

**SOUTH PASADENA LOCAL HISTORY**  
**SOUTH PASADENA PUBLIC LIBRARY MATERIALS**  
**SUBJECT: FARMER’S MARKET**

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# A Farmers' Market Blossoms in South Pasadena

BY JOHN R. TURK

In the "chainstore free" historical Mission West Business District, the long-awaited South Pasadena Farmers' Market is about to sprout. Seeds planted more than two years ago have taken root. South Pasadena's own Farmers' Market will be the place to be on Thursday night.

Coordinator Greta Dunlap, owner of Garden Faire, has nurtured the concept originated by several Mission West merchants. Her vision and determination have held the burgeoning entity like raw earth holds

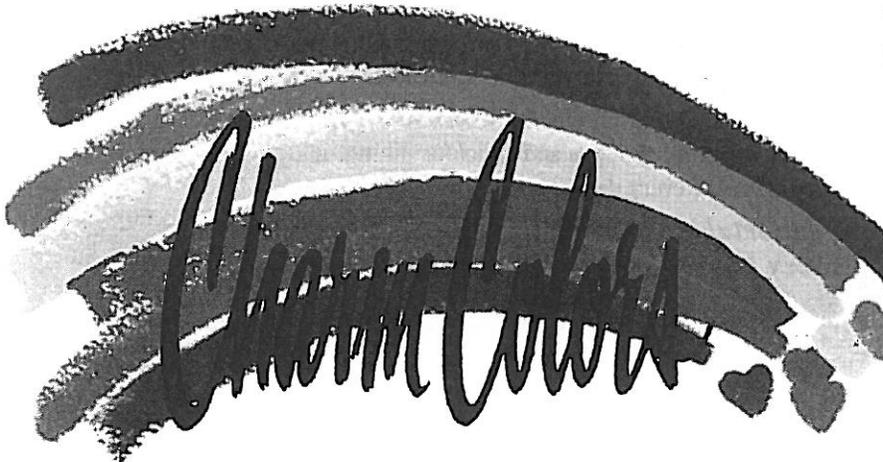
the seedling while the long awaited funding has given life to the open-air market. Supplementing Mission West Association's \$24,000 contribution, the City Council, by unanimous vote on December 2, 1998 approved additional funding of \$33,000 for a total of \$57,000 over a two-year period. Positive survey analysis and public signature petitions cemented the action toward the community investment.

Slated to begin late in May or early June 1999, the market will be held

every Thursday evening from 4 p.m. to 8 p.m. Further exemplifying the participation by the entire community in this endeavor, the South Pasadena School Board is generously providing free parking at its lot on the corner of Diamond Avenue and Mission Street.

Heritage Park, at the intersection of Meridian Avenue and Mission Street will be the heart of the market, providing a unique variety of vegetables and other foodstuffs. Market managers will be Southland

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Farmers' Market Association. Farmers will all be certified by the state, meaning that the person selling is the actual grower.

Southland has a knack of selecting farmers with a tempting array of items, such as ten heirloom varieties of tomatoes, squash blossoms, mesclun frisee, as well as baby lettuces and herbs. One delight that has proved to be a crowd pleaser is hydroponically grown sweet basil—

Besides such vegetable delectables, South Pasadena's Farmers' Market will feature other foodstuffs such as hot breads and will carry fresh flowers.

Local restaurants will be dishing up food so shoppers can have dinner as well as shop. Many merchants along Mission Street and Fair Oaks Avenue will remain open on Thursday evenings, and will sponsor special events throughout the year.

With such coordinated cultivation, South Pasadena's long awaited Farmers' Market will be a fun place to visit on upcoming Thursday nights.



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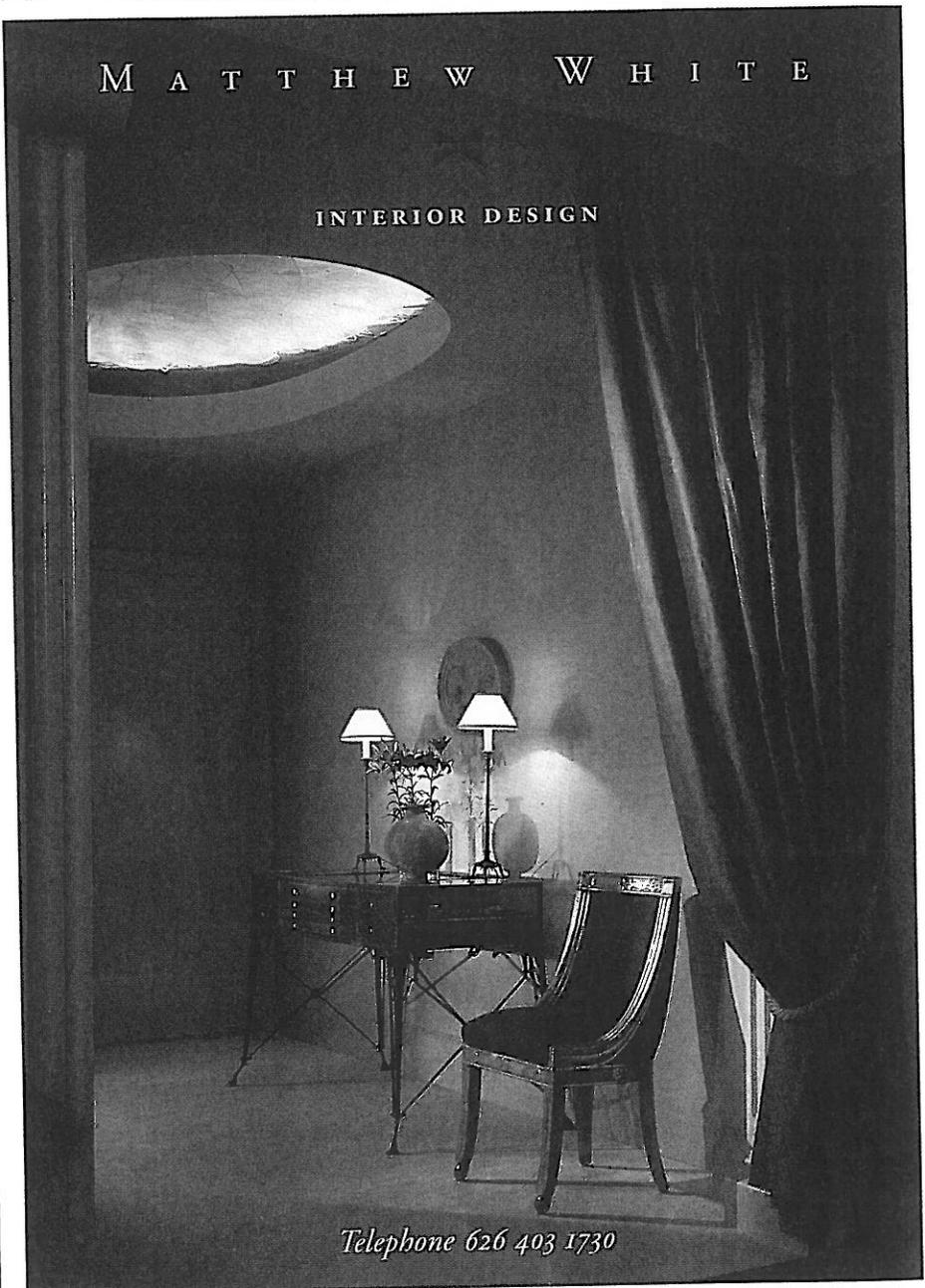
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ORIGINAL PLAY--Drama students from South Pasadena High will perform the original production of 'Stars in Motion' May 21-22 at 8 p.m. in the school auditorium. 'Stars in Motion' originated as a screen play based on a Norse tale of a young girl. The performance follows Sherri as she gets in touch with her artistic side. Rehearsing are South Pasadena High drama students, from left, Daniel Favela-Gary, John Goodson and Johnathan Smith. Tickets are \$5 for general admission.

