vendors. Staff addressed these questions and confirmed that, based on the majority of feedback received, the charter is considered finalized.

It was also apparent that some vendors have not been consistently or successfully reached and engaged throughout this entire process, given some still had basic questions about the project or their questions were based on inaccurate information.

## 6. Appendix: Outreach & Engagement Artifacts

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- [Flyers](#)
- [Emails](#)
- [Summary & Notes](#)
- [Meeting Agendas](#)
- [Other](#)

# Flyers

October 19, 2022 In-Person Vendor Flyer



Sign up for email or text message notifications • [tinyurl.com/SJFleaM](https://tinyurl.com/SJFleaM)

Regístrese para recibir notificaciones por correo electrónico o mensaje de texto • [tinyurl.com/SJFleaM](https://tinyurl.com/SJFleaM)



## Meeting for Flea Market Vendors!

**Wednesday, October 19, 2022**  
**7:00 - 8:30 PM**

**Berryessa Library**  
**3355 Noble Ave, San Jose, CA 95132**

### This is an opportunity to...

- Learn about what's going on with the Flea Market and future plans.
- Shape the advisory group and studies that will guide the Vendor Transition Fund
- Hear about next steps and how to get involved.

Following a presentation, we will break into discussion groups. **Bring your questions, concerns, and ideas!**

### We will provide:

- Interpretation in Spanish & Vietnamese
- Snacks and beverages provided
- Children welcome (supervised activities for kids 4 years and older)
- Free parking

For more project information, please visit:  
[www.sanjoseca.gov/fleamarketvendors](https://www.sanjoseca.gov/fleamarketvendors)

## ¡Reunión de Vendedores de La Pulga!

**Miércoles, 19 de Octubre del 2022**  
**7:00 - 8:30 PM**

**Biblioteca Berryessa**  
**3355 Noble Ave, San Jose, CA 95132**

### Esta es una oportunidad para...

- Aprender sobre lo que está sucediendo con La Pulga y los planes futuros para ella.
- Configurar al grupo asesor y a los estudios que orientarán el Fondo de Transición de Vendedores
- Conocer los próximos pasos y cómo participar.

Tras la presentación, nos dividiremos en pequeños grupos de discusión. **Traiga sus preguntas, preocupaciones e ideas.**

### Se proveerá:

- Interpretación en Español y Vietnamita
- Aperitivos y bebidas proporcionados
- Niños bienvenidos (actividades supervisadas para niños a partir de 4 años)
- Estacionamiento gratuito

Para aprender más sobre el proyecto, por favor consulte:  
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## Buổi Họp Dành Cho Các Thương Nhân Chợ Trời!

**Thứ tư, ngày 19 tháng 10 năm 2022**  
**Từ 7 giờ cho đến 8 giờ tối**

**Tại Thư Viện Berryessa**  
**3355 Noble Ave, San Jose, CA 95132**

### Đây là một cơ hội để chúng ta:

- Biết được những thông tin và diễn biến liên quan đến Chợ Trời và những hoạch định cho tương lai.
- Lập nhóm cố vấn và những cuộc khảo cứu nhằm hướng dẫn Quý Giúp Đỡ Thương Nhân Chuyển Địa Điểm.
- Nghe về những bước kế tiếp và cách nào để tham gia.

Sau buổi thuyết trình, chúng ta sẽ chia thành các nhóm thảo luận. Xin quý vị nhớ đem theo những câu hỏi, những băn khoăn, và những ý kiến đóng góp!

### Chúng tôi sẽ cung cấp những dịch vụ như:

- Thông dịch tiếng Tây Ban Nha và tiếng Việt
- Thức ăn và thức uống nhẹ
- Quý vị có thể đem theo trẻ em (với những sinh hoạt có người trông coi dành cho trẻ từ 4 tuổi trở lên)
- Chỗ đậu xe miễn phí

Nếu quý vị muốn biết thêm thông tin về dự án, xin vào trang mạng này:  
[www.sanjoseca.gov/fleamarketvendors](https://www.sanjoseca.gov/fleamarketvendors)



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Từ 7 giờ cho đến 8 giờ tối**

**Tại Thư Viện Berryessa**  
3355 Noble Ave, San Jose, CA 95132

### Đây là một cơ hội để chúng ta:

- Biết được những thông tin và diễn biến liên quan đến Chợ Trôi và những hoạch định cho tương lai.
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- Chỗ đậu xe miễn phí

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[www.sanjoseca.gov/fleamarketvendors](http://www.sanjoseca.gov/fleamarketvendors)





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## Meeting for Flea Market Vendors!

### In-Person Meeting

**Wednesday, Nov 30, 2022**  
**7:00 PM - 8:30 PM**

**Berryessa Community Center**  
**3050 Berryessa Rd, San Jose, CA 95132**

### Online Meeting

**Wednesday, Dec 7, 2022**  
**7:00 PM - 8:30 PM**

**Online via Zoom**  
**[www.tinyurl.com/VendorMeetingDec2022](https://www.tinyurl.com/VendorMeetingDec2022)**

To prepare for the possible Flea Market closure as early as July 2024, the City of San José is setting up a new Advisory Group. This would give vendors an official voice in the planning process. Vendors like you who serve on the Advisory Group will get to guide decisions that affect your future, including how to support vendors with available funds. The Advisory Group will also make recommendations on the design of a new market on the site.

#### **Attend one of these upcoming meetings to...**

- Review the draft proposal for the Flea Market Advisory Group, which covers:
  - » Who should be on the Advisory Group
  - » How members are selected
  - » How the group will operate
- Provide your feedback on the proposal so that it can be fair and inclusive
- Hear about next steps and how to get involved

#### **We will provide:**

- Interpretation in Spanish & Vietnamese
- Snacks and beverages
- Supervised activities for kids 4 years and older (children welcome!)
- Free parking

For more project information, please visit: [www.sanjoseca.gov/fleamarketvendors](https://www.sanjoseca.gov/fleamarketvendors)

## ¡Reunión para Vendedores de la Pulga!

### En persona

**Miércoles, 30 de Noviembre de 2022**  
**7:00 PM - 8:30 PM**

**Centro Comunitario Berryessa**  
**3050 Berryessa Rd, San Jose, CA 95132**

### En línea

**Miércoles, 7 de Diciembre de 2022**  
**7:00 PM - 8:30 PM**

**Reunión por Zoom**  
**[www.tinyurl.com/VendorMeetingDec2022](https://www.tinyurl.com/VendorMeetingDec2022)**

Para prepararse para el posible cierre del mercado de pulgas a partir de Julio de 2024, la Ciudad de San José está estableciendo un nuevo Grupo Asesor. Esto daría a los proveedores una voz oficial en el proceso de planificación. Los proveedores como usted que sirven en el Grupo Asesor podrán guiar las decisiones que afectan su futuro, incluida la forma de apoyar a los proveedores con fondos disponibles. El Grupo Asesor también formulará recomendaciones sobre el diseño de un nuevo mercado en el sitio.

#### **Asista a una de estas próximas reuniones para...**

- Revisar la propuesta para el Grupo Asesor de la Pulga, que cubre:
  - » Quién debería formar parte del Grupo Asesor
  - » Cómo se seleccionan los miembros
  - » Cómo operará el grupo
- Proporcionar sus comentarios sobre la propuesta para que pueda ser justa e inclusiva
- Conozca los próximos pasos y cómo participar

#### **Proporcionaremos:**

- Interpretación en español y vietnamita
- Snacks y bebidas
- Actividades supervisadas para niños de 4 años en adelante (¡niños bienvenidos!)
- Aparcamiento gratuito

Para obtener más información sobre el proyecto, visite: [www.sanjoseca.gov/fleamarketvendors](https://www.sanjoseca.gov/fleamarketvendors)

## Buổi Họp Dành Cho Các Thương Nhân Chợ Trời!

### Gặp Trực Tiếp

Thứ tư, ngày 30 tháng 11 năm 2022  
Từ 7 giờ đến 8 giờ 30 tối

**Tại Berryessa Community Center**  
3050 Berryessa Rd, San Jose, CA 95132

### Gặp Trên Mạng

Thứ tư, ngày mùng 7 tháng 12 năm 2022  
Từ 7 giờ đến 8 giờ 30 tối

**Trên Zoom**  
[www.tinyurl.com/VendorMeetingDec2022](https://www.tinyurl.com/VendorMeetingDec2022)

Để chuẩn bị cho việc Chợ Trời có thể bị đóng cửa vào tháng 7 năm 2024, Thành Phố San José sẽ thành lập một Nhóm Cố Vấn mới. Điều này sẽ giúp cho các thương nhân có một tiếng nói chính thức trong tiến trình hoạch định. Những thương nhân nào được chọn tham gia trong Nhóm Cố Vấn sẽ có cơ hội hướng dẫn những quyết định mà sẽ ảnh hưởng đến tương lai của quý vị, kể cả việc bằng cách nào giúp đỡ cho các thương nhân với những quỹ tài chánh sẵn có. Nhóm Cố Vấn cũng sẽ đóng góp ý kiến cho bản thiết kế về khu chợ mới.

### Xin mời quý vị tham dự một trong những buổi họp sắp tới đây để ...

- Xem xét lại bản kiến nghị sơ thảo về việc thành lập Nhóm Cố Vấn Chợ Trời bao gồm những điều sau đây:
  - » Ai nên là thành viên của Nhóm Cố Vấn
  - » Cách chọn lựa các thành viên
  - » Cách nhóm này sẽ hoạt động
- Đưa ra những nhận xét của quý vị cho bản kiến nghị này được công bằng và đại diện đầy đủ
- Nhận được thông tin về những bước kế tiếp và cách thức tham gia

### Chúng tôi sẽ cung cấp:

- Thông dịch tiếng Tây Ban Nha và tiếng Việt
- Thức ăn và thức uống nhẹ
- Những sinh hoạt có người trông coi dành cho trẻ em từ 4 tuổi trở lên
- Chỗ đậu xe miễn phí

Để nhận được thêm thông tin về dự án, xin quý vị vào trang mạng này: [www.sanjoseca.gov/fleamarketvendors](https://www.sanjoseca.gov/fleamarketvendors)





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## Review the Draft Charter for the Flea Market Advisory Group!

The City of San José invites you to review the draft charter for the  
Flea Market Advisory Group and share your feedback.

**Watch a 20-minute presentation here:**  
[www.sanjoseca.gov/fleamarketvendors](https://www.sanjoseca.gov/fleamarketvendors)

**Feedback will be collected through Sunday, February 12.**

**To share your feedback:**

- » Fill out this short online feedback survey: [www.tinyurl.com/4fv9fcvm](https://www.tinyurl.com/4fv9fcvm)
- » Attend our virtual Q&A meeting on Thursday, February 9, 7:00-8:00pm:  
[www.tinyurl.com/bdesa6uw](https://www.tinyurl.com/bdesa6uw)
- » Send an email to [fleamarketsj@sanjoseca.gov](mailto:fleamarketsj@sanjoseca.gov)
- » Call us at 408-535-8181 (you may leave a message for a call back in Spanish  
or Vietnamese)

The draft charter is based on input from the vendor community gathered in 2022. It explains the purpose of the Advisory Group, the number of members it will have, and how members will be selected.

After the charter is approved, we will begin the process of selecting the people to serve on the Advisory Group. The goal is to start meetings this spring.

We would like to verify with you – the vendor community – that based on the information in the charter, the Advisory Group will fairly represent the vendor community as it advises the City through the Flea Market transition.

For more information, please visit: [www.sanjoseca.gov/fleamarketvendors](https://www.sanjoseca.gov/fleamarketvendors)

## ¡Revise los Terminos y Reglas de el Grupo Asesor de La Pulga!

La Ciudad de San José lo invita a revisar los términos y reglas para el Grupo Asesor de La Pulga y compartir sus comentarios.

**Vea una presentación de 20 minutos aquí:**

[www.sanjoseca.gov/fleamarketvendors](http://www.sanjoseca.gov/fleamarketvendors)

**Los comentarios se recaudaran hasta el domingo 12 de febrero.**

**Para compartir sus comentarios:**

- » Complete esta breve encuesta en línea: [www.tinyurl.com/2s4ha8hs](https://www.tinyurl.com/2s4ha8hs)
- » Asista a nuestra reunión virtual el jueves 9 de febrero, 7:00-8:00pm: [www.tinyurl.com/bdesa6uw](https://www.tinyurl.com/bdesa6uw)
- » Envíe un correo electrónico a [fleamarketsj@sanjoseca.gov](mailto:fleamarketsj@sanjoseca.gov)
- » Llámenos al 408-535-8181 (puede dejar un mensaje para una llamada en español o vietnamita)

Los términos y reglas establecidas se basan en los aportes de la comunidad de vendedores reunidos en 2022. Explica el propósito del Grupo Asesor, el número de miembros que tendrá y cómo se seleccionarán los miembros.

Después de que se aprueben los terminos y reglas , comenzaremos el proceso de selección de las personas que servirán en el Grupo Asesor. El objetivo es comenzar las reuniones esta primavera.

Nos gustaría verificar con usted, la comunidad de vendedores, que, según la información en los términos y reglas, el Grupo Asesor representará de manera justa a la comunidad de vendedores mientras asesora a la Ciudad a través de la transición de la Pulga. Por favor, compartan sus reacciones y cualquier sugerencia que puedan tener.

Para obtener más información, visite: [www.sanjoseca.gov/fleamarketvendors](http://www.sanjoseca.gov/fleamarketvendors)

## Xem xét lại Dự thảo Điều lệ cho Nhóm tư vấn chợ trời!

Thành Phố San José mời quý vị xem lại dự thảo điều lệ cho Nhóm Cố Vấn Chợ Trời và chia sẻ ý kiến phản hồi của quý vị.

