

8.1- Berryessa Flea Market Status Report

March 28, 2023

San Jose City Council Meeting

Office of Economic Development and Cultural Affairs

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| Background



June 29, 2021: Council approved the Flea Market Southside Rezoning Project, including various provisions intended to support the vendors

| City Council Direction - June 2021

5-acre, on-site Urban Market

Vendor outreach and resources

Vendor Transition Fund

Economic/feasibility studies

Flea Market Advisory Group



Support Berryessa Flea
Market vendors through
the redevelopment of the
site

| Council Direction re. Advisory Group

- **Role:** advise on uses of the Vendor Transition Fund, new market design and operation, and allocation of space to existing vendors; help with vendor outreach
- **Composition:** include property owner representative and supermajority of vendors (including vendor association)
- **Process:** engage stakeholders to draft a charter that outlines the details of the Advisory Group

| Charter Provisions

Purpose:

1. Advise the City Administration on:
 1. Allocation of the Vendor Transition Fund
 2. Design, operation, and parking of the new urban market
 3. Process for allocating vendor space in the new urban market
2. Assist the City administration with outreach to and engagement with the broader vendor community
3. Ensure coordination with the property owner(s) and its development partners on planning for the urban market area

| Charter Provisions (Continued)

- 11 voting members:
 - 10 vendor representatives (inc., 6 BFVA nominees and 4 selected through an application process)
 - 1 property owner representative
- Standard term of 2 years
- Staff runs meetings, provides language access, acts on feedback
- Meetings open to public

| Next Steps

Application deadline for general vendor seats: March 27

City Manager to appoint the members to the Advisory Group, following staff evaluation

First Advisory Group target start date: mid-May

| Staff Recommendation

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