## South Pas Farmer's Market Scheduled to Debut July 15

Its seed has been planted, the roots have taken hold and a firm date has been set for South Pasadena's Farmers' Market.

Opening day is set for July 15.

"It's really coming along very smoothly," said Dick Richards, president of the Mission West Association, looking ahead to the day the Farmers' Market opens in the city.

The Farmers' Market, managed by Southland Farmers' Market Association, will be staged every Thursday from 4 p.m. to 8 p.m. at the intersection of Meridian Avenue and Mission Street.

The Mission West Association has contributed \$24,000 while the city has kicked in \$33,000 over two years through business improvement tax (BIT) funds.

Greta Dunlop, who owns a store in the Mission West district, has helped to nurture the

concept of the market with help from other area merchants.

South Pasadena School Board members gave its permission last week for Farmers' Market patrons to use its lot in the 1000 block of Mission Street on Thursdays.

Richards said the delay in opening the market was simply timing. The Mission West Association took careful steps, working closely with the city, school officials and community to gain approval.

"In July we're going to have the best selection of produce and the best grouping of farmers," he said.

Richards explained that more than 3,000 people signed petitions, signalling their interest in a farmers' market.

"I think it will be a nice asset to the City of South Pasadena," said Richards.

math of the Tigers big win over Temple City. "These kids believed in themselves all year that they could do this. They knew they were going to get a play off berth. There was no team that was going to get in the way of their goal. It's milestone achievement and I'm just proud of my team."

For Barnes, it marks his first championship in his 15 years, seven as varsity coach, at the school.

"It's something that I will remember for the rest of my life," noted the coach. "I hope it does a lot for this program in years to come."

Comeback victories have been a trademark of this team all season long. Trailing 7-4, Lowell Crabb homered over the center field fence in the fifth and pulled the Tigers within two. In Barnes' mind it gave the Tigers the spark they needed as they scored three more runs in the inning to lead 8-7. South Pas closed the door on Temple City in the sixth, scoring six more runs.

"When Lowell Crabb hit the home run, these kids raised their attitudes to a different level," said Barnes. "I knew we were going to get the lead back and be in the game."

Two days earlier, South Pasadena set the stage for Thursday's championship bout against Temple City when it exploded for 10 runs in the second inning to hand San Marino

loaded the bases on and Frankie Duran run scoring single score at seven apic mez untied it whe from third on a wi

"When I first think it was a hor Crabb, who also c two doubles on the just carried over put us back in the was just glad to h

Gomez, the Ti picked up his sixt year after lasting Jared Funk came his third save on t

In the sixth, I belted a two run s and Ryan Buttler a run to put the gam walks and a hit b auted to Tigers othe

The Tigers ha the CIF playoffs sin they were knocked basas in the first r earlier the Tigers quarterfinals of the before losing to At

It's a new de Pasadena High's l gram and after a the Tigers are fin win.

"I think it's t said South Pasad Director Ralph P the Tigers' strong year. "The kids bel win. Everyone of th has to be proud, d hearts for what th

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Farmer's Market  
South Pasadena Review  
19 May 1999



# CITY OF SOUTH PASADENA

1414 Mission Street • South Pasadena • California 91030  
TEL (626) 403-7230 • FAX (626) 403-7211

OFFICE OF THE CITY CLERK

June 9, 1999

Amedee Richards, President  
Mission West Association  
P.O. Box 655  
South Pasadena, CA 91031

**Subject: South Pasadena's Farmers Market**

Dear Dick:

Enclosed please find a fully executed Agreement between the City of South Pasadena and MISSION WEST ASSOCIATION for the above subject project in the City of South Pasadena.

Sincerely,

Jeannine A. Gregory  
City Clerk

Enclosure

cc: City Manager

Greta Dunlap, Gardenfaire, 1018 Mission St., S. Pas.  
Marifrances Mullins, Southland Farmers' Market Assoc.  
1308 Factory Place, Box 68, LA 90013

X cc: City Manager, Finance Director, P.W. Dept 8/17/99

## AGREEMENT REGARDING FARMERS' MARKET

THIS AGREEMENT is made and entered into by and between the CITY OF SOUTH PASADENA, a municipal corporation, hereinafter referred to as "City", and MISSION WEST ASSOCIATION, a California non-profit association hereinafter referred to as "MWA."

WHEREAS, MWA desires to sponsor a farmers' market (the "Market") on Meridian Avenue's vehicular rights-of-way between Mission Street and El Centro Street (the "Market Site");

WHEREAS, MWA will use the services of SOUTHLAND FARMERS' MARKET ASSOCIATION, a California non-profit corporation ("SFMA") to set up, coordinate and administer the Market;

WHEREAS, MWA has requested City to use funds of the Business Improvement District (the "District") to assist with financing the creation and initial operation of the Market;

WHEREAS, City is authorized to use District funds for purposes of promotion of public events which are to take place on or in public places and the Market would be within that authorization;

WHEREAS, the City Council, at its meeting of December 2, 1998, authorized the expenditure of District funds from the 1998/1999 and 1999/2000 budgets.