**Xem bản trình bày 20-phút tại đây:**  
[www.sanjoseca.gov/fleamarketvendors](https://www.sanjoseca.gov/fleamarketvendors)

**Phản hồi sẽ được thu thập đến Hết Chủ nhật, ngày 12 tháng 2**

**Cách chia sẻ phản hồi của quý vị:**

- » Điền vào bản thăm dò ý kiến này: [www.tinyurl.com/4fsyvm2c](https://www.tinyurl.com/4fsyvm2c)
- » Tham dự cuộc họp qua Zoom của chúng tôi vào Thứ Năm, ngày 9 tháng Hai, 7:00-8:00 tối: [www.tinyurl.com/bdesa6uw](https://www.tinyurl.com/bdesa6uw)
- » Gửi email đến [fleamarketsj@sanjoseca.gov](mailto:fleamarketsj@sanjoseca.gov)
- » Gọi cho chúng tôi theo số 408-535-8181 (quý vị có thể để lại tin nhắn cho cuộc gọi lại bằng tiếng Tây Ban Nha hoặc tiếng Việt)

Dự thảo điều lệ dựa trên ý kiến đóng góp từ cộng đồng nhà cung cấp được tập hợp vào năm 2022. Văn bản này giải thích mục đích của Nhóm cố vấn, số lượng thành viên mà nó sẽ có và cách các thành viên sẽ được chọn.

Sau khi điều lệ được phê duyệt, chúng tôi sẽ bắt đầu quá trình lựa chọn những người để phục vụ trong Nhóm tư vấn. Mục tiêu là bắt đầu các cuộc họp vào mùa xuân này.

Chúng tôi muốn xác minh với quý vị - các chủ thương tại chợ trời - rằng dựa trên thông tin trong điều lệ, Nhóm Cố vấn sẽ đại diện công bằng cho cộng đồng nhà cung cấp khi tư vấn cho Thành phố thông qua quá trình chuyển đổi Chợ Trời.

Để biết thêm thông tin, vui lòng truy cập: [www.sanjoseca.gov/fleamarketvendors](https://www.sanjoseca.gov/fleamarketvendors)





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## Join us to finalize the Flea Market Advisory Group Charter!

**Wednesday, February 22, 2023**  
**7:00 - 8:30 PM**

**Berryessa Community Center**  
**3050 Berryessa Rd, San Jose, CA 95132**

Attend our in person meeting to finalize the charter for the Flea Market Advisory Group and launch the member selection process! The advisory group will be an official voice for the vendor community to guide the future of the flea market. Come learn more about the application to be a leader in the vendor community!

### **Attend this meeting to:**

- » Show your support for the charter for the Flea Market Advisory Group
- » Learn about the application process to become a member

### **We will provide:**

- Interpretation in Spanish & Vietnamese
- Snacks and beverages provided
- Children welcome (supervised activities for kids 4 years and older)
- Free parking

For more information, please visit: [www.sanjoseca.gov/fleamarketvendors](https://www.sanjoseca.gov/fleamarketvendors)

## Lo invitamos a finalizar los estatutos del Grupo Asesor de La Pulga

**Miércoles, 22 de Febrero de 2023,  
7:00 - 8:30 p.m.**

**Centro Comunitario Berryessa  
3050 Berryessa Rd, San Jose, CA 95132**

¡Asista a nuestra reunión en persona para finalizar las reglas y términos del Grupo Asesor de La Pulga y lanzar el proceso de selección de miembros! El grupo asesor será una voz para la comunidad de vendedores para guiar el futuro de la Pulga. ¡Venga a aprender más sobre la aplicación para ser un líder en la comunidad de vendedores!

### **Vienen a nuestra reunión para:**

- » Mostrar su apoyo a las reglas y condiciones del Grupo Asesor de La Pulga
- » Aprende más información sobre el proceso de ser miembro del Grupo Asesor de La Pulga

### **Proveeremos:**

- Interpretación en español y vietnamita.
- Aperitivos ligeros y bebidas
- Actividades supervisadas para niños a partir de 4 años (¡niños bienvenidos!)
- Estacionamiento gratuito

Para obtener más información, visite: [www.sanjoseca.gov/fleamarketvendors](https://www.sanjoseca.gov/fleamarketvendors)

# Tham gia với chúng tôi để hoàn thiện Điều lệ nhóm tư vấn chợ trời!

**Thứ Tư, Tháng Ba, Ngày 22, 2023**  
**7:00 - 8:30 tối**

**Trung tâm cộng đồng Berryessa**  
**3050 Berryessa Rd, San Jose, CA 95132**

Tham dự cuộc họp trực tiếp của chúng tôi để hoàn thiện điều lệ cho Nhóm Tư vấn Chợ trời và khởi động quy trình lựa chọn thành viên! Nhóm cố vấn sẽ là tiếng nói chính thức cho cộng đồng người bán hàng để định hướng tương lai của chợ trời. Hãy đến tìm hiểu thêm về ứng dụng để trở thành người dẫn đầu trong cộng đồng nhà cung cấp!

## **Tham dự cuộc họp này để:**

- » Thể hiện sự ủng hộ của bạn đối với điều lệ cho Nhóm tư vấn chợ trời
- » Tìm hiểu về quy trình đăng ký để trở thành thành viên

## **Chúng tôi sẽ cung cấp những dịch vụ như:**

- Thông dịch tiếng Tây Ban Nha và tiếng Việt
- Quý vị có thể đem theo trẻ em (với những sinh hoạt có người trông coi dành cho trẻ từ 4 tuổi trở lên)
- Thức ăn và thức uống nhẹ
- Chỗ đậu xe miễn phí

Để biết thêm thông tin, vui lòng truy cập: [www.sanjoseca.gov/fleamarketvendors](https://www.sanjoseca.gov/fleamarketvendors)



## Emails

Oct 19 Vendor Meeting Notice (Sent October 11, 2022)



### SAN JOSE FLEA MARKET COMMUNITY UPDATE

Office of Economic Development & Cultural Affairs  
City of San Jose

[Flea Market Vendor Webpage](#)



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#### Meeting for Flea Market Vendors!

**Wednesday, October 19, 2022  
7:00 - 8:30 PM**

**Berryessa Library  
3355 Noble Ave, San Jose, CA 95132**

##### This is an opportunity to...

- Learn about what's going on with the Flea Market and future plans.
- Shape the advisory group and

#### ¡Reunión de Vendedores de La Pulga!

**Miércoles, 19 de Octubre del 2022  
7:00 - 8:30 PM**

**Biblioteca Berryessa  
3355 Noble Ave, San Jose, CA 95132**

##### Esta es una oportunidad para...

- Aprender sobre lo que está sucediendo con La Pulga y los planes futuros para ella.



studies that will guide the Vendor Transition Fund

- Hear about next steps and how to get involved.

Following a presentation, we will break into discussion groups. *Bring your questions, concerns, and ideas!*

**We will provide:**

- Interpretation in Spanish & Vietnamese
- Snacks and beverages provided
- Children welcome (supervised activities for kids 4 years and older)
- Free parking

For more project information, please visit:  
[www.sanjoseca.gov/fleamarketvendors](http://www.sanjoseca.gov/fleamarketvendors)

- Configurar al grupo asesor y a los estudios que orientarán el Fondo de Transición de Vendedores
- Conocer los próximos pasos y cómo participar.

Tras la presentación, nos dividiremos en pequeños grupos de discusión. *Traiga sus preguntas, preocupaciones e ideas.*

**Se proveerá:**

- Interpretación en Español y Vietnamita
- Aperitivos y bebidas proporcionados
- Niños bienvenidos (actividades supervisadas para niños a partir de 4 años)
- Estacionamiento gratuito

Para aprender más sobre el proyecto, por favor consulte:  
[www.sanjoseca.gov/fleamarketvendors](http://www.sanjoseca.gov/fleamarketvendors)



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Ghi tên để nhận thông báo qua điện tử thư hoặc tin nhắn • [tinyurl.com/SJFleaM](http://tinyurl.com/SJFleaM)



## Meeting for Flea Market Vendors!

**Wednesday, October 19, 2022  
7:00 - 8:30 PM**

**Berryessa Library  
3355 Noble Ave, San Jose, CA 95132**

**This is an opportunity to...**

- Learn about what's going on with the Flea Market and future plans.
- Shape the advisory group and studies that will guide the Vendor Transition Fund
- Hear about next steps and how to get involved.

Following a presentation, we will break into discussion groups. *Bring your questions, concerns, and ideas!*

**We will provide:**

- Interpretation in Spanish & Vietnamese

## Buổi Họp Dành Cho Các Thương Nhân Chợ Trời!

**Thứ tư, ngày 19 tháng 10 năm 2022  
Từ 7 giờ cho đến 8 giờ tối**

**Tại Thư Viện Berryessa  
3355 Noble Ave, San Jose, CA 95132**

**Đây là một cơ hội để chúng ta:**

- Biết được những thông tin và diễn biến liên quan đến Chợ Trời và những hoạch định cho tương lai.
- Lập nhóm cố vấn và những cuộc khảo cứu nhằm hướng dẫn Quỹ Giúp Đỡ Thương Nhân Chuyển Địa Điểm.
- Nghe về những bước kế tiếp và cách nào để tham gia.

Sau buổi thuyết trình, chúng ta sẽ chia thành các nhóm thảo luận. Xin quý vị nhớ đem theo những câu hỏi, những băn khoăn, và những ý kiến đóng góp!

**Chúng tôi sẽ cung cấp những dịch vụ như:**

- Thông dịch tiếng Tây Ban Nha và tiếng Việt





## **SAN JOSE FLEA MARKET COMMUNITY UPDATE**

**Office of Economic Development & Cultural Affairs  
City of San Jose**

### **Flea Market Vendor Webpage**

The City of San José wants to hear from vendors like you about how to set up the Flea Market Advisory Group! Focus group participants will receive a \$25 gift card.

The City and its consultants, Baird + Driskell, are hosting 1-hour small group discussions about who should be on the Flea Market Advisory Group and how vendor representatives should be chosen. We will host conversations in English, Spanish, and Vietnamese on November 15 and 16, 2022. Your input will help the City form a Flea Market Advisory Group that is fair and inclusive.

Sign up by filling out this online form: <https://forms.gle/VsERd5xMCGDrBU2Q7>

There are limited spots available. Sign up for a spot today!

For information about future plans for the Flea Market, please visit the City's website: [www.sanjoseca.gov/fleamarketvendors](http://www.sanjoseca.gov/fleamarketvendors)

Thank you,  
Adolfo Ruelas,  
Business Development Officer | Office of Economic Development | City of  
San José

\*\*\*\*\*

¡La Ciudad de San José quiere escuchar a vendedores como usted sobre cómo establecer el Grupo Asesor de la Pulga! Los participantes de los grupos de enfoque recibirán una tarjeta de regalo de \$25.

La Ciudad y sus consultores, Baird + Driskell, están organizando discusiones de 1 hora en grupos pequeños sobre quién debería estar en el Grupo Asesor de la Pulga y cómo se deben elegir los representantes de los vendedores. Organizaremos reuniones en inglés, español y vietnamita el 15 y 16 de noviembre de 2022. Su aporte ayudará a la Ciudad a formar un Grupo Asesor de La Pulga que sea justo e inclusivo.

Regístrese completando este formulario online: <https://forms.gle/V4NFhSsx6BFKYUKAA>

Hay lugares limitados disponibles. ¡Regístrese para un lugar hoy!

Para obtener información sobre los planes futuros para el mercado de La Pulga, visite el sitio web de la ciudad: [www.sanjoseca.gov/fleamarketvendors](http://www.sanjoseca.gov/fleamarketvendors)

Gracias,  
Adolfo Ruelas,  
Business Development Officer | Office of Economic Development | City of  
San José

\*\*\*\*\*

Thành phố San José muốn nghe ý kiến của những thương nhân giống như quý vị về cách thành lập Nhóm Cố Vấn Chợ Trời! Quý vị nào tham gia trong nhóm tham khảo sẽ nhận được một thẻ quà trị giá 25 đô-la.

Thành Phố và công ty tư vấn Baird + Driskell sẽ tổ chức những cuộc thảo luận nhóm nhỏ dài một tiếng đồng hồ về việc ai nên ở trong Nhóm Cố Vấn Chợ Trời và cách nào mà những đại diện thương nhân nên được tuyển chọn. Những cuộc thảo luận sẽ được thực hiện bằng tiếng Anh, tiếng Tây Ban Nha, và tiếng Việt vào ngày 15 và 16 tháng 11 năm 2022. Ý kiến của quý vị sẽ giúp Thành Phố thành lập một Nhóm Cố Vấn Chợ Trời công bằng và đại diện đầy đủ.

Xin quý vị ghi danh bằng cách điền vào mẫu đơn trên mạng này: <https://forms.gle/hkz68WMpURobe5BW9>

Số chỗ giới hạn. Xin quý vị hãy ghi danh giữ chỗ ngay từ ngày hôm nay!

Để nhận được thông tin về những kế hoạch trong tương lai liên quan đến Chợ Trời, xin quý vị vào trang mạng của Thành Phố: [www.sanjoseca.gov/fleamarketvendors](http://www.sanjoseca.gov/fleamarketvendors)

Xin cảm ơn quý vị,  
Adolfo Ruelas,  
Trưởng Phòng Phát Triển Kinh Doanh | Văn Phòng Phát Triển Kinh Tế |  
Thành Phố San José



## **SAN JOSE FLEA MARKET COMMUNITY UPDATE**

**Office of Economic Development & Cultural Affairs  
City of San Jose**

### **Flea Market Vendor Webpage**

The City of San José wants to hear from vendors about how to set up the Flea Market Advisory Group. We're still looking for vendors to participate in some 1-hour small group discussions. Participants will receive a \$25 gift card.

1. In-person group for English-speakers – Tuesday, November 15, 2022, 7 – 8 p.m. (5 slots available)
2. In-person group for Spanish-speakers – Tuesday, November 15, 2022, 7 – 8 p.m. (3 slots available)
3. Online group via Zoom for Spanish-speakers – Wednesday, November 16, 2022, 6:30 – 7:30 p.m. (4 slots available)

Sign up by filling out this online form: <https://forms.gle/VsERd5xMCGDrBU2Q7>

**If interested, please respond with which dates you're interested in by the end of the day. We will confirm your slot if you are selected to participate. Please monitor your email and text message for further details.**



For information about future plans for the Flea Market, please visit the City's website: [www.sanjoseca.gov/fleamarketvendors](http://www.sanjoseca.gov/fleamarketvendors)

Thank you,  
Adolfo Ruelas,  
Business Development Officer | Office of Economic Development | City  
of San José

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La Ciudad de San José quiere escuchar a los vendedores sobre cómo establecer el Grupo Asesor de La Pulga. Todavía estamos buscando proveedores para participar en algunas discusiones grupales de 1 hora. Los participantes recibirán una tarjeta de regalo de \$25.

1. Grupo presencial para angloparlantes – Martes, 15 de noviembre de 2022, 7–8 p.m. (5 espacios disponibles)
2. Grupo presencial para hispanohablantes – Martes, 15 de noviembre de 2022, 7–8 p.m. (3 espacios disponibles)
3. Grupo en línea (Zoom) para hispanohablantes – Miércoles, 16 de noviembre de 2022, 6:30 – 7:30 p. m. (4 espacios disponibles)

Regístrese completando este formulario online: <https://forms.gle/V4NFhSsx6BfKYUKAA>

**Si está interesado, por favor responda con qué grupo desea participar para el final del día. Confirmaremos su cupo si es seleccionado para participar. Por favor, revise su correo electrónico y mensaje de texto para obtener más detalles.**

Para obtener información sobre los planes futuros para el mercado de La Pulga, visite el sitio web de la ciudad: [www.sanjoseca.gov/fleamarketvendors](http://www.sanjoseca.gov/fleamarketvendors)

Gracias,  
Adolfo Ruelas,  
Business Development Officer | Office of Economic Development | City  
of San José

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Thành phố San José muốn nghe ý kiến của những thương nhân giống như quý vị về cách thành lập Nhóm Cố Vấn Chợ Trời! Quý vị nào tham gia trong nhóm tham khảo sẽ nhận được một thẻ quà trị giá 25 đô-la.

Thành Phố và công ty tư vấn Baird + Driskell sẽ tổ chức những cuộc thảo luận nhóm nhỏ dài một tiếng đồng hồ về việc ai nên ở trong Nhóm Cố Vấn Chợ Trời và cách nào mà những đại diện thương nhân nên được tuyển chọn. Những cuộc thảo luận sẽ được thực hiện bằng tiếng Anh, tiếng Tây Ban Nha, và tiếng Việt vào ngày 15 và 16 tháng 11 năm 2022. Ý kiến của quý vị sẽ giúp Thành Phố thành lập một Nhóm Cố Vấn Chợ Trời công bằng và đại diện đầy đủ.

Xin quý vị ghi danh bằng cách điền vào mẫu đơn trên mạng này: <https://forms.gle/hkz68WMpURobe5BW9>

Số chỗ giới hạn. Xin quý vị hãy ghi danh giữ chỗ ngay từ ngày hôm nay!

Để nhận được thông tin về những kế hoạch trong tương lai liên quan đến Chợ Trời, xin quý vị vào trang mạng của Thành Phố: [www.sanjoseca.gov/fleamarketvendors](http://www.sanjoseca.gov/fleamarketvendors)

Xin cảm ơn quý vị,  
Adolfo Ruelas,  
Trưởng Phòng Phát Triển Kinh Doanh | Văn Phòng Phát Triển Kinh Tế |  
Thành Phố San José



## **SAN JOSE FLEA MARKET COMMUNITY UPDATE**

**Office of Economic Development & Cultural Affairs  
City of San Jose**

**[Flea Market Vendor Webpage](#)**

**The City of San José invites you to our upcoming meeting for  
Flea Market Vendors about the Flea Market Advisory Group.**

### **In-Person**

Wednesday, Nov 30, 2022

7:00 – 8:30 PM

Berryessa Community Center

3050 Berryessa Rd, San Jose, CA 95132

### **Online**

Wednesday, December 7, 2022

7:00 – 8:30 PM

Zoom Meeting

**[www.tinyurl.com/VendorMeetingDec2022](http://www.tinyurl.com/VendorMeetingDec2022)**

To prepare for the possible Flea Market closure as early as July 2024, the City of San José is setting up a new Advisory Group. This would give vendors an official voice in the planning process. Vendors like you who serve on the Advisory Group will get to guide decisions that affect your future, including how to spend available funds to support vendors through the transition. The Advisory Group will also make recommendations on the design of a new

market on the site.

Attend one of these upcoming meetings to review the draft proposal for the Flea Market Advisory Group, which covers:

- Who should be on the Advisory Group
- How members are selected
- How the group will operate
- Provide your feedback on the proposal so that it can be fair and inclusive
- Hear about next steps and how to get involved.

Both meetings will cover the same information and provide the same opportunity to share your thoughts.

**Other details:** We will offer interpretation in Spanish & Vietnamese, snacks and beverages, supervised activities for kids 4 years and older, and free parking.

Please let us know if you have any questions, and check out our website for more information: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

Thanks!

Adolfo Ruelas,  
Business Development Officer | Office of Economic Development | City of San José

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**Recuerde estas fechas: 30 de Noviembre y 6 de Diciembre -  
¡Reuniones para vendedores de La Pulga!**

La Ciudad de San José lo invita a nuestra próxima reunión para vendedores de La Pulga sobre la formación del Grupo Asesor.

**En persona**

Miércoles, nov 30, 2022

7:00 – 8:30 PM

Centro Comunitario Berryessa

[3050 Berryessa Rd, San Jose, CA 95132](#)

**Online**

Miércoles, 7 de diciembre de 2022

7:00 – 8:30 PM

Reunión de Zoom

[www.tinyurl.com/VendorMeetingDec2022](http://www.tinyurl.com/VendorMeetingDec2022)

Para prepararse para el posible cierre del mercado de La Pulga a partir de Julio de 2024, la Ciudad de San José está estableciendo un nuevo Grupo Asesor. Esto daría a los vendedores una voz oficial en el proceso de planificación. Los proveedores como usted que sirven en el Grupo Asesor podrán guiar las decisiones que afectan su futuro, incluida la forma de apoyar a los proveedores con fondos disponibles. El Grupo Asesor también formulará recomendaciones sobre el diseño de un nuevo mercado en el sitio.

Asista a una de estas próximas reuniones para revisar la propuesta para el Grupo Asesor de la Pulga, que cubre:

- Quién debería formar parte del Grupo Asesor
- Cómo se seleccionan los miembros
- Cómo operará el grupo
- Proporcionar sus comentarios sobre la propuesta para que pueda ser justa e inclusiva
- Conozca los próximos pasos y cómo participar

Ambas reuniones cubrirán la misma información y brindarán la misma oportunidad de compartir sus opiniones.

**Otros detalles:** Ofreceremos interpretación en español y vietnamita, bocadillos y bebidas, actividades supervisadas para niños de 4 años en adelante, y estacionamiento gratuito.

Por favor, háganos saber si tiene alguna pregunta, y visite nuestro sitio web para obtener más información: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

Gracias,  
Adolfo Ruelas,  
Business Development Officer | Office of Economic Development | City  
of San José

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**Xin lưu ý hai ngày này: Ngày 30 tháng 11 và Ngày mùng 6 tháng 12 - Hai Buổi Họp Dành Cho Các Thương Nhân Chợ Trời!**

Thành Phố San José thân mời quý vị tham dự buổi họp sắp tới đây dành cho Các Thương Nhân Chợ Trời về việc thành lập Nhóm Cố Vấn Chợ Trời.

**Gặp Trực Tiếp**

Thứ tư, ngày 30 tháng 11 năm 2022  
Từ 7 giờ đến 8 giờ 30 tối  
Tại Berryessa Community Center  
[3050 Berryessa Rd, San Jose, CA 95132](http://3050 Berryessa Rd, San Jose, CA 95132)

**Gặp Trên Mạng**

Thứ tư, ngày mùng 7 tháng 12 năm 2022  
Từ 7 giờ đến 8 giờ 30 tối  
Trên Zoom  
[www.tinyurl.com/VendorMeetingDec2022](http://www.tinyurl.com/VendorMeetingDec2022)

Để chuẩn bị cho việc Chợ Trời có thể bị đóng cửa vào tháng 7 năm 2024, Thành Phố San José sẽ thành lập một Nhóm Cố Vấn mới. Điều này sẽ giúp cho các thương nhân có một tiếng nói chính thức trong tiến trình hoạch định. Những thương nhân nào được chọn tham gia trong Nhóm Cố Vấn sẽ có cơ hội hướng dẫn những quyết định mà sẽ ảnh hưởng đến tương lai của quý vị, kể cả cách xử dụng các quỹ tài chánh sẵn có để giúp đỡ cho những thương nhân trong quá trình chuyển tiếp. Nhóm Cố Vấn cũng sẽ đóng góp ý kiến cho bản thiết kế về khu chợ mới.

Xin mời quý vị tham dự một trong những buổi họp sắp tới đây để xem xét lại bản kiến nghị sơ thảo về việc thành lập Nhóm Cố Vấn Chợ Trời bao gồm những điều sau đây:

Ai nên là thành viên của Nhóm Cố Vấn

Cách chọn lựa các thành viên

- Cách nhóm này sẽ hoạt động
- Đưa ra những nhận xét của quý vị cho bản kiến nghị này được công bằng và đại diện đầy đủ
- Nhận được thông tin về những bước kế tiếp và cách thức tham gia

Cả hai buổi họp sẽ có cùng thông tin và cơ hội để quý vị chia sẻ những ý kiến và nhận xét của mình.

**Những chi tiết khác:** Chúng tôi sẽ cung cấp dịch vụ thông dịch tiếng Tây Ban Nha và tiếng Việt, thức ăn và thức uống nhẹ, những sinh hoạt có người trông coi dành cho trẻ em từ 4 tuổi trở lên, và chỗ đậu xe miễn phí.

Xin quý vị vui lòng cho biết mọi thắc mắc và vào trang mạng của chúng tôi để nhận thêm thông tin: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

Xin cảm ơn quý vị,  
Adolfo Ruelas,  
Trưởng Phòng Phát Triển Kinh Doanh | Văn Phòng Phát Triển Kinh Tế |  
Thành Phố San José







## SAN JOSE FLEA MARKET COMMUNITY UPDATE

Office of Economic Development & Cultural Affairs  
City of San Jose

[Flea Market Vendor Webpage](#)

\*\*\*\*\*Flea Market Vendor Meeting Updates\*\*\*\*\*

We have decided to postpone the vendor outreach meeting scheduled for **Wednesday, November 30** in order to spend more time preparing the draft charter for the Advisory Group.

We are still planning to hold the virtual meeting on Wednesday, December 7 at 7:00 PM. At that meeting, we will provide an update on the Advisory Group process, in addition to other efforts underway to support and engage vendors. We will schedule the next vendor outreach meeting for after the holidays. Stay tuned for more details!

**Online**

Wednesday, December 7, 2022

7:00 – 8:30 PM

**[Zoom Meeting Link](#)**

Please let us know if you have any questions, and check out our website for more information: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

Thanks!

Adolfo Ruelas,



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\*\*\*\*\***Actualización de la reunión(es) de vendedores**\*\*\*\*\*  
**de La Pulga**

**Hemos decidido posponer la reunión de para vendedores programada para el miércoles 30 de Noviembre** a fin de dedicar más tiempo a preparar los términos para el Grupo Asesor.

Todavía estamos planeando celebrar la reunión virtual el miércoles 7 de Diciembre a las 7:00 PM. En esa reunión, proporcionaremos una actualización sobre el proceso del Grupo Asesor, además de otros esfuerzos en curso para apoyar e involucrar a los proveedores. Programaremos la próxima reunión para vendedores de La Pulga después de las vacaciones. ¡Estén atentos para más detalles!

**Por Zoom**

Miércoles, 7 de diciembre de 2022

7:00 – 8:30 PM

Reunión de Zoom

**Zoom Meeting Link**

**Otros detalles:** Ofreceremos interpretación en español y vietnamita,

Por favor, háganos saber si tiene alguna pregunta, y visite nuestro sitio web para obtener más información: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

Gracias,  
Adolfo Ruelas,  
Business Development Officer | Office of Economic Development | City of San José

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\*\*\*\*\***Cập nhật cuộc họp nhà cung cấp chợ trời**\*\*\*\*\*

**Chúng tôi đã quyết định hoãn cuộc họp dự kiến vào Thứ Tư, ngày 30 tháng 11 để dành thêm thời gian chuẩn bị dự thảo điều lệ cho Nhóm Tư vấn.**

Chúng tôi vẫn đang lên kế hoạch tổ chức cuộc họp vào Thứ Tư, ngày 7 tháng 12 lúc 7:00 tối. Tại cuộc họp đó, chúng tôi sẽ cung cấp thông tin cập nhật về quy trình của Nhóm tư vấn, bên cạnh những nỗ lực khác đang được tiến hành để hỗ trợ quý doanh nghiệp. Chúng tôi sẽ lên lịch cho cuộc họp kế tiếp sau kỳ nghỉ lễ. Hãy theo dõi để biết chi tiết và chúc quý vị một ngày cuối tuần Lễ tạ ơn vui vẻ!

**Gặp Trên Mạng**

Thứ tư, ngày mùng 7 tháng 12 năm 2022

Từ 7 giờ đến 8 giờ 30 tối

Trên Zoom

**Zoom Meeting Link**

Xin quý vị vui lòng cho biết mọi thắc mắc và vào trang mạng của chúng tôi để nhận thêm thông tin: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

Xin cảm ơn quý vị,  
Adolfo Ruelas,  
Trưởng Phòng Phát Triển Kinh Doanh | Văn Phòng Phát Triển Kinh Tế | Thành Phố San José





## **SAN JOSE FLEA MARKET COMMUNITY UPDATE**

**Office of Economic Development & Cultural Affairs  
City of San Jose**

**[Flea Market Vendor Webpage](#)**

### **\*\*\*\*\*Flea Market Vendor Meeting Updates\*\*\*\*\***

We are still planning to hold the virtual meeting on Wednesday, December 7 at 7:00 PM. At that meeting, we will provide an update on the Advisory Group process, in addition to other efforts underway to support and engage vendors. We will schedule the next vendor outreach meeting for after the holidays. Stay tuned for more details!