NOW, THEREFORE, the parties agree as follows:

1. MWA shall enter into an agreement which shall provide SFMA shall set up, operate and administer the Market. That agreement shall be reviewed by the City Manager or his designee (hereinafter, collectively, the "City Manager"), in consultation with the City Attorney and shall be for a period not ending earlier than December 31, 2000.
2. The Market shall only be permitted at the Market Site; provided, that the specific boundaries and location of the area designated herein as the Market Site are subject to reasonable redesignation by the City Manager after consultation with MWA; provided, further, that City, in its sole discretion, may redesignate the area to accommodate the Pasadena Blue Line; and provided, further, that the City Manager shall provide MWA with at least ninety-days (90-days) written notice of the redesignation. This Agreement shall be deemed to grant any street-use permit required by City.
3. MWA shall coordinate and cooperate and cause SFMA to coordinate and cooperate with City's Police, Fire and Public Works Departments with regard to the Farmers' Market. MWA shall, or cause SFMA to, place weekly (the location of which shall be subject to prior approval by the Chief of Police and Public Works Director, or their designees) and store the right-of-way barricades to be used to demarcate the Market Site ("barricades"). City shall purchase the barricades. City shall retain ownership and reasonable right to use the barricades upon reasonable notice to MWA; provided, that City agrees not to use the barricades during the

periods they are to be used for the Market. MWA shall provide or cause SFMA to provide refuse containers and service and toilet facilities in type, amounts and locations approved by the Public Works Director or his designee. MWA shall, or cause SFMA to, have primary responsibility for the promotion and marketing of the Market and City shall only participate in those efforts on a limited, incidental basis, as determined by the City Manager.

4. The Farmers' Market shall be operated in accordance with all the following:
  - a. The hours of operation shall be every Thursday from 4:00 p.m. to 8:00 p.m. and the Market Site shall be closed to vehicular traffic (except farmer and emergency vehicles) from 2:30 p.m. through 9:00 p.m.; provided, that the date and times may be modified by MWA with the prior consent of the City;
  - b. Up to a combined total of fifty (50) farmers and vendors of seafood, bakery prepared goods, flowers and plants (vendors) are hereby expressly permitted and more than fifty (50) vendors may be permitted by prior written approval from the City Manager, which approval shall not be unreasonably withheld; and
  - c. Crafts, games, rides and like products and events shall not be sold or provided.
  
5. City shall provide funding for the Farmers' Market only as follows and only if all the conditions of this Agreement are satisfied, as reasonably determined by the City Manager:
  - a. Nineteen Thousand Dollars (\$19,000.00) from the District's 1998/1999 budget shall be disbursed to MWA to assist with financing the first year's operation of the Market. Such payment shall be made within thirty (30) days after the latter to occur of the effective date of this Agreement or the satisfactory compliance with all conditions hereof.
  - b. Up to Four Thousand Dollars (\$4,000.00) from the District's 1998/1999 budget shall be disbursed directly to the applicable vendor after the installation of electrical service for the Market.
  - c. Nine Thousand Seventy Hundred Seventy Dollars (\$9,770.00) from the District's 1999/2000 budget shall be disbursed to MWA to assist with financing the second year's operation of the Market. Such payment shall be made within thirty (30) days after the latter to occur of the one year anniversary of the effective date of this Agreement or the satisfactory compliance with all conditions hereof.

6. In addition to the financial support established by Paragraph 5, above, City shall pay electricity consumption costs for the first six months of operation of the Market. At any time after that period, the City Manager may decide to cease such payment by City and MWA then will be solely responsible, or cause SFMA to be solely responsible, to pay for such consumption at the same rates paid by the City.

7. The president of MWA shall be the designated as MWA's representative for purposes of this Agreement, and shall be responsible for job performance, negotiations, contractual matters, and coordination with City.

8. MWA shall defend, hold harmless and indemnify City, the Community Redevelopment Agency of the City of South Pasadena ("Agency") and each of their officers and employees from any and all liability claims, including costs, for damages to real or personal property, or personal injury or death, resulting from MWA's, its employees' or agents' acts or omissions arising out of or connected with the Market.

9. Without limiting the obligations pursuant to Paragraph 8 of this Agreement, MWA shall submit proof of its or SFMA's Comprehensive General Liability insurance (including product liability and tainted food liability) of minimum One Million Dollars (\$1,000,000) single limit coverage. Proof of insurance shall consist of a certificate of insurance provided on IOS-CGL form No. CG 00 01 11 85 or 88 (or similar) executed by MWA's or SFMA's insurer and an endorsement, in a form approved by the City Attorney, naming City, Agency and each of their officers and employees as additional insureds.

10. City and MWA agree MWA, and its agents, employees and representatives, in performing any activity related to the Market, shall be acting as an independent contractor and shall have control of all work and the manner in which it is performed. MWA shall be responsible to pay and hold harmless City from any and all payroll and other taxes and interest thereon and penalties therefor which may become due as a result of such activities or the Market.

11. Any attempt by MWA to assign the benefits or burdens of this Agreement without written approval of City shall be prohibited and shall be null and void.

12. MWA shall maintain, or cause SFMA to maintain, full and accurate records with respect to the Market. Upon no less than forty-eight (48) hours' written notice to MWA and SFMA, City shall have free access at all reasonable times to such records, and the right to examine and audit the same and to make transcripts therefrom, and to inspect all program data, documents, proceedings and activities.

13. All notices given or required to be given pursuant to this Agreement shall be in writing and may be given by personal delivery or by mail. Notice sent by mail shall be addressed as follows:

To City: City of South Pasadena  
Attention: Sean Joyce, City Manager  
1414 Mission Street  
South Pasadena, California 91030

To MWA: Mission West Association  
Attention: Amedee Richards, President  
P. O. Box 655  
South Pasadena, California 91031

14. MWA shall provide and cause SFMA to provide City with a complete Request for Taxpayer Identification Number and Certification, Form W-9, as issued by the Internal Revenue Service.

15. During the term of this Agreement, MWA, at its sole expense, shall obtain and maintain, or cause SFMA to obtain and maintain, all appropriate permits, licenses, and certificates which may be required in connection with the Market under this Agreement; provided, that no separate street use permit or individual vendor business permit will be required and no individual business taxes paid by any participating vendor.

16. MWA shall comply, or cause SFMA to comply, with all work in accordance with all applicable laws, codes and regulations required by all authorities having jurisdiction over any activities conducted which relate to the Market.