#### **Online**

Wednesday, December 7, 2022

7:00 – 8:30 PM

**[Zoom Meeting Link](#)**

Please let us know if you have any questions, and check out our website for more information: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

Thanks!

Adolfo Ruelas,  
Business Development Officer | Office of Economic Development | City  
of San José

\*\*\*\*\*

**\*\*\*\*\*Actualización de la reunión(es) de vendedores\*\*\*\*\*  
de La Pulga**

Todavía estamos planeando celebrar la reunión virtual el miércoles 7 de Diciembre a las 7:00 PM. En esa reunión, proporcionaremos una actualización sobre el proceso del Grupo Asesor, además de otros esfuerzos en curso para apoyar e involucrar a los proveedores. Programaremos la próxima reunión para vendedores de La Pulga después de las vacaciones. ¡Estén atentos para más detalles!

**Por Zoom**

Miércoles, 7 de diciembre de 2022

7:00 – 8:30 PM

Reunión de Zoom

**Zoom Meeting Link**

**Otros detalles:** Ofreceremos interpretación en español y vietnamita,

Por favor, háganos saber si tiene alguna pregunta, y visite nuestro sitio web para obtener más información: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

Gracias,  
Adolfo Ruelas,  
Business Development Officer | Office of Economic Development | City  
of San José

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**\*\*\*\*\*Cập nhật cuộc họp nhà cung cấp chợ trời\*\*\*\*\***

Chúng tôi vẫn đang lên kế hoạch tổ chức cuộc họp vào Thứ Tư, ngày 7 tháng 12 lúc 7:00 tối. Tại cuộc họp đó, chúng tôi sẽ cung cấp thông tin cập nhật về quy trình của Nhóm tư vấn, bên cạnh những nỗ lực khác đang được tiến hành để hỗ trợ quý doanh nghiệp. Chúng tôi sẽ lên lịch cho cuộc họp kế tiếp sau kỳ nghỉ lễ. Hãy theo dõi để biết chi tiết và chúc quý vị một ngày cuối tuần Lễ tạ ơn vui vẻ!

**Gặp Trên Mạng**

Thứ tư, ngày mùng 7 tháng 12 năm 2022

Từ 7 giờ đến 8 giờ 30 tối

Trên Zoom

**Zoom Meeting Link**

Xin quý vị vui lòng cho biết mọi thắc mắc và vào trang mạng của chúng tôi để nhận thêm thông tin: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

Xin cảm ơn quý vị,  
Adolfo Ruelas,  
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Thành Phố San José



## **SAN JOSE FLEA MARKET COMMUNITY UPDATE**

**Office of Economic Development & Cultural Affairs  
City of San Jose**

**[Flea Market Vendor Webpage](#)**

**\*\*\*\*\*Flea Market Vendor Meeting Updates\*\*\*\*\***

### **TONIGHT!**

We are still planning to hold the virtual meeting on Wednesday, December 7 at 7:00 PM. At that meeting, we will provide an update on the Advisory Group process, in addition to other efforts underway to support and engage vendors. We will schedule the next vendor outreach meeting for after the holidays. Stay tuned for more details!

#### **Online**

Wednesday, December 7, 2022

7:00 – 8:30 PM

**[Zoom Meeting Link](#)**



Please let us know if you have any questions, and check out our website for more information: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

Thanks!

Adolfo Ruelas,  
Business Development Officer | Office of Economic Development | City  
of San José

\*\*\*\*\*

\*\*\*\*\***Actualización de la reunión(es) de vendedores**\*\*\*\*\*  
**de La Pulga**

**¡ESTA NOCHE!**

Todavía estamos planeando celebrar la reunión virtual el miércoles 7 de Diciembre a las 7:00 PM. En esa reunión, proporcionaremos una actualización sobre el proceso del Grupo Asesor, además de otros esfuerzos en curso para apoyar e involucrar a los proveedores. Programaremos la próxima reunión para vendedores de La Pulga después de las vacaciones. ¡Estén atentos para más detalles!

**Por Zoom**

Miércoles, 7 de diciembre de 2022

7:00 – 8:30 PM

Reunión de Zoom

[Zoom Meeting Link](#)

**Otros detalles:** Ofreceremos interpretación en español y vietnamita,

Por favor, háganos saber si tiene alguna pregunta, y visite nuestro sitio web para obtener más información: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

Gracias,  
Adolfo Ruelas,  
Business Development Officer | Office of Economic Development | City  
of San José

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\*\*\*\*\***Cập nhật cuộc họp nhà cung cấp chợ trời**\*\*\*\*\*

**ĐÊM NAY!**

Chúng tôi vẫn đang lên kế hoạch tổ chức cuộc họp vào Thứ Tư, ngày 7 tháng 12 lúc 7:00 tối. Tại cuộc họp đó, chúng tôi sẽ cung cấp thông tin cập nhật về quy trình của Nhóm tư vấn, bên cạnh những nỗ lực khác đang được tiến hành để hỗ trợ quý doanh nghiệp. Chúng tôi sẽ lên lịch cho cuộc họp kế tiếp sau kỳ nghỉ lễ. Hãy theo dõi để biết chi tiết và chúc quý vị một ngày cuối tuần Lễ tạ ơn vui vẻ!

**Gặp Trên Mạng**

Thứ tư, ngày mùng 7 tháng 12 năm 2022

Từ 7 giờ đến 8 giờ 30 tối

Trên Zoom

[Zoom Meeting Link](#)

Xin quý vị vui lòng cho biết mọi thắc mắc và vào trang mạng của chúng tôi để nhận thêm thông tin: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

Xin cảm ơn quý vị,  
Adolfo Ruelas,  
Trưởng Phòng Phát Triển Kinh Doanh | Văn Phòng Phát Triển Kinh Tế |  
Thành Phố San José



## Dec 7 Vendor Meeting Summary (Sent January 5, 2023)



### SAN JOSE FLEA MARKET COMMUNITY UPDATE

Office of Economic Development & Cultural Affairs  
City of San Jose  
[Flea Market Vendor Webpage](#)

On December 7th, 2022, the City of San José hosted a virtual meeting for Flea Market vendors. The purpose of the meeting was to provide updates on the Advisory Group process, to present a new Business Transition Program, and to launch a survey of vendors. Please [click here](#) to view the meeting's recordings in Spanish, English, and Vietnamese.

Below is a summary of updates on the topics discussed:

**Survey of vendors:** The City's consultant team is conducting a survey to understand the vendor community's experiences at the Berryessa Flea Market, immediate business needs, and goals for the future. It is available in English, Spanish, and Vietnamese and can be completed online or on paper next to the rent window January 14-15th weekend. The survey will take about 15 minutes to complete and consists of 22 questions. The survey is anonymous and individual responses will not be shared with anyone outside of the research team. Please [click here](#) to complete the survey!

**Business Transition Program:** The City is working to establish a program that will provide business assistance and access to grants and loans for Berryessa Flea Market vendors. The City is partnering with Mission Asset Fund, a local nonprofit organization that helps small businesses plan for their future. Staff anticipates services to begin in the first quarter of 2023. Stay tuned for how to sign up!

**Advisory Group process:** The City has hired Baird & Driskell Community Planning who is still gathering input and feedback on the Advisory Group charter, which will establish the group's composition and selection process. The target date for starting the Advisory Group meetings is springtime. The main purpose of the Advisory Group is to make recommendations on how to allocate funding to help vendors cover relocation costs and on the design and operation of a new market.

Please let us know if you have any questions, and check out our website for more information: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

Thanks!

El 7 de diciembre de 2022, la Ciudad de San José organizó una reunión virtual para los vendedores del Mercado de La Pulga. El propósito de la reunión era brindar actualizaciones sobre el proceso

del Grupo Asesor, presentar un nuevo Programa de Transición Empresarial y lanzar una encuesta de vendedores. Haga [clíc aquí](#) para ver las grabaciones de la reunión en español, inglés y vietnamita. A continuación se presenta un resumen de las actualizaciones sobre los temas discutidos:

**1. Encuesta de vendedores:** El equipo consultor de la Ciudad está realizando una encuesta para comprender las experiencias de la comunidad de vendedores en el Mercado de La Pulga, las necesidades comerciales inmediatas y los objetivos a futuro. La encuesta está disponible en inglés, español y vietnamita y se puede completar en línea o en papel junto a la ventana donde se paga el alquiler el fin de semana del 14-15 de enero. La encuesta tomará alrededor de 15 minutos para completarse y consta de 22 preguntas. La encuesta es anónima y las respuestas individuales no se compartirán con nadie fuera del equipo de investigación. ¡Haga [clíc aquí](#) para completar la encuesta!

**2. Programa de Transición Empresarial:** La Ciudad está trabajando para establecer un programa que proporcionará asistencia empresarial y acceso a subvenciones y préstamos para los vendedores del Mercado de La Pulga de Berryessa. La Ciudad está colaborando con Mission Asset Fund, una organización sin fines de lucro local que ayuda a las pequeñas empresas a planificar su futuro. El personal prevé que los servicios comenzaran en el primer trimestre de 2023. ¡Manténgase atento a cómo inscribirse!

**Proceso del Grupo Asesor:** La Ciudad ha contratado a Baird & Driskell Community Planning, que todavía está recopilando comentarios y opiniones sobre las reglas del Grupo Asesor, que establecerá la composición y el proceso de selección del grupo. La fecha objetivo para comenzar las reuniones del Grupo Asesor es la primavera. El principal propósito del Grupo Asesor es hacer recomendaciones sobre cómo asignar fondos para ayudar a los vendedores a cubrir los costos de traslado y sobre el diseño y funcionamiento de un nuevo mercado.

Por favor, háganos saber si tiene alguna pregunta, y visite nuestro sitio web para obtener más información: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

¡Gracias!

Vào ngày 7 tháng 12 năm 2022, Thành phố San Jose đã tổ chức một cuộc họp với doanh nghiệp chợ trời Berryessa. Mục đích của cuộc họp nhằm cung cấp thông tin về quy trình thành lập Nhóm Tư vấn, chương trình chuyển đổi nhà cung cấp mới và khởi động một cuộc thăm dò ý kiến dành cho các doanh nghiệp để họ phản hồi về kinh nghiệm & nhu cầu và mục tiêu của họ trong tương lai. **Vào đây** để xem ghi chú cuộc họp và bản ghi cuộc họp đa ngôn ngữ.

Dưới đây là tóm tắt các cập nhật về các chủ đề được thảo luận:

**Thăm dò ý kiến chủ thương (doanh nghiệp):** Nhóm tư vấn của thành phố đang thực hiện một cuộc thăm dò ý kiến để hiểu trải nghiệm của cộng đồng tiểu thương tại Chợ trời Berryessa, nhu cầu kinh doanh trước mắt và mục tiêu cho tương lai. Bản thăm dò ý kiến có sẵn bằng tiếng Anh, tiếng Tây Ban Nha và tiếng Việt và có thể được hoàn thành trực tuyến hoặc trên giấy bên cạnh cửa sổ khi quý vị đóng tiền rent vào ngày 14 đến ngày 15 tháng 1. Bản thăm dò ý kiến sẽ mất khoảng 15 phút để hoàn thành và bao gồm 22 câu hỏi. Bản thăm dò ý kiến được ẩn danh và các câu trả lời cá nhân sẽ không được chia sẻ với bất kỳ ai bên ngoài nhóm nghiên cứu. Vui lòng nhấp **vào đây** để hoàn thành!

**Chương trình chuyển đổi kinh doanh:** Thành phố đang làm việc để thiết lập một chương trình cung cấp hỗ trợ kinh doanh và tiếp cận các khoản tài trợ và cho vay cho các tiểu thương tại Chợ trời Berryessa. Thành phố đang hợp tác với Mission Asset Fund, một tổ chức phi lợi nhuận địa phương giúp các doanh nghiệp nhỏ lập kế hoạch cho tương lai của họ. Nhân viên dự đoán các dịch vụ sẽ bắt đầu vào quý đầu tiên của năm 2023.

**Quy trình của Nhóm Tư vấn:** Thành phố đã thuê Baird & Driskell Community Planning, họ vẫn đang thu thập ý kiến đóng góp và phản hồi về điều lệ Nhóm Tư vấn, điều này sẽ thiết lập quy trình thành lập và lựa chọn của nhóm. Ngày mục tiêu để bắt đầu các cuộc họp Nhóm Tư vấn là mùa xuân. Mục đích chính của Nhóm Tư vấn là đưa ra các khuyến nghị về cách phân bổ kinh phí để giúp các tiểu thương trang trải chi phí di dời cũng như thiết kế và vận hành một thị trường mới.

Vui lòng cho chúng tôi biết nếu bạn có bất kỳ câu hỏi nào và xem trang web của chúng tôi để biết thêm thông tin: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors).

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## Notice about Published Draft Charter (Sent January 26, 2023)



### SAN JOSE FLEA MARKET COMMUNITY UPDATE

**Office of Economic Development & Cultural Affairs**  
**City of San Jose**  
**Flea Market Vendor Update**

The City of San José invites you to review the draft charter for the Flea Market Advisory Group and share your feedback. Please click [here](#) to read the draft charter and [here](#) to watch a presentation.

We will be collecting feedback through Sunday, February 12. To share your feedback, you can:

Fill out this short online feedback survey: [www.tinyurl.com/4fv9fcvm](http://www.tinyurl.com/4fv9fcvm)

Stop by our table at **stall # 418** at the Berryessa Flea Market on Saturday, January 28, the hours of 10:00 AM and 1:00 PM

Attend our virtual Q&A meeting on Thursday, February 9, 7:00pm-8:00pm:

[www.tinyurl.com/bdesa6uw](http://www.tinyurl.com/bdesa6uw)

Send an email to [fleamarketsj@sanjoseca.gov](mailto:fleamarketsj@sanjoseca.gov)

Call us at 408-535-8181 (you may leave a message for a call back in Spanish or Vietnamese)

The City team and its consultant team developed the draft charter based on input from the vendor community gathered in 2022. The draft charter explains the purpose of the Advisory Group, the number of members it will have, and how members will be selected. The presentation includes additional details about how the group will operate.

After the charter is approved, we will begin the process of selecting the people to serve on the Advisory Group. Then, Advisory Group meetings can begin. The goal is to start meetings this spring.

We would like to verify with you – the vendor community – that based on the information in the charter, the Advisory Group will fairly represent the vendor community as it advises the City through the Flea Market transition. Please share your reactions and any suggestions you may have.

Check out our website for more information: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

La Ciudad de San José lo invita a revisar los términos y reglas para el Grupo Asesor de La Pulga y compartir sus comentarios. Haga clic [aquí](#) para leer los términos y reglas y [aquí](#) para ver una presentación.

Recibiremos/recaudaremos comentarios hasta el domingo 12 de febrero. Para compartir sus comentarios, puede:

Completar esta breve encuesta en línea: [www.tinyurl.com/2s4ha8hs](http://www.tinyurl.com/2s4ha8hs)

Pase por el puesto 418 en La Pulga el sábado 28 de enero entre las 10:00 a.m. y las 1:00 p.m.

Asista a nuestra reunión virtual el jueves 9 de febrero, 7:00pm-8:00pm:

[www.tinyurl.com/bdesa6uw](http://www.tinyurl.com/bdesa6uw)

Enviar un correo electrónico a [fleamarketsj@sanjoseca.gov](mailto:fleamarketsj@sanjoseca.gov)

Llámenos al 408-535-8181 (puede dejar un mensaje para una llamada en español o vietnamita)

El equipo de la Ciudad y su equipo de consultores desarrollaron los términos y reglas para el Grupo Asesor de La Pulga basado en los aportes de la comunidad de vendedores compilados en 2022. Los términos y reglas explican el propósito del Grupo Asesor, el número de miembros que tendrá y cómo se seleccionarán los miembros. La presentación incluye detalles adicionales sobre cómo operará el grupo.

Después de que se aprueben los términos y reglas, comenzaremos el proceso de selección de las personas que servirán en el Grupo Asesor. Luego, pueden comenzar las reuniones del Grupo Asesor. El objetivo es comenzar las reuniones esta primavera.

Nos gustaría verificar con usted, la comunidad de vendedores, que, según la información en los términos y reglas, el Grupo Asesor representará de manera justa a la comunidad de vendedores mientras asesora a la Ciudad a través de la transición de la Pulga. Por favor, compartan sus reacciones y cualquier sugerencia que puedan tener.

Visite nuestro sitio web para obtener más información: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

Thành Phố San José mời quý vị xem lại dự thảo điều lệ cho Nhóm Cố Vấn Chợ Trời và chia sẻ ý kiến phản hồi của quý vị. Vui lòng nhấp vào [đây](#) để đọc dự thảo điều lệ và tại đây [\[link\]](#) để xem bài thuyết trình.

Chúng tôi sẽ thu thập phản hồi đến Hết Chủ nhật, ngày 12 tháng Hai. Để chia sẻ phản hồi của mình, quý vị có thể:

Điền vào bản thăm dò ý kiến này: [www.tinyurl.com/4fsyvm2c](http://www.tinyurl.com/4fsyvm2c)

Ghé chân qua bàn của chúng tôi quầy hàng 418 tại Chợ trời Berryessa vào Thứ Bảy, ngày 28 tháng 1, từ 10:00 sáng đến 1:00 chiều

Tham dự cuộc họp qua Zoom của chúng tôi vào Thứ Năm, ngày 9 tháng Hai, 7:00 tối - 8:00 tối:

[www.tinyurl.com/bdesa6uw](http://www.tinyurl.com/bdesa6uw)

Gửi email đến [fleamarketsj@sanjoseca.gov](mailto:fleamarketsj@sanjoseca.gov)

Gọi cho chúng tôi theo số 408-535-8181 (có thể để lại tin nhắn cho cuộc gọi lại bằng tiếng Tây Ban Nha hoặc tiếng Việt)

Nhân viên Thành phố và nhóm tư vấn của nó đã phát triển dự thảo điều lệ dựa trên ý kiến đóng góp từ cộng đồng các chủ thương tại chợ trời vào năm 2022. Dự thảo điều lệ giải thích mục đích của Nhóm tư vấn, số lượng thành viên sẽ có và cách lựa chọn thành viên. Bài thuyết trình bao gồm các chi tiết bổ sung về cách nhóm sẽ hoạt động.

Sau khi điều lệ được phê duyệt, chúng tôi sẽ bắt đầu quá trình lựa chọn những người để phục vụ trong Nhóm tư vấn. Sau đó, các cuộc họp Nhóm Tư vấn có thể bắt đầu. Mục tiêu là bắt đầu các cuộc họp vào mùa xuân này.

Chúng tôi muốn xác minh với quý vị - các chủ thương tại chợ trời - rằng dựa trên thông tin trong điều lệ, Nhóm Cố vấn sẽ đại diện công bằng cho cộng đồng nhà cung cấp khi tư vấn cho Thành phố thông qua quá trình chuyển đổi Chợ Trời. Vui lòng chia sẻ phản hồi của quý vị và bất kỳ đề xuất nào quý vị có thể có.

Xem trang web của chúng tôi để biết thêm thông tin: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

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## Reminder about Draft Charter Feedback Deadline / February 22 Vendor Meeting Notice (Sent February 10, 2023)



### **SAN JOSE FLEA MARKET COMMUNITY UPDATE**

**Office of Economic Development & Cultural Affairs  
City of San Jose  
Flea Market Vendor Update**

The City of San José is currently seeking feedback on the draft charter for the Flea Market Advisory Group. The City and its consultant team developed the draft charter based on input from the vendor community in 2022. The draft charter explains the purpose of the Advisory Group, the number of members it will have, how members will be selected, and other details. Based on the feedback received, we will finalize the charter and share it with the vendor community at this in-person meeting:

**Wednesday, February 22nd 2023  
7:00 - 8:30 PM**

**Berryessa Community Center (3050 Berryessa Rd San Jose, CA 95132).**

At this meeting, we also plan to share more information about the application process to become a vendor representative on the Flea Market Advisory Group. Interested vendors are strongly encouraged to attend!

We will provide:

- Information and discussion in Spanish and Vietnamese
- Light appetizers and beverages
- Supervised activities for kids 4 years and older (children welcome!)
- Free parking

As a reminder we are still collecting feedback on the draft charter through **Sunday, February 12**. To share your feedback, you can:

- Fill out this short online feedback survey: [www.tinyurl.com/4fv9fcvm](http://www.tinyurl.com/4fv9fcvm)
- Attend our virtual meeting on Thursday, February 9, 7:00pm-8:00pm:  
[www.tinyurl.com/bdesa6uw](http://www.tinyurl.com/bdesa6uw)
-

- Send an email to [fleamarketsj@sanjoseca.gov](mailto:fleamarketsj@sanjoseca.gov)
- Call us at 408-535-8181 (you may leave a message for a call back in Spanish or Vietnamese)

Check out our website for more information: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

La Ciudad de San José lo invita a finalizar las reglas y terminos del Grupo Asesor de La Pulga. La ciudad y su equipo de consultores desarrollaron el borrador de las reglas y condiciones basado en los comentarios de la comunidad de vendedores en 2022. El borrador de las reglas y terminos explica el propósito del Grupo Asesor, el numero de miembros que tendrá y cómo se seleccionarán los miembros.

Asista a nuestra reunion en persona para mostrar su apoyo a la reglas y términos el grupo asesor de La Pulga:

**Miércoles, 22 de febrero de 2023**  
7:00 - 8:30 p. m.

**Centro Comunitario Berryessa (3050 Berryessa Rd San Jose, CA 95132).**

Se compartirá más información sobre el proceso de solicitud para aplicar y convertirse en miembro del Grupo Asesor. ¡Se recomienda a los vendedores interesados que asistan para obtener más información!

Proveeremos:

Interpretación en español y vietnamita.

Aperitivos ligeros y bebidas.

Actividades supervisadas para niños a partir de 4 años (¡niños bienvenidos!)

Estacionamiento gratis

Como recordatorio, recopilaremos comentarios sobre el borrador de las reglas y términos hasta el **domingo, 12 de febrero**.

Para compartir sus comentarios, puede:

- Complete esta breve encuesta en línea: [www.tinyurl.com/4fv9fcvm](http://www.tinyurl.com/4fv9fcvm)
- Envíenos un correo electrónico a [fleamarketsj@sanjoseca.gov](mailto:fleamarketsj@sanjoseca.gov)
- Llámarnos al 408-535-8181
- Visite nuestro sitio web para obtener más información: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

Thành phố San José hiện đang trưng cầu phản hồi về dự thảo điều lệ cho Nhóm Cố vấn Chợ Trời. Thành phố và nhóm tư vấn của mình đã phát triển dự thảo điều lệ dựa trên ý kiến đóng góp từ cộng đồng nhà cung cấp vào năm 2022. Dự thảo điều lệ giải thích mục đích của Nhóm tư vấn, số lượng thành viên sẽ có, cách lựa chọn thành viên và các chi tiết khác. Dựa trên phản hồi nhận được, chúng tôi sẽ hoàn thiện điều lệ và chia sẻ nó với cộng đồng nhà cung cấp tại cuộc họp trực tiếp này:

**Thứ Tư, Tháng Hai, ngày 22, 2023**  
7:00 - 8:30 tối

**Trung tâm cộng đồng Berryessa (3050 Berryessa Rd San Jose, CA 95132).**

Tại cuộc họp này, chúng tôi cũng có kế hoạch chia sẻ thêm thông tin về quy trình đăng ký để trở thành đại diện nhà cung cấp trong Nhóm Tư vấn Thị trường Flea. Các nhà cung cấp quan tâm được khuyến khích tham dự!

Chúng tôi sẽ cung cấp:

1. Thông tin và thảo luận bằng tiếng Tây Ban Nha và tiếng Việt
2. Món khai vị nhẹ và đồ uống
3. Các hoạt động có giám sát cho trẻ em từ 4 tuổi trở lên (chào đón trẻ em!)
4. Bãi đậu xe miễn phí

Xin nhắc lại, chúng tôi vẫn

đang thu thập phản hồi về dự thảo điều lệ cho đến **Chủ nhật, ngày 12 tháng Hai**. Để chia sẻ phản hồi của mình, bạn có thể:

1. Điền vào cuộc khảo sát phản hồi ngắn trực tuyến này: [www.tinyurl.com/4fv9fcvm](http://www.tinyurl.com/4fv9fcvm)
2. Tham dự cuộc họp ảo của chúng tôi vào Thứ Năm, ngày 9 tháng Hai,

7:00 tối-8:00 tối: [www.tinyurl.com/bdesa6uw](http://www.tinyurl.com/bdesa6uw)

Gửi email đến [fleamarketsj@sanjoseca.gov](mailto:fleamarketsj@sanjoseca.gov)

Gọi cho chúng tôi theo số 408-535-8181 (bạn có thể để lại tin nhắn cho cuộc gọi lại bằng tiếng Tây Ban Nha hoặc tiếng Việt)

Kiểm tra trang web của chúng tôi để biết thêm thông tin: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)





## SAN JOSE FLEA MARKET COMMUNITY UPDATE

**Office of Economic Development & Cultural Affairs  
City of San Jose  
Flea Market Vendor Update**

The City of San José would like to thank the vendor community for all their work in providing feedback for the Flea Market Advisory Group charter. We have taken into account the feedback that we heard and are revising the charter for the Flea Market Advisory review the revised final charter with tracked changes, click [here](#).

Join us on **Wednesday, February 22nd 2023, 7:00 - 8:30 PM** at the **Berryessa Community Center (3050 Berryessa Rd San Jose, CA 95132)**. At this meeting, we will present the final charter and kick off the member selection process! Interested vendors are strongly encouraged to attend, celebrate this milestone, and learn about how to apply for a vendor representative seat!

We will provide:

- Translation and interpretation in Spanish and Vietnamese
- Light appetizers and beverages
- Supervised activities for kids 4 years and older (children welcome!)
- Free parking

In addition, the Vendor Survey is still open through Feb 28! This survey will help us identify future options for vendors. We want to understand how the market is currently working for you. If you have not already added your voice, please do so here:

- English
- Spanish
- Vietnamese

Check out our website for more information: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

La Ciudad de San José desea agradecer a la comunidad de vendedores por todo su trabajo para proporcionar comentarios para la carta de reglas y términos del Grupo Asesor de La Pulga. Hemos tenido en cuenta los comentarios que escuchamos y hemos revisado las reglas y términos. Para ver la carta final de reglas y términos, haga clic [aquí](#).

Únase a nosotros el **miércoles 22 de febrero de 2023, de 7:00 a 8 pm** en el Centro Comunitario de Berryessa (**3050 Berryessa Rd, San José, CA 95132**). ¡En esta reunión, presentaremos la carta final de reglas y términos del Grupo Asesor y comenzaremos el proceso de selección de miembros! Se recomienda a los vendedores interesados que asistan a esta reunión y aprendan más sobre cómo aplicar para ser miembro del Grupo Asesor.

Proporcione:

- Traducción e interpretación en español y vietnamita
- Aperitivos ligeros y bebidas
- Actividades supervisadas para niños de 4 años en adelante (¡niños bienvenidos!)
- Estacionamiento gratuito

Finalmente, ¡la encuesta de vendedores sigue abierta hasta el 28 de Febrero! Esta encuesta nos ayudará a identificar opciones futuras para los vendedores. Si aún no ha completado la encuesta, hágalo [aquí](#):

1. [Inglés](#)
2. [Español](#)
3. [Vietnamita](#)

Visite nuestro sitio web para obtener más información: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

Thành phố San José muốn cảm ơn cộng đồng nhà cung trong việc cung cấp phản hồi cho điều lệ Nhóm Tư vấn Chợ Trời. Chúng tôi đã lắng nghe và đang sửa đổi điều lệ cho nhóm Tư vấn Chợ Trời.