17. Except as otherwise expressly set forth, this Agreement may not be modified, nor may any of the terms, provisions or conditions be modified or waived or otherwise affected, except by a written amendment signed by all parties hereto.

18. If at any time one party shall waive any term, provision or condition of this Agreement, either before or after any breach thereof, no party shall thereafter be deemed to have consented to any future failure of full performance hereunder.

19. The terms of this Agreement shall be interpreted according to the laws of the State of California. If litigation occurs, then venue shall be in the Superior Court of Los Angeles County. If any dispute arises under this agreement, each party agrees to pursue mediation in good faith, prior to commencement of any other remedy; provided, that the delay created by this paragraph shall run for no more than sixty (60) days after written notice of the dispute is provided to the other party.

20. If litigation arises out of this Agreement for the performance thereof, then the court shall award costs and expenses, including attorney's fees, to the prevailing party. In awarding attorney's fees, the court shall not be bound by any court fee schedule but shall award the full amount of costs, expenses and attorney's fees paid or incurred in good faith.

21. This Agreement represents the entire Agreement between City and the MWA, and all preliminary negotiations and agreements are deemed a part of this Agreement. No verbal agreement or implied covenant shall be held to vary the provisions of this Agreement.

22. This Agreement may be terminated by either party, for any reason, upon sixty-days' (60-days') written notice to the other party and SFMA.

23. This Agreement shall terminate on December 31, 2000; provided, that City may, in writing, extend the effective date of the street use permit and waiver of business permits and taxes granted hereby.

24. The effective date of this Agreement is the date it is signed on behalf of City.

MISSION WEST ASSOCIATION

Dated: March 4, 1999

By: Amedee Richards  
Amedee Richards, President

CITY OF SOUTH PASADENA

Dated: Feb 26, 1999

By: Sean Joyce  
Sean Joyce, City Manager

APPROVED AS TO FORM:  
KANE, BALLMER & BERKMAN

By: Joseph W. Pannone  
Joseph W. Pannone  
City Attorney

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Pasadena is a major  
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 South Pasadena  
 ation Manager  
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 er Beatrice Siev and  
 ger Sean Joyce.

However, after approximately  
 one hour of testimony from both  
 sides, he ordered a recess.

"It is anticipated that the  
 judge will be providing the  
 preliminary injunction within  
 the next few weeks," said  
 Antonio Rossman, South  
 Pasadena's special counsel on  
 the case.

The City, joined by the  
**710 Freeway, See Page 7**

**Opens July 15**

# Season's Freshest Fruits and Vegetables at Farmers' Market

Farmers from all over  
 California will be arriving in  
 South Pasadena on Thursday,  
 July 15, for the opening of the  
 city's farmers' market.

The market will be held  
 every Thursday from 4 p.m. to 8  
 p.m. on Meridian Avenue at the  
 intersection of Mission Street.

A wide variety of the season's  
 freshest fruits and vegetables  
 will be available. Stehly farms  
 will bring in organic oranges and  
 lemons. Gourmet baby lettuce,  
 arrugula, various herbs and

A public hearing to consider  
 an appeal of a Planning  
 Commission decision to grant a  
 time extension request for an  
 approved conditional use permit  
 at the Rialto Theatre, 1923 Fair  
 Oaks Avenue, in South  
 Pasadena is scheduled for  
 Wednesday, August 18, at 7:30  
 p.m.

The hearing, in the City  
 Council Chambers, is open to  
 the public.

The project includes  
 expanding a single screen movie  
 theatre by creating four  
 additional screens within the  
 existing second floor balcony and  
 mezzanine areas.

In addition, construction  
 calls for expanding the first floor  
 lobby and snack bar into the two  
 existing bays located to the north  
 of the current lobby area.

For more information, call  
 (626) 403-7220.



edible flowers will come in from  
 Sanfer farms. Rosendahl farms  
 will harvest cherries, plums,  
 peaches and pluots for the  
 market.

Other items include organic  
 potatoes and carrots, honey,  
 pollen, bread, goat cheese, and  
 free range white, brown quail  
 eggs and fresh chicken and duck.

Classic rock and roll will be  
 performed by the Rockit  
 Scientists next to the market in  
 Heritage Park. Kettle corn and  
 gourmet tamales will also be

available. The community is  
 welcome to picnic in the park.

The Mission West  
 Association and the City of South  
 Pasadena are sponsoring the  
 market. Southland Farmer's  
 Market Association will manage  
 the weekly attraction. Free  
 parking is available in the South  
 Pasadena Unified School  
 District parking lot in the 1000  
 block of Mission Street.

For more information, call  
 (213) 244-9190, ext. 18.



Photo by John Forsha

PREPARING FOR FARMERS' MARKET--Members of the Mission West Association, including president Dick Richards, Pat Mangione and Elaine Lee, are looking forward to the opening of next week's Farmers' Market. Farmers from all over California will be arriving in South Pasadena on Thursday, July 15. The market will be held every Thursday from 4 p.m. to 8 p.m. on Meridian Avenue at the intersection of Mission Street.

Farmer's Market  
 South Pasadena Review  
 7 July 1999

JUL 14 1999



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VOLUME 111

## COMM CALENDAR

### Wednesday July 14

Children learn to draw and paint dragons at the South Pasadena Library, 2 p.m.

Pajama Storytime for ages 3-5 at South Pasadena Public Library, 7 to 7:30 p.m.

### Thursday July 15

Pre-school Storytime at South Pasadena Library for ages 3-5, 10:30 to 11 a.m.

Grandparents and Books, Read-Aloud (all ages) at South Pasadena Library, 1 to 3 p.m.

Opening of Farmer's Market in Mission West District, 4 to 8 p.m. (every Thursday).

Reception in Community Room, to honor Sally Swan and Margaret Wallace, retiring members of Friends of the South Pasadena Library, 1115 El Centro Street, 7-9 p.m. Open to public.

Cultural Heritage Commission, Council Chambers, 7:30 p.m.

### Friday July 16

Toddler Storytime for ages 1-3 at South Pasadena Library,

# South Pas

Established

WEDNESDAY, JULY

Weekly from 4-8 p.m.

## New Farmers' Market Opening Thursday



Sellers promise to bring more than fresh produce to South Pasadena for Thursday's Farmers' Market opening at Meridian Avenue and Mission Street.

Southland Farmers' Market Association, organizers of the weekly event, say shoppers will hear their share of stories as they walk the area looking over a full array of fruits and vegetables—and more.