Tham gia với chúng tôi vào **Thứ Tư, ngày 22 tháng 2 năm 2023 từ 7:00-8:30 tối tại Trung tâm Cộng đồng Berryessa (95132 Berryessa Rd San Jose, CA 95132)**. Tại cuộc họp này, chúng tôi sẽ trình bày điều lệ cuối cùng và bắt đầu quá trình lựa chọn thành viên! Các nhà cung cấp quan tâm được khuyến khích tham dự, mừng cột mốc quan trọng này và tìm hiểu về cách đăng ký ghế đại diện nhà cung cấp!

Chúng tôi sẽ cung cấp:

- Dịch thuật và phiên dịch bằng tiếng Tây Ban Nha và tiếng Việt
- Món khai vị nhẹ và đồ uống
- Các hoạt động có giám sát cho trẻ em từ 4 tuổi trở lên (chào đón trẻ em!)
- Bãi đậu xe miễn phí

Ngoài ra, Khảo sát Nhà cung cấp vẫn mở đến hết ngày 28 tháng 2! Khảo sát này sẽ giúp chúng tôi xác định các lựa chọn trong tương lai cho các nhà cung cấp. Chúng tôi muốn hiểu thị trường hiện đang hoạt động như thế nào đối với bạn. Nếu bạn chưa đưa ý kiến của mình, vui lòng làm như vậy ở đây:

- [Tiếng Anh](#)
- [Tiếng Tây Ban Nha](#)
- [Tiếng Việt](#)

Kiểm tra trang web của chúng tôi để biết thêm thông tin: [www.sjeconomy.com/FleaMarketVendors](http://www.sjeconomy.com/FleaMarketVendors)

## Summary & Notes

October 19, 2022 In-Person Vendor Flyer

### Notas:

Grupo 2

①

1. Queremos hablar con la directora.
2. ~~Están~~ seguros que tienen un lugar para establecer la pulga.
3. We want the city to give a paper w/ a seal.
4. Ya pasaron dos años y nada ha pasado.
5. Necesitamos una persona de la ciudad para q trabaje con nosotros y decir q vamos hacer y q va a pasar.
6. Donde están las ubicaciones q están considerando, necesitamos algo seguro.
7. Que va a pasar con nuestra cultura de San Jose, gente de otros lugares vienen a visitar.
8. Por favor - Reubiquen a nosotros.
9. Donde podemos recibir cuando tenemos preguntas en la pulga?
10. Queremos cambios, No solo respuestas verbales.
11. ~~Hay~~ Como pueden pagar a los dueños <sup>para</sup> ~~que~~ que no nos hechen de nuestros puestos o tomar acciones en contra nosotros.



- MALTRATOS por parte de los DUEÑOS (2)  
(Group 2)
12. Abusos, y Represalias como pagar.  
(Subiendo la Renta?)
  13. Como podemos hacer los dueños responsables de para de hecho a los vendedores?
  14. Como nos inscribirse para una pulga nueva?  
para poder seguir nuestros negocios.
  15. Como pueden compartir nueva información entre todos los vendedores?
  16. Implementar un representante para compartir información a todos los vendedores?
  17. Como pueden garantizar una resolución antes de los 2 años?
  18. Como podemos comprar un terreno para tener un puesto fijo? (Entre todos los comerciantes)
  19. Tal vez, podemos invertir entre todo?  
en conjunto con ~~los~~ los fondos que existen?
  20. Investigar como se puede conseguir financiamiento & en caso que no tengan suficiente dinero para la nueva puga?



21. Como se puede encontrar  
otras soluciones para conseguir otros fondo?  
fundraiser?

Grupo 2.

3



## Keypoints Puntos claves

Tradición, convivencia familiar, diversión, diversidad,  
raíces culturales

¿Qué les ha brindado el Mercado de las Pulgas?

Enseñamos a los hijos a trabajar, aprender valores, hemos ayudado a los hijos para que puedan estudiar y mejorar su futuro.

Para muchos el trabajo en el Mercado de las Pulgas es su único trabajo  
Sine para crear empleo e ingresos para otras personas

Preguntas:

¿Va ha haber una reubicación? ¿Nos ayudará la Ciudad? ¿Estamos esperanzados para nada?

¿Realmente habrá algo o no?

Dijeron que en Diciembre del '24, ahora es en Julio

¿Algo que no quedó claro? Los fondos (7 millones) Ustedes nos ayudaron a poner nuestro negocio

¿Qué pasa si se acaba el dinero?

Este grupo no decidirá como se usarán los fondos pero lo sugerirán a la Ciudad

¿Qué tipo de voces/representación quieren? dependiendo del producto que venden, etc.

Los 4 reps que nos llevaron, que se unan a la asociación. Queremos evitar confrontación.

~~Hay~~ se permite hacer alcance comunitario, pasar volantes.

Debemos pasar la voz a los vecinos con precaución

Cualidades importantes: facilidad de palabra, persona que tiene muchos contactos/redes

En caso que "Las Pulgas" cerrara mañana, el plan de respaldo es vender productos en otro Mercado de las Pulgas, o vender en línea. Otros no han hecho planes. Deben inscribirse en WhatsApp



group 4

①

## Intros

- Why do they need data? To present to the city?
- What will the group be doing?
- How do reps get elected to group?
- How will sites be identified?
- Need more vendors to come/be involved in meetings
- What about vendors that come from afar?
- Rumors the land has been sold already.
- People still think the Pulga is closed  
↳ Can continue Ads for the Pulga?



group 4

(2)

- Need to Promote as tourism spot.
- Night Mkt is different
- Will the Advisory group decide things like advertising NOW?
- The Flea Mkt is Successful bc of its diversity.
- There are many opinions of what should happen / do. → How to get everyone to agree?
- How will the 5 acres be decided to do?
- How affordable will new 5 acres be?
- Is the only option to create another Palga?



group 4

(3)

- What's to say vendors go to a "tapicense market" and have expensive rents
- Will they also look @ Shopping Centers?
- Need safe storage for vendors
- When is the earliest the Pulga can close?
- How will the researchers get their information from the vendors - interview?
- if I move out of my space @ La Pulga will I be able to return to the 5 acres?
- What will happen while the 5 acres is being built?
- When / How will the money be given out?





# GROUP 1 - ENGLISH

OPPORTUNITY  
flexibility

INCUBATOR - \$2000  
initial invest.

- Family/Success
- Family involvement - multi generation (candy story)
- initially → extra income → full time
- Is city really looking for a new market
- [One-off relocations vs. one big site vs. multi sites? site?]  
physical experience + PLACE
- of the market vs. online
- 3rd Gen. - "We are the model"

Ethnic  
Diversity  
Community

GROUP 1 English Page



# GROUP 1-ENG. Page 2

Unique Businesses (Records) - Sell what Amazon doesn't

Look at indoor F.M. options

(Fry's site on B ROKAW) to evolve

5-Pore market

can't all fit.

"VALUE"

~~DRIVE FOR~~  
Serving a  
consumer need  
(More accessible  
\$\$ goods)

WHAT DOES THAT MEAN?

Flea

VS. Tech?

Business model

Resilient

Affordable

competitive w/ trad. Retail

One of the last pieces  
of SAN JOSE to exist!

St doesn't have G.G. Bridge  
type landmarks

Destination for  
visitors



## English Gng Page 3

Concern -

Who Chooses?  
Who gets on?

transparent  
Selection  
Process

Should have a lot of vendors

Cultural mix

/ tenure of ~~operator~~ <sup>Vendor</sup>

Go stall to stall to get word out

What can the funds be used  
for?

People who need the  
help are the vendors

Accountability For \$\$\$\$

Where are funds going? money goes  
if noticed, we really only have 6 mos  
fast

Why? Inventory / supply chain

## December 7, 2022 Vendor Meeting Summary

### Overview

On Wednesday, December 7, 2022, between 7:00 to 8:30 p.m., the City of San Jose held an online meeting via Zoom for vendors of the Berryessa Flea Market.

### Purpose

The purpose of this meeting was to:

- Provide a brief general project overview and update on the Advisory Group process
- Present the proposed Business Transition Program
- Share an update about the economic studies and launch a survey of vendors to understand their businesses and inform next steps
- Provide vendors with the opportunity to ask questions about each of the topics above

### Format

The meeting began with a brief welcome presentation. Then participants were divided into groups according to their preferred language: English, Spanish, or Vietnamese. Each group had City staff and consultants who spoke the language present to provide an in-language meeting experience. A Vietnamese interpreter was present to provide extra support during the meeting.

City staff and consultants presented on the following topics, each followed by a Q&A discussion segment:

- Presentation 1: Overview & Advisory Group
- Presentation 2: Proposed Business Transition Program
- Presentation 3: Economic Studies + Vendor Survey

To review the slide presentations and see the recording of the meeting, please visit the [City's website](#).

### Participants

In total, approximately 45 flea market vendors attended the meeting. Approximately 10 participants partook in the English group. Over 30 participants attended the Spanish group, which included two groups of vendors who attended via watch parties hosted by Berryessa Flea Vendors Association and Latino Business Foundation. 3 participated in the Vietnamese group.



# Summary of Questions and Comments

## Section 1: General & Advisory Group

- **Across all the groups, many vendors wanted more clarity and details about the timeline** of the Berryessa Flea Market closure, opening of a new Flea Market, and other support for transition and relocation. They want more clarity about the timeline and process to know what to expect.
- There were some **questions about the role of the advisory group and how members will be selected.**

## Section 2: Business Transition Program

- **Many vendors reacted positively to the Business Transition Program.** There was a lot of excitement and curiosity. Vendors asked about how the program will be administered, when they can expect to begin accessing support from the program, how microloans work, and how they can show support for the program at the next City Council meeting.

## Section 3: Economic Studies + Vendor Survey

- **There was little discussion on this topic.** Some vendors asked clarifying questions about the meaning of questions asked on the survey, but said it looks good overall.

# Meeting Agendas

## October 19, 2022 In-Person Vendor Meeting Agenda

Timing	Item	Additional Details
<b>7:00pm</b>	<b>Pre-Meeting Activities</b> (in 3 languages) <ul style="list-style-type: none"> <li>Sign-in Table: Ask attendees to sign-in. Provide handouts. Explain room layout. Provide headsets and direct attendees to interpreters.</li> </ul>	Bilingual staff will be stationed at welcome table  1 Spanish and 1 Vietnamese Interpreter on standby (until FAQ)
<b>7:10pm</b> (5 min)	<b>Pre-Presentation Welcome/Logistics</b> <ul style="list-style-type: none"> <li>Point out interpreters / translation headsets</li> <li>Point out food / welcome table</li> <li>Point out bathroom</li> <li>Point out daycare (in lobby)</li> </ul>	1 Spanish and 1 Vietnamese interpreter will be interpreting
<b>7:15 pm</b> (20 min)	<b>Presentation</b> - large group format <ul style="list-style-type: none"> <li>Welcome</li> <li>Background context <ul style="list-style-type: none"> <li>Schedule / Milestones</li> <li>Project objectives / principles and approach</li> </ul> </li> <li>Introduce Advisory Group consultant</li> <li>Advisory group - 7-10 minutes - aim for shorter <ul style="list-style-type: none"> <li>B+D scope: facilitate creation of advisory group charter and member selection process <ul style="list-style-type: none"> <li>What is the role of the advisory group? What is a charter?</li> </ul> </li> <li>Objectives: Listen, learn, include all voices</li> <li>Process: What we'll be doing and how <ul style="list-style-type: none"> <li>Stakeholder interviews</li> <li>Hold meetings in Nov/Dec (open to the public) to discuss what might go in the charter, member selection</li> <li>Outreach to vendors, with a focus on hearing from hard-to-reach</li> </ul> </li> <li>Milestones (layer on top of City timeline slide): start AG meetings in the spring 2023</li> </ul> </li> <li>Introduce Studies consultant</li> <li>Economic and Site Studies- 7-10 minutes - aim for shorter <ul style="list-style-type: none"> <li>Learning goals and purpose of studies</li> </ul> </li> </ul>	1 Spanish and 1 Vietnamese interpreter will be interpreting  Each attendee will have a handout of the slides.  English slides will be projected (for Presenters). Spanish slides may be projected if possible.