Farmers like to talk about their goods. They'll get their chance to share stories with local patrons Thursday from 4-8 p.m. during the market's debut in town.

Shigeyuki Okano and his New Hope Foundation farm are cultivating a learning environment for sustainable

agriculture on their 26 1/2 acres in Nuevo, near Perris, California.

While growing organic potatoes, carrots, lettuce, baby bok choy, chard, kale, and Japanese mustard greens for the market, Okano also is training students from Africa and Japan in organic growing techniques. Using beneficial microorganisms, organic compost, and a worm farm, his crew is developing soil conditions and a disease resistant environment.

Emily Thomson is the only hand molded, farmstead artisanal cheese maker in Southern California. She makes hand molded cheeses according to the French tradition, as it is done in small villages in France.

Thomson started making cheese only six years ago, first traveling to France, observing others, studying books, and an occasional course in dairy chemistry at UC Davis.

At the South Pasadena Farmers' Market she will offer both fresh and aged chevre (goat cheese), including a crottin and a seasonal six month aged goat milk bleu.

**Farmers, See Page 6**

## City Awaits Judge's Final Order on Injunction for 710 Freeway

The City of South Pasadena District and four other

t it...

South Pasadena starter Tim Feess allowed two runs on four hits over three innings while Michael Flynn gave up one more run on just one hit and a walk in his two innings of work. He also struck out five on the night.

South El Monte scored runs in the first, third and fifth innings.

Third baseman Will Smiland turned in a sparkling double play when he stepped on third and whipped the ball over the second for the force.

Feess picked up the win against East Alhambra 2 after a shaky start when he walked three in the first while giving up a run.

Kyle Wong pitched the final three innings, scattering six hits, to pick-up the save.

South Pas scored five runs in the first, three in the third and one in the fifth to put the game away.

Michael Flynn went two-for-four and knocked in three runs for South Pasadena while Bryan Hernandez and Smiland knocked in two runs apiece. Chris Bryant ripped a double off the left field wall.

The following are results of other games.

District 18  
Little League Baseball  
11-12 year-old  
South Pasadena beat El

down a runner at the plate with an outstanding throw from left field.

District 18  
Senior Division  
15-16 year-old

South Pasadena dropped a 10-1 to Eagle Rock contest in its opener and played again Tuesday night after press time. Daniel Gomez knocked in the lone run for South Pasadena, singling to right to score Hobie Hoffman.

District 18  
9 & 10 year-old  
Division Softball

South Pasadena moves into the semi-finals after a pair of wins. The locals opened tournament play with 19-1 win over NELA American and last Sunday beat Sunnyslope 7-6, scoring the winning run in the final inning.

District 18  
Little League Softball  
11-12 years old

Temple City American beat South Pasadena 6-0 in the opener. The winners jumped out to a 5-0 lead in the first on six walks and two South Pasadena errors. After the rocky start Melissa Wong allowed just one more run and struck out nine Temple City American batters.

Veronica Vargas ripped a pair of doubles for South Pasadena while Lissi Quinonez added a single.

reducing traffic improvements proposed by the neighboring cities of Pasadena, El Sereno and Alhambra.

Once the funding is approved, the city can then begin preliminary design and engineering along Fair Oaks Avenue.

## Farmers

From Page 1

"You have to tend it with a lot of loving care and lots of work," said Emily about her cheese making.

Other farmers like Bob Polito from Valley Center will offer prize oranges and other citrus. Lily's Eggs from Santa Barbara will have free-range eggs, fresh chicken and duck on hand. Valdivia Farms from Carlsbad will provide an array of baby vegetables, squash and gourmet green beans. Sanfer Farms from Encino will bring in baby lettuce, herbs, and edible flowers.

The Stehly family from Filmore will bring organic oranges, lemons, other citrus and fresh juices. Rydell Farms from Santa Inez will have a full complement of apples, apple juice, and sauce.

Rosendahl Farm from Fresno brings cherries, boysenberries, nectarines, plums, peaches and grapes to the market.

## Plaid

From Page 2

becomes quite e

The slee harmonies and pre-Beatles pop a musical delig showcase nearly songs that dom radio airwaves i and early '60s Como's "Catch : and Harry Belafé to the lushly ro Coins in the "Shangri-La" a Many Splendore Performanc through July 2 Auditorium, 320 Drive, San Gabri prices are \$18-40

Five perform presented July 3 Alex Theatre, 21 Boulevard, Gle ticket prices are

For Civic tic 308-2868. For Al (800) 233-3123.

## Schiff

From Page 1

allocation of stat allocated directi Line Constructio

Senator requested Legis to begin draftir introduction. Metro Blue Line Authority has withholding of t and has voted MTA expenditure

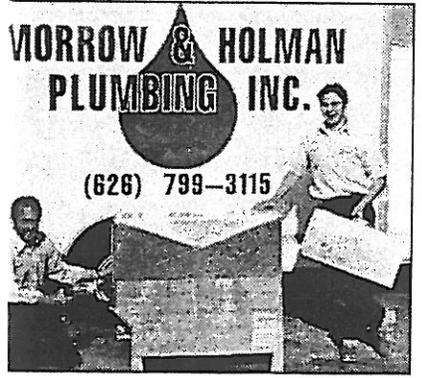
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ISSN 1094-9801

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# EDITORIAL

by Norma LeValley

## Good News, Sad News, Bad News

For the many local people who helped empty several of the farming vendors' supplies Thursday night, the opening of the Mission West Farmers' Market proved to be an outstanding success. For those who sold out their fresh produce, it was a surprising and gratifying experience.

The opening ceremony, complete with the "Breaking of the Carrot" instead of the traditional cutting of the ribbon, started the festivities which, hopefully, will become a permanent fixture along Meridian Avenue each Thursday night. Although many residents walked to the market, there was quite an increase in traffic which was well handled by the police and alleviated by the School District allowing parking in its lot.

The suggested expansion by having local service clubs and non-profit organizations rotate having a booth and the possibility of South Pasadena restaurants alternating in having a space for additional prepared food are being considered. The cleanup after the event was excellent and the general consensus was "Great."

There were nice displays of fresh fruits, vegetables, flowers, plants, tamales, nuts, cheese, baked goods, kettle popcorn and music which helped deliver the "Good News" for South Pasadena.

The "Sad News" over the weekend was featured on TV, updated on the radio and made front page news on all daily newspapers. The Kennedy family was once

Farmer's Market  
South Pasadena Review  
21 July 1999

husband and I have both been disappointed the past few years with the fireworks, however, we found a solution which I think might fix Mr. Enright's problem. Don't go anymore!

The fact is that almost all fireworks shows are

## The Kaufman Family Wants Dogs to be Allowed

Letter to the Editor:

Our family has been anxiously awaiting the Farmer's Market since we first heard about it several months ago. We regularly go as a family to the Farmer's Market on Saturdays mornings at the Pasadena High School. Having a local market meant we no longer had to drive to Northeast Pasadena; we could walk up the street on Thursday evenings, get some exercise, see our neighbors and buy fresh produce. Small town bliss...

When we walked to the market Thursday evening, July 15th, we were stunned to find

## Stop Signs Recommended Garfield Avenue



WANTS TO PLACE STOP SIGNS  
David Rose spoke in support of placing four-way stop signs at the intersection of Garfield Avenue and Oak Street during a City Hall Committee meeting.

The South Pasadena Traffic Safety Advisory Committee recommended last week that four-way stop signs be placed at the intersection of Garfield

additional prepared food are being considered. The cleanup after the event was excellent and the general consensus was "Great."

There were nice displays of fresh fruits, vegetables, flowers, plants, tamales, nuts, cheese, baked goods, kettle popcorn and music which helped deliver the "Good News" for South Pasadena.

The "Sad News" over the weekend was featured on TV, updated on the radio and made front page news on all daily newspapers. The Kennedy family was once again touched with tragedy with the disappearance of the plane piloted by John F. Kennedy, Jr., with his wife Carolyn and her sister, Lauren, aboard.

With his charismatic, non-self promoting appeal, we wanted to watch his career growth, his family prosper and his political intentions. We expected, eventually, for him to enter the political arena and many of us were ready to stand in line to vote for him. Our country's voters won't have that option now. Sad news, as another Kennedy family leaves us.

Over the weekend we read of the report that Alhambra intends to restrict the Fremont Avenue artery starting Tuesday afternoon during the evening "rush hour."

Our paper will be going to press Monday, before Alhambra's alleged "measure to create traffic problems in South Pasadena" goes into effect. Whether only one lane will be open during Tuesday or whether the reported traffic plans were inaccurate, as one Alhambra councilmen said, won't be known until the targeted Tuesday "traffic calming" (?) time occurs.

While Alhambra's Councilmember Paul Talbot accuses South Pasadena of being "an obstructionist," he neglects to enumerate on the north/south arteries that Alhambra chose to close several years ago.

Like most vengeful acts, this one might have a tendency to backfire. We regret the attitude that so much of the taxpayers' money should be used on a freeway artery that will only lead to a financial aneurysm.

The unpredictability of what each week brings, encourages us to take time to appreciate our families, our homes and our rational city leaders.

WANTS TO PLACE STOP SIGNS  
David Rose spoke in support of Garfield Avenue and Oak Street du Committee meeting at City Hall.

The South Pasadena Traf Safety Advisory Committ recommended last week th four-way stop signs be placed the intersection of Garfie Avenue and Oak Street.

In the wake of an accide that killed a pedestrian at t corner in May, South Pasade invited city officials from S Marino to attend the Traf Safety Advisory Committ meeting on July 13 to addr joint community concer

## Turner, Ste



funeral homes in California, i service in the funeral business.

Turner, Stevens & Edwards ha Pasadena landmark. This Pas and Haskell, and built in 192c Through careful restoration, th ty and grace, original lighting been thoughtfully revitalized.



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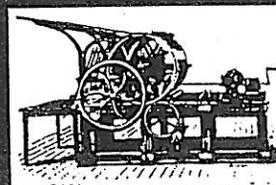
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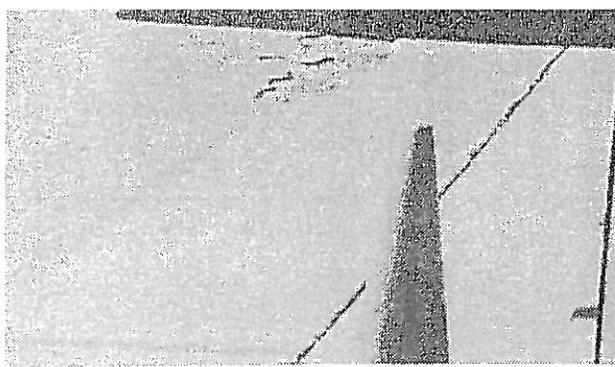
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Photo by Henk Fr

**ROAD RAGE CONTINUES**--For more than two weeks road blocks and sychronization of traffic signals have brot vociferous complaints from commuters as the City of Alhambra has taken the war over the proposed 710 Free extension to the streets. First there were barricades set-up at the corner of Fremont Avenue at Main Street stre Alhambra (above) before Alhambra city officials authorized the retiming of signal lights last we leading to and from the freeway.

Farmer's Market  
South Pasadena Review  
4 August 1999

## Mission West District

# Local Businesses Stay Open for Thursday's Farmers' Market

A new feature, "First Thursdays" will debut at South Pasadena's Farmers'



VI-Star softball team recently won the he tourney including South El Monte, inated after after winning one game left, Manager Sheila Vargas, Coach ana Lindsey, Morgan Muir, Brittany arty Deniston. Bottom row, from left, and Christie Wittmayor.

market tomorrow.

"First Thursdays" calls for boutiques and shops in the Mission West District to remain open late while coinciding with the market, which will be open from 4 to 8 p.m. at the corner of Meridian Avenue and Mission Street.

The Mission West District, site of South Pasadena's original downtown, includes an array of specialty stores offering clothing, original art, antiques, fine dining, lodging and home and garden decor.

At the Arroyo Collection, "Meet the Artist Program" features Carole Palmerston who has traveled extensively in the southwest seeking out pueblos and cliff dwellings for her work. Living in Palm Springs, Palmerston's artwork is reflective of her environment.

The Arroyo Collection is located at 1010 Mission Street, suite one.

Veteran landscape designer Glenn Hampton will answer questions at Gardenfair e, a garden and patio gallery at 1018 Mission Street.

Hampton's work has been featured in Architectural Digest. He has also performed

work for the Pasadena Showcase House.

Jeaniene Lewis a designer from Pasadena, will give a talk on "New Looks Using Old Decor" at Estate Sales and Antiques. The shop is located at 1012-B Mission Street.