	<ul style="list-style-type: none"> <li>○ Process <ul style="list-style-type: none"> <li>■ Outreach and data collection</li> <li>■ Economic and Cultural Impact Study</li> <li>■ Market models</li> <li>■ Site Assessment</li> </ul> </li> <li>○ Milestones (layer on top of City timeline)</li> <li>● Communication channels / Contact info</li> </ul>	
<b>7:35pm</b> (10 min)	<p><b>Questions &amp; Answers</b> (large group format)</p> <p><b>Breakout Group Introductions</b></p> <ul style="list-style-type: none"> <li>● Ground Rules to be discussed in small groups</li> <li>● Point to the different breakout group corners</li> <li>● Bring your chairs</li> </ul>	Facilitate, B+D and Estolano help field questions
<b>7:45pm</b> (30 min)	<b>Breakout groups</b>	<p>See below for format &amp; setup below.</p> <p>See below for mini facilitation guide</p>
<b>8:15</b> (10 min)	<p><b>Share back &amp; Discussion/feedback</b> (large group format, just swivel chairs around where you are) - 10 minutes (if time/interest)</p> <p>Facilitators share one highlight or theme from the conversation</p>	Facilitate
<b>8:25</b> (5 min)	<b>Thank you and closing</b> (large group format)	

## November Focus Group Agenda

Timing (suggested)	Item	Details / Actions
<b>7:05pm</b> (10 minutes)	<p><b>Introductions &amp; Background Refresher</b></p> <ul style="list-style-type: none"> <li>- <b>PRESENT: Staff introductions</b> (keep it brief - our names, we have been hired by the city)</li> <li>- <b>PRESENT: Agenda of focus group</b></li> <li>- <b>PRESENT: Ground Rules</b></li> <li>- <b>PROMPT: Participant introductions</b> - Please share your name and what you sell. [BRIEF]</li> </ul>	

	<ul style="list-style-type: none"> <li>- <b>PRESENT: Why we invited you here...</b> <ul style="list-style-type: none"> <li>- <b>To Prepare for Possible Closure in 2024 → Thus setting up an Advisory Group:</b> To prepare for the possible Flea Market closure as early as July 2024, the City of San José is setting up a new Advisory Group that will meet regularly. <b>Note: this group today is NOT that advisory group.</b></li> <li>- <b>Emphasize the significance of Advisory Group:</b> This would give vendors an official voice in the planning process.</li> <li>- <b>Explain what the Advisory Group will do:</b> <ul style="list-style-type: none"> <li>- Vendors like you who serve on the Advisory Group will get to <b>guide decisions that affect your future</b>, including: <ul style="list-style-type: none"> <li>- how to support vendors with available <b>transition funds</b>.</li> <li>- make recommendations on the <b>design of new market concepts</b>.</li> </ul> </li> <li>- Vendor representatives on the Advisory Group would also play an important role in <b>reaching out to and speaking for the wants and needs of the wider vendor community</b>.</li> </ul> </li> <li>- <b>Current project status – drafting Advisory Group Charter proposal:</b> Currently we are drafting a proposal for the Advisory Group, which covers: <ul style="list-style-type: none"> <li>- Who will be represented on the Advisory Group</li> <li>- How members are selected</li> <li>- How the group will operate</li> </ul> </li> <li>- <b>Explain objectives and goals of this focus group - input on Advisory Group proposal → fair &amp; inclusive process:</b> This is why you are here today. We are seeking your input on the proposal so that we can set up an Advisory Group that is fair and inclusive of all vendors.</li> </ul> </li> <li>- <b>PROMPT: Before we continue, do you have any questions about the purpose of the Advisory Group?</b></li> </ul>	
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<p><b>7:15pm</b> (10 minutes)</p>	<p><b>Topic 1: What is the vendors' level of interest in the Advisory Group?</b></p> <ul style="list-style-type: none"> <li>- <b>PROMPT:</b> Based on what you heard described, would you be interested in being part of an Advisory Group? Hold up your card: <ul style="list-style-type: none"> <li>- Green Card: Yes</li> <li>- Yellow Card: Maybe</li> <li>- Red Card: No</li> </ul> </li> </ul> <p><b>Topic 2: What are the barriers/concerns and needs/incentives for participation?</b></p> <ul style="list-style-type: none"> <li>- <b>PROMPT:</b> For those of you who held up a yellow or red card, what is discouraging you (or other vendors you know) from participating?</li> </ul> <p><b>IF NEEDED, provide some examples of what we have heard:</b></p> <ul style="list-style-type: none"> <li>- Not enough time?</li> <li>- Not enough knowledge?</li> <li>- Language barrier?</li> <li>- Ability to commute / travel?</li> <li>- Tech skills?</li> <li>- Childcare?</li> <li>- Retaliation from Flea Market management / owners?</li> </ul>	<p><b>Notetaker:</b> Keep count of cards</p>
<p><b>7:25pm</b> (10 minutes)</p>	<p><b>Topic 3: What should be the criteria for the vendor representatives?</b></p> <ul style="list-style-type: none"> <li>- <b>PRESENT:</b> In order to be on the Advisory Group, we are considering the following criteria... <ul style="list-style-type: none"> <li>- Must sell for a year</li> <li>- Must have sell at Flea Market at least once a week</li> <li>- Employee, family member, or past/retired vendor are allowed to be on the Advisory Group (but need to be sponsored by a current vendor)</li> </ul> </li> <li>- <b>PROMPT:</b> How long should a vendor have sold at the Flea Market? Or should there not be a time minimum?</li> <li>- <b>PROMPT:</b> Should daily vendors also be eligible to serve? Should there be a seat specifically for daily vendors?</li> </ul>	



	<ul style="list-style-type: none"> <li>- <b>PROMPT:</b> Should employees and family members of vendors be able to serve on the Advisory Group?</li> <li>- <b>PROMPT:</b> Should past vendors be able to serve on the Advisory Group?</li> <li>- <b>PROMPT:</b> Is it important to include members with different plans for the future? [examples: retiring, want to continue business at a different market, want to be at the 5-acre market, interested in brick and mortar, interested in online business, etc. WANT TO HEAR WHAT THEY BRING UP]</li> <li>- <b>PROMPT:</b> What qualities would you like to see in Advisory Group members? What kinds of people will be able to contribute to the group? [examples: soft skills, someone who listens well, communicates, leads, etc.]</li> <li>- <b>PROMPT:</b> Should there be seats reserved for languages major spoken at the Flea Market (e.g. Spanish, Vietnamese, etc.)?</li> </ul>	
<b>7:35pm</b> (10 minutes)	<p><b>Topic 4: How should representatives be selected for the vendor seats on the Advisory Group? What do you think about these choices?</b></p> <ul style="list-style-type: none"> <li>- <b>PRESENT:</b> <ul style="list-style-type: none"> <li>- Step 1: Finding candidates for vendor seats <ul style="list-style-type: none"> <li>- Application by interested vendors</li> <li>- Nominations: vendor groups choose their representative(s)</li> </ul> </li> <li>- Step 2: Choosing candidates for vendor seats <ul style="list-style-type: none"> <li>- Evaluation by review panel based on pre-established criteria</li> <li>- Lottery (random draw from interested vendors)</li> <li>- Voting: vendors vote among a list of self-nominated candidates for the vendor seats</li> </ul> </li> <li>- It could be a combination. Some seats could be set aside.</li> </ul> </li> <li>- <b>PROMPT:</b> Mainly focusing on “Step 2: Choosing a candidate” — Which approach appeals to you most? Which seems most fair?</li> </ul>	

	<ul style="list-style-type: none"> <li>- Evaluation by review panel</li> <li>- Lottery</li> <li>- Voting</li> <li>- Other approaches?</li> </ul>	
<b>7:45pm</b> (10 minutes)	<b>Topic 5: Who should be on the Advisory Group?</b> <ul style="list-style-type: none"> <li>- <b>PRESENT: Basic membership composition</b> <ul style="list-style-type: none"> <li>- Proposed Total Seats: 9-11</li> <li>- Composition: <ul style="list-style-type: none"> <li>- Supermajority of vendors: at least 6-7 seats</li> <li>- At least 1 seat for City</li> <li>- At least 1 seat for property-owner</li> <li>- 1-2 seats available for other stakeholders or more vendors</li> </ul> </li> </ul> </li> <li>- </li> <li>- <b>PROMPT: Of the 1-2 available seats: What other stakeholders should be considered to have one or more seats? Some ideas to consider:</b> <ul style="list-style-type: none"> <li>- Vendor supporters (not vendors themselves)</li> <li>- Philanthropic organizations</li> <li>- Small business assistance organizations</li> <li>- Community-based organizations</li> <li>- Owners of property that might have space for a future market (VTA, County, etc.)</li> <li>- Save for more vendors</li> </ul> </li> </ul>	
<b>7:55pm</b> (5 minutes)	<b>Wrap up and recap focus group conversations:</b> See facilitator's guide	
<b>8:00pm</b>	<b>Thank you</b>	

## December 9, 2022 Online Vendor Meeting Agenda

Timing	Item
<b>7:00pm</b> (10 minutes)	<b>Welcome &amp; Begin Presentation</b> <i>(See Specific Agenda below - English / Spanish / Vietnamese)</i> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> Screen share presentation</li> <li>• Give presentation (through slide 5) <ul style="list-style-type: none"> <li>○ <b>PRESENT: Welcome slide</b> <ul style="list-style-type: none"> <li>■ <b>TRANSLATE</b></li> </ul> </li> <li>○ <b>PRESENT: Interpretation controls</b> (for Vietnamese) <ul style="list-style-type: none"> <li>■ <b>TRANSLATE</b></li> </ul> </li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>■ <b>ACTION:</b> Play video on slide (DO NOT TOUCH ANYTHING WHILE VIDEO IS PLAYING)</li> <li>■ <b>ACTION:</b> Share in the chat links to the translated Slide <ul style="list-style-type: none"> <li>“English Presentation: <a href="https://www.sjeconomy.com/home/showpublisheddocument/92900">https://www.sjeconomy.com/home/showpublisheddocument/92900</a> </li> <li>Presentación en Español: <a href="https://www.sjeconomy.com/home/showpublisheddocument/92896">https://www.sjeconomy.com/home/showpublisheddocument/92896</a> </li> <li>Trình bày tiếng Việt: <a href="https://www.sjeconomy.com/home/showpublisheddocument/92898">https://www.sjeconomy.com/home/showpublisheddocument/92898</a> </li> </ul> </li> </ul> <ul style="list-style-type: none"> <li>○ <b>PRESENT:</b> Meeting purpose <ul style="list-style-type: none"> <li>■ <b>TRANSLATE</b></li> </ul> </li> <li>○ <b>PRESENT:</b> Introductions <ul style="list-style-type: none"> <li>■ <b>TRANSLATE</b></li> </ul> </li> <li>● Gives presentation (slides 6-14) <ul style="list-style-type: none"> <li>○ <b>PRESENT:</b> Agenda <ul style="list-style-type: none"> <li>■ <b>TRANSLATE</b></li> </ul> </li> <li>○ <b>PRESENT:</b> Meeting recording <ul style="list-style-type: none"> <li>■ <b>TRANSLATE</b></li> </ul> </li> <li>○ <b>PRESENT:</b> Zoom controls <ul style="list-style-type: none"> <li>■ <b>Pause on Vietnamese slide for interpreters to walk through</b></li> <li>■ <b>TRANSLATE</b></li> </ul> </li> <li>○ <b>PRESENT:</b> Breakout group instructions <ul style="list-style-type: none"> <li>■ <b>TRANSLATE</b></li> </ul> </li> </ul> </li> </ul> <p><b>Breakout Groups Setup</b></p> <ul style="list-style-type: none"> <li>● <b>ACTION:</b> Create two breakout groups “Grupo 1: Español” and “Group 2: English” and check settings to allow attendees to choose their own groups. Open! <ul style="list-style-type: none"> <li>○ English and Spanish staff will move to their breakout groups</li> <li>○ Vietnamese group staff will stay in the Main room</li> </ul> </li> </ul>
<b>7:10pm</b> (20 minutes)	<p><b>Presentation #1: Background context &amp; Update on the Advisory Group charter process</b></p> <ul style="list-style-type: none"> <li>● <b>ACTION:</b> Screenshare English presentation</li> <li>● <b>ACTION:</b> Share <a href="https://www.sjeconomy.com/home/showpublisheddocument/92900">English presentation (public PDF version)</a> in the chat: English Presentation: <a href="https://www.sjeconomy.com/home/showpublisheddocument/92900">https://www.sjeconomy.com/home/showpublisheddocument/92900</a></li> <li>● <b>PRESENT:</b> Background</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>PRESENT:</b> City Council Direction - June 2021</li> <li>• <b>PRESENT:</b> Vendor Outreach, Engagement, and Support</li> <li>• <b>PRESENT:</b> Purpose of the Vendor Transition Fund</li> <li>• <b>PRESENT:</b> Vendor Transition Fund (\$7.5 million)</li> <li>• <b>PRESENT:</b> Purpose of the Flea Market Advisory Group</li> <li>• <b>PRESENT:</b> Charter Elements</li> <li>• <b>PRESENT:</b> Vendor Engagement on Advisory Group Process</li> <li>• <b>PRESENT:</b> What We've Heard from Vendors So Far</li> <li>• <b>PRESENT:</b> Next Steps</li> <li>• <b>PRESENT:</b> How to learn more and reach us</li> </ul> <p><b>Q&amp;A</b></p> <ul style="list-style-type: none"> <li>• <b>PRESENT:</b> Zoom control &amp; ground rules reminder. Ask participants to raise their hand and he'll call on them to speak or type their questions or comments in the chat. Ask that participants be respectful of time and others..</li> <li>• <b>ACTION:</b> Facilitate and field questions. Answer questions or redirect them to appropriate City staff or consultants to answer</li> <li>• <b>ACTION:</b> Stop screen share to see people's faces during Q&amp;A</li> </ul>
<b>7:30pm</b> (40 minutes)	<p><b>Presentation #2: Proposed Business Transition Program</b></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> Screenshare English presentation</li> <li>• <b>PRESENT</b> presentation</li> </ul> <p><b>Q&amp;A</b></p> <ul style="list-style-type: none"> <li>• <b>PRESENT:</b> Zoom control &amp; ground rules reminder. Ask participants to raise their hand and he'll call on them to speak or type their questions or comments in the chat. Ask that participants be respectful of time and others..</li> <li>• <b>ACTION:</b> Facilitate and field questions. Answer questions or redirect them to appropriate City staff or consultants to answer</li> <li>• <b>ACTION:</b> Stop screen share to see people's faces during Q&amp;A</li> </ul>
<b>8:10pm</b> (20 minutes)	<p><b>Presentation #3: Update on the economic studies + vendor survey</b></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> Screenshare English presentation</li> <li>• Gives presentation</li> </ul> <p><b>Q&amp;A</b></p> <ul style="list-style-type: none"> <li>• <b>PRESENT:</b> Zoom control &amp; ground rules reminder. Ask participants to raise their hand and he'll call on them to speak or type their questions or comments in the chat. Ask that participants be respectful of time and others..</li> <li>• screenshare of the survey in-language. <ul style="list-style-type: none"> <li>◦ English Survey linked here</li> </ul> </li> <li>• <b>ACTION:</b> Facilitate and field questions. Answer questions or redirect them to appropriate City staff or consultants to answer</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>ACTION:</b> Stop screen share to see people's faces during Q&amp;A</li> </ul>
<b>8:30pm</b> (2 minutes)	<p><b>Wrap up</b></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> Screenshare English presentation</li> <li>• <b>PRESENT:</b> Thank you! Next Steps</li> <li>• <b>ACTION:</b> Share in the chat:</li> </ul> <p>We will continue to reach out to you:</p> <ul style="list-style-type: none"> <li>- Estolano Advisors' outreach team will be at the market in December to conduct surveys</li> <li>- Survey will run through January 2023</li> </ul> <p>You can reach out to us:</p> <ul style="list-style-type: none"> <li>- Sign up for emails / texts: <a href="http://www.tinyurl.com/SJFleaM">www.tinyurl.com/SJFleaM</a></li> <li>- Website: <a href="http://www.sanjoséca.gov/fleamarketvendors">www.sanjoséca.gov/fleamarketvendors</a></li> <li>- Email us at <a href="mailto:fleamarketsj@sanjoséca.gov">fleamarketsj@sanjoséca.gov</a></li> <li>- Call us at: 408-535-8181 (you may leave a message for a call back in Spanish or Vietnamese)</li> </ul>