In addition, Iris Intrigue will hold a drawing in August for a summer dress and will also serve free refreshments. Busters is serving 50 cent lemonade every Thursday and the Steven Anthony Factory Showroom will have a selected sale of furniture each month.

The Farmers' Market offers a family friendly atmosphere. As a certified market all produce comes from California farmers.

The Mission West Association sponsors the market, with additional support coming from the City of South Pasadena. Southland Farmers' Market Association manages the market.

Free parking is available in the South Pasadena Unified School District parking lot. Enter on Fairview Avenue off Mission Street.

For more information, call (213) 244-9190, ext. 18.

# OPINION

## a Review

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ion of the publishers.

## RIAL

alley



## the Park

about multi-generation

### Michael Wofford

#### Children are Our Most Precious Resource

Letter to the Editor:

I am writing in response to the letter from the residents of Rollin, Oak and Marengo streets criticizing the overuse of the Marengo School fields.

I am a guest in your community and I know you. You probably know me too. I am the coach on your field who you have approached in the past and asked why you could not have your peace and quiet? Why do we play so much soccer and baseball? You had no answer when I asked if you moved into your home before the field was built or if you believed school fields should be off limits to the children.

You also may know me because my team was pictured along with Representative

James Rogan's assistant in this paper a few months ago. Our girls under 10 team was the third team in South Pasadena AYSO's 20-year history to win the state championship. We were awarded a proclamation by the City Council the night that picture was taken.

My daughter's journey to the championship started in another city. That soccer program was not nearly as well organized or supported as South Pas. We played on fields that required the coaches to clear the transients and broken beer bottles from the prior evening as the games for our children began. We played in areas I would not send my wife and little ones alone. **Wofford, See Page 8**

### Marifrances Mullins

#### South Pas Farmers' Market Welcomes Dogs...But

Letter to the Editor:

I'd like to respond to the letter regarding dogs at Farmers' Markets. The market we have in South Pasadena is a certified Farmers' Market, which means that we adhere to regulations set by the California Health and Safety Code, Section III (CFM Certified Area Regulations) of the County of Los Angeles, Department of Health Services states:

*"No live animals, birds, or fowl, are kept or allowed within 20 feet of any area where food is stored or held for sale. This does not apply to guide dogs, signal dogs, or service dogs, when used within the meaning specified by section 54.1 of the Civil Code."*

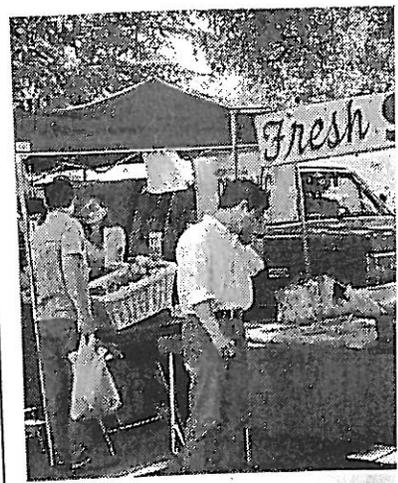
Your dogs are welcome at the South Pasadena Certified

Farmers' Market, but, to satisfy our health code requirements, we ask you to keep them on the sidewalk or at Heritage Park. We are doing our best to bring you a market full of farm fresh and delicious foods and appreciate your support while we maintain our health standards to the high level that residents of South Pasadena expect.

Please join us on Thursdays, from 4 p.m. To 8 p.m., and enjoy shopping or have a picnic in the park while listening to great music provided by the Los Angeles Music Academy.

Sincerely  
**Marifrances Mullins**  
Market Manager  
Southland Farmers' Market  
Association

## Calvary Presbyterian Church



A WEEKLY HIT--Large crowds pop Market, held weekly on Thursday Street. The market was started by the community and highlight its mar

## Wonderful Town Theatre's 16th

The Music Theatre of Southern California will kick off its 16th season with "Wonderful Town," starring Cliff Bemis and Lucie Arnaz.

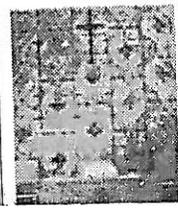
It will be performed by MTSC from October 8 to 31.

"Wonderful Town" is based on the play and motion picture, "My Sister Eileen."

Arnaz is the daughter of the late Desi Arnaz and Lucille Ball. Bemis is known as "Cliff" on the IHOP comm

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## Farmers' Market to Feature Attractions for Kids Thursday

Organizers of South Pasadena's Farmers' Market are encouraging parents to bring children to Thursday's event, open from 4 to 8 p.m. at the corner of Mission Street and Meridian Avenue.

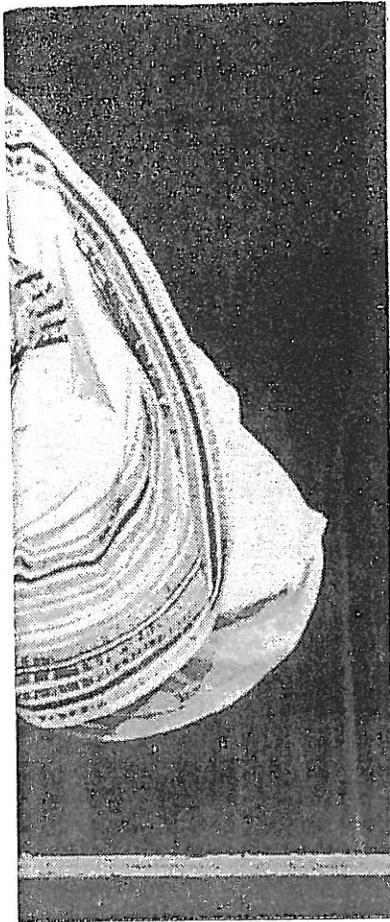
It will be "Kids Day" at the market, featuring face painting, balloons and music just for children.

A wide variety of the sea-

son's freshest fruits and vegetables are on sale each week. Other items include honey, goat cheese, kettle corn and gourmet tamales.

Free parking is available in the South Pasadena Unified School District parking lot in the 1000 block of Mission Street.

For more information, call (213) 244-9190, ext. 18.



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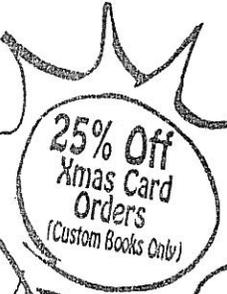
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# ALL AROUND

## Mission West Association Hosting 'First Thursdays'

"First Thursdays" will take place Thursday, September 2, from 4 to 8 pm in the Mission West district. "First Thursdays" is an offering by the area's distinct shops and boutiques neighboring the South Pasadena Farmers' Market on the first Thursday of each month. The evening activities highlight the exceptional and unique businesses in the historic Mission West district of South Pasadena, as they remain open for special events and business during market hours. The farmers' market takes place each week on Meridian Avenue at Mission Street year round.