## February 9, 2023 Online Q&A Meeting

Timing	Item
<b>6:55pm</b>	<b>Admit participants from the waiting room</b>
<b>7:00pm</b> (5-10 min)	<p><b>Welcome &amp; Present Instructions</b></p> <ul style="list-style-type: none"> <li>• <b>PRESENT:</b> Give introduction</li> <li>• <b>PRESENT:</b> Zoom &amp; Breakout Room Instructions</li> </ul> <p><b>Move participants to breakout groups</b></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> help move people into their appropriate breakout groups, if they're having trouble moving themselves</li> <li>• As participants enter the room... <ul style="list-style-type: none"> <li>○ <b>ACTION:</b> Confirm participants in the room have reviewed the charter or watched the presentation. Move folks who want to watch the presentation first to the other breakout room.</li> <li>○ <b>PROMPT:</b> Share your comments and feedback on the charter in the chat as we wait to begin. (Get a pulse of the overall sentiment, which topics and themes to focus on.)</li> </ul> </li> </ul>
<b>7:10pm</b> (60 min)	<b>Vendor Feedback</b>



	<p><i>Group 2: Spanish Group - Q&amp;A</i></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> moderate public comments and questions, respond when appropriate</li> </ul> <p><i>Group 3: Spanish Group - Presentation + Q&amp;A</i></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> play presentation video</li> </ul> <p><u>Scenario A: Don't merge and do separate Feedback/Q&amp;A</u></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> moderate public comments and questions, respond when appropriate</li> </ul> <p><u>Scenario B: Merge with other Q&amp;A group</u></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> move all participants manually to the other Q&amp;A group, then move over after.</li> </ul> <p><i>Group 4: English Group - Q&amp;A</i></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> moderate public comments and questions, respond when appropriate</li> </ul> <p><i>Group 5: English Group - Presentation + Q&amp;A</i></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> play presentation video</li> </ul> <p><u>Scenario A: Don't merge and do separate Feedback/Q&amp;A</u></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> moderate public comments and questions, respond when appropriate</li> </ul> <p><u>Scenario B: Merge with other Q&amp;A group</u></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> to move all participants manually to the other Q&amp;A group, then move over after.</li> </ul> <p><i>Group 1: Vietnamese Group</i></p> <ul style="list-style-type: none"> <li>• <b>PROMPT:</b> to ask participants if they want to view the video presentation or not → If yes, play the video.</li> <li>• <b>ACTION:</b> moderate public comments and questions, respond when appropriate</li> </ul>
<p><b>8:10pm</b> (5 min)</p>	<p><b>Wrap Up</b></p> <p><i>Group 2: Spanish Q&amp;A Group</i></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> share slide of Next Steps</li> <li>• <b>ACTION:</b> share important links in the chat...</li> </ul> <p><i>Group 3: Spanish Presentation &amp; Q&amp;A Group (if it hasn't merged with Group 2 above)</i></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> share slide of Next Steps</li> <li>• <b>ACTION:</b> share important links in the chat...</li> </ul> <p><i>Group 4: English Q&amp;A Group</i></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> share slide of Next Steps</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>ACTION:</b> share important links in the chat...</li> </ul> <p><i>Group 5: English Presentation &amp; Q&amp;A Group (if it hasn't merged with Group 4 above)</i></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> share slide of Next Steps</li> <li>• <b>ACTION:</b> share important links in the chat...</li> </ul> <p><i>Group 1: Vietnamese Group</i></p> <ul style="list-style-type: none"> <li>• <b>ACTION:</b> share slide of Next Steps</li> <li>• <b>ACTION:</b> share important links in the chat...</li> </ul>
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## February 22, 2023 In-Person Vendor Meeting Agenda

Timing	Item	Additional Details
6:45pm	<b>Doors Officially Open</b>  <b>Pre-Meeting Activities</b> (in 3 languages) <ul style="list-style-type: none"> <li>• Sign-in Table: Ask attendees to sign-in. Provide handouts. Explain room layout.</li> </ul>	Bilingual Vietnamese and Spanish staff stationed at welcome table
7:05pm (5 min)	<b>Pre-Presentation Welcome</b>  <b>Logistics (Kristy / Adolfo / Huong)</b> <ul style="list-style-type: none"> <li>• Point out food / welcome table</li> <li>• Point out bathroom</li> <li>• Point out daycare (in lobby)</li> <li>• Point out comment cards</li> </ul>	<b>English Presenter → Spanish Presenter → Vietnamese Presenter</b> to kick off  <b>English Presenter → Spanish Presenter → Vietnamese Presenter</b> to kick off to present logistics
7:10 pm (20 min)	<b>Presentation #1: Advisory Group - Final Charter</b> <ul style="list-style-type: none"> <li>• Overview of the Advisory Group Charter</li> <li>• Feedback received</li> <li>• Any recommended changes</li> </ul>	<b>English Presenter → Spanish Presenter → Vietnamese Presenter</b> to present slides  <b>Other staff</b> provides floating support around the room
7:30pm (20 min)	<b>Reactions: Do you have any major concerns remaining?</b>  → <b>Prompt:</b> Write down on the comment card / raise hand to speak (Nanci to pass around mic). Note: We may not be able to get to all comments/questions tonight, but we'll make	<b>Bilingual Spanish staff</b> emcees and facilitates Q&A

	<p>sure to collect and review the comment cards after this meeting.</p> <p>→ Statement about moving forward with the charter</p>	
<b>7:50pm</b> (15 min)	<b>Presentation #2: Application process for at-large (general) vendor seats</b>	<b>English Presenter → Spanish Presenter → Vietnamese Presenter</b> to present slides
<b>8:05pm</b> (20 min)	<b>Q&amp;A: Do you have any questions about how to apply?</b>  → <b>Prompt:</b> Write down on the comment card / raise hand to speak (Nanci to pass around mic). Note: We may not be able to get to all comments/questions tonight, but we'll make sure to collect and review the comment cards after this meeting.	<b>Bilingual Spanish staff</b> emcees and facilitates Q&A
<b>8:25pm</b> (5 min)	<b>Thank you and closing</b> <ul style="list-style-type: none"> <li>- Timeline</li> <li>- Next Steps</li> <li>- Contact &amp; Additional Questions</li> </ul>	<b>English Presenter → Spanish Presenter → Vietnamese Presenter</b> to present slides
<b>8:30pm</b> (20 min)	<b>Applications support / Event break-down and clean-up</b>	<b>Staff</b> to stick around to support folks interested in applying

## Other

### January - February 2023 Draft Charter Feedback Survey



#### **Welcome!**

Click here for English | [Haga clic aquí para español](#) | [Bấm vào đây để đọc tiếng Việt](#)

Thank you for taking the time to review the draft charter for the SJ Flea Market Advisory Group. This survey is divided into the following sections:

1. Purpose of Advisory Group
2. Membership
3. Selection Process
4. General Details

Each section includes text from the Draft Charter, followed by a multiple choice question asking for your thoughts on that part of the Draft Charter. You may also type in comments, questions, or suggestions related to that section.

All the questions in this survey are optional. You may skip ahead of sections and questions if you desire.

We estimate that this survey will take between 5 to 10 minutes.

If you would like to watch a video presentation about the draft charter (~15 minutes), click here: [youtu.be/Rdk5IRp9d8s](https://youtu.be/Rdk5IRp9d8s)

Click "**Next**" below to begin the survey!

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Check out our website for more information: [www.sjeconomy.com/FleaMarketVendor](http://www.sjeconomy.com/FleaMarketVendor)

## Purpose of Advisory Group

### Purpose of Advisory Group

1) To ensure that Flea Market vendors have a meaningful voice in the Flea Market transition process by advising the City Administration on:

- the allocation of the Vendor Transition Fund in support of vendor relocation,
- the design, operation, and parking for a new 5-acre urban market at the Berryessa Flea Market site, and
- the process for allocating vendor space in the new urban market to existing Berryessa Flea Market vendors;

2) To assist the City administration with outreach to and engagement with the broader vendor community; and

3) To ensure coordination with the property owner on planning for the new urban market on the Berryessa Flea Market site.

What do you think about the **Purpose of Advisory Group** section of the draft charter?

- ☐ I disagree – This section needs a major changes
- ☐ I somewhat agree and disagree – This section needs some minor changes
- ☐ I agree – This section does not need any changes

Do you have any suggestions for how the **Purpose of Advisory Group** section can be improved?

Your answer

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## Membership

### Composition and Quorum

The Advisory Group will have 11 voting members total, including:

- 10 vendor representatives
- 1 property owner representative

\* A majority of Advisory Group members must be present to hold a meeting (6 of the 11 voting members).

### Membership Criteria

Any individual affiliated with a business that was selling at the Flea Market on or after June 21, 2021 (including business owners, employees and family members) is eligible to serve. No more than 2 individuals from a single business may serve on the Advisory Group at the same time.

The vendor representatives on the Advisory Group should together reflect the diversity of the vendors at the market, including (but not limited to) diversity of:

- Language spoken
- Tenure at the market
- Types of products sold
- Business plans and goals for the future following closure of the market

The vendor representatives should be committed leaders who value the needs of the broader vendor community over their individual interests. They should be willing to:

- Be committed and prepared
- Listen to others and remain open to other opinions
- Problem-solve and compromise on solutions
- Represent and advocate for other vendors

The property owner representative and the alternate should also embody the same values, and be willing to listen and learn from the vendor community to understand and consider their needs and interests.

### Terms

- 1) Each Advisory Group member will serve for 2 years, with the option for reappointment.
- 2) Half of the initial Advisory Group members will serve a 3-year term to achieve staggered appointments.
- 3) If desired by members, the Advisory Group will have the option to switch to one-year terms in the future.

What do you think about the **Membership** section of the draft charter?

- ☐ I disagree – This section needs a major changes
- ☐ I somewhat agree and disagree – This section needs some minor changes
- ☐ I agree – This section does not need any changes

Do you have any suggestions for how the **Membership** section can be improved?

Your answer

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## Member Selection Process

### Member Selection Process

The City Manager will appoint members to the Advisory Group as follows:

- nominations by the Berryessa Flea Market Vendor Association (BFVA) for 6 of the 10 vendor seats;
- an application process for 4 general vendor seats
- nominations by the property owner for the primary and alternate property owner seats

### Application Process for the 4 General Vendor Seats

- Staff will develop a standard application that can be completed online or by paper.
- Application must include 10 signatures of other vendors in support.
- Staff will host an event to help vendors gather signatures.
- Same eligibility for signatures as for Advisory Group membership (limit 2 per business).
- BFVA members can apply and sign others' applications.

### After the application submission deadline:

- City panel reviews applications for eligibility and against membership criteria
- City panel recommends a slate of 4 people
- City staff presents the full slate for vendor feedback to flag any concerns for a one-week period.
- City Manager appoints Advisory Group

What do you think about the **Member Selection Process** section of the draft charter?

- ☐ I disagree – This section needs a major changes
- ☐ I somewhat agree and disagree – This section needs some minor changes
- ☐ I agree – This section does not need any changes

Do you have any suggestions for how the **Member Selection Process** section can be improved?

Your answer \_\_\_\_\_

## General

### City Role

The City will not have a voting seat. Rather, City representation will be through administration of the Advisory Group (which may include consultants). Staff will:

- develop the agenda and content for each meeting;
- be in attendance to provide information, answer questions, and take notes
- post meeting agendas and notes on the website;
- provide language access services; and
- work with the Chair and Vice Chair (if applicable).

### Public Participation

- Meetings will be open to the public and include opportunity for members of the public to speak to the Advisory Group.
- Staff will post meeting agendas on the Vendor Info website at least one week in advance.
- Interpretation and translation will be offered in Spanish and Vietnamese – and other languages upon request.
- Staff will offer the public and vendor community of other opportunities to get involved and provide feedback on topics under discussion by the Advisory Group.

### Meeting Logistics and Time Commitment

- Meetings are expected to be at least once a month, but may be more or less often as needed
- Expected duration of each meeting: 90 minutes typically, maximum 2 hours.
- Typically, meetings will be held on a weekday evening.
- Meetings may be in person (City Hall or other public facility) and/or online.

Do you have any questions, concerns, or suggestions about the general details?

Your answer

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## Thank you!

You are done! Thank you for completing the survey. We value your feedback.

**This is what you can expect in the upcoming months:**

- 1) Staff will consider the feedback on the charter and incorporate any changes.
- 2) February 22: Community meeting for vendors to approve the charter and launch the member selection process
- 3) March/April: Update to City Council and Conduct member selection process
- 4) May: Begin Advisory Group meetings

Click "**Submit**" below to complete the survey.

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Check out our website for more information: [www.sjeconomy.com/FleaMarketVendor](http://www.sjeconomy.com/FleaMarketVendor)

If you would like to receive updates via text email, please share your email address below.

Your answer

If you would like to receive updates via text message, please share your phone number below.

Your answer