At the Arroyo Collection, the "Meet the Artist Program" features Jane Houle as she invites you to pull up a chair. Bright colors, bold shapes, paintings of traditional or fun and fanciful subjects.

Iris Intrigue Boutique will have a demonstration from the book "Playing with Your Food" by Jooset Elffers.

## Distinguished Real Estate Firms in Valley Join Coldwell Banker

With this most current merger, Coldwell Banker holds an average 49% marketshare across the Foothill communities of Altadena, Arcadia, La

•Estate Sales and Antiques: Bring in one item for free appraisal from 6pm to 8pm. The shop is at 1012-B Mission.

•Family Fair, 1019 Mission: Just for coming in the store, receive \$1 worth of Jelly Belly candies, free

•Garden Faire at 1018 Mission: take advantage of pre-Labor Day Weekend sale with 20-50% off.

•Buster's at 1006 Mission will have 50 cent lemonade every first Thursday

•Detail features 10% off all pewter gifts

• Steven Anthony Factory Showroom, 1008 Mission, will have 25% off on selected sofas and chairs.

Mission West Association sponsors the market, with additional support coming from the City of South Pasadena. Southland Farmers' Market Association manages the market. For more information about the market, call (213) 244-9190 ext. 18.

who enjoy long-standing reputations for excellence in Southern California. In addition, he noted, the merger benefits both sales associates and clients by



CHILDREN WIN GOLDFISH--Andrew and Annie Merges in winning goldfish during the ping pong toss at the So Market last Thursday. It was 'kids day' at the market, balloons and games for youngsters.

Also in the Mission West district, the South Pasadena Farmers' Market offers a family friendly atmosphere for the entire community to enjoy. The Market takes place every Thursday, rain or shine from 4 p.m. to 8 p.m. As a Certified Farmers' Market, all produce comes from California farmers. The weekly farmers' market is located on Meridian Avenue at Mission Street, near Orange Grove. Free parking

is available at the South Pasadena District Fairview Street.

Mission West Association sponsors additional activities from the South Pasadena Farmers' Market. For more information about the market, call (213) 244-9190 ext. 18.

## Church Service at

The 10 a.m. worship service this Sunday at Oneonta Congregational Church will be led by Senior Minister Dr. Dave Spahn.

His sermon title will be "A Union of Believers." A deacon will assist him in the service and will read the Scripture lesson from Matthew 20:1-16 and 2nd Thessalonians 3:6-13.

First through 12th grades

beginning at 9:30 a.m. The meetings will be held in the Tower Room on September 12.

Oneonta Congregational Church, 1000 Garfield Avenue, Altadena.

The w  
From



## South Pasadena Farmers' Market

# Quarterly Report

*October, November, December of 1999*

The South Pasadena Farmers' Market  
offers farm-fresh food (and other agricultural products)  
with entertainment weekly,  
in a historic downtown marketplace  
providing social, educational, and business benefits

15 10 1999  
C. K.

This quarterly report compiled by Mark Wall  
Southland Farmers' Market Association  
1308 Factory Place, Unit 68  
Los Angeles, California 90013  
fax 213-244-9180  
telephone (213) 244-9190

Summary of the Second Quarter

(second three months' of operation – end of 1999)

The South Pasadena Certified Farmers' Market continues to be strong and actively supported by the community.

Due largely to the time change in the fall (and resulting darkness), attendance has dropped somewhat during this quarter. An unexpected change in management also made for staff time being spent in unexpected ways (with a slight decrease in the attention to promotion and event work.)

Reports from Mission West merchants and others have shown that the market is having a beneficial effect on sales and attendance. In addition, food stamps are making an increasing (though small) effect on the market. The market continues to maintain a small "cushion" of funds as we move into the rainy months.

There is still room for more farmers, more events, and opportunity to fully benefit from the responsive media in the area. The City of South Pasadena's support has been strong and helpful. The Historical Museum has been helpful to the market, and has been helped through increased attendance by the community at the Museum. The Mission West Association members have contributed hundreds of volunteer hours during the first quarter and during the organizing phase. This market is improved weekly with their excellent and professional expertise.

Since the market opening on July 15<sup>th</sup>, the South Pasadena Farmers' Market has received substantial media coverage. The value of this media coverage would be worth over 77,000 dollars (had it been paid advertising). This figure does not include paid advertising for the market and events.

After six months of once-a-week operation, the South Pasadena Farmers' Market is in the top 20 markets in the county (out of 52 total) and ranks in the top ten of Southland member-markets in terms of average sales per farmer.

### Market Shoppers Survey Results

Seventy seven customers were surveyed during the first market of December. To generalize, shoppers were female (74%), aged 31 to 50 (58%), white (63%), with income of \$21-40,000 (46%) or \$41,000+ (47%).

The majority shop every week (49%), with a substantial number shopping every other week (20%). Forty percent shop with their family. Most come from home (60%) or work (24%) to the market. A whopping 86% come from the 91030 zip code (South Pasadena).

All (98%) rated the quality of produce Great or Good, with the same percentage rating the Atmosphere of the market Great or Good. When asked "What do you dislike MOST about the market" the number one answer was "Nothing" (44%), number two answer was that the market was "too small".

In answer to their shopping habits regarding local merchants, 22% said that they shop at retail shops in South Pasadena "on market day", while 58% said they shop "on other days".

### Market's effect on Local Merchants

Mission West Association merchant members were asked to compare 1998 sales figures to 1999 for Thursdays. This gives us a comparison of market effect (1999) with normal days (1998). Of those responding to the request for information, the average INCREASE during market days in 1999 was 60.1%. Clearly the 1,000 or so shoppers who participate each week in the market also benefit the surrounding establishments.

### Market's effects on South Pasadena Historical Museum

In meetings with the Museum volunteers it was discovered that the market has increased both income and attendance for the Museum. Comparing Saturday attendance to Thursday (market day) attendance, the figures were 17 times higher. For example, in August the Saturday attendance was 48 people, while the Thursday attendance was 924 people. Museum volunteers stated that income went up proportionally.

### Opportunities for Local Businesses and Non-Profits

Local businesses can participate in the South Pasadena Farmers' Market twice a year at the Business of the Week market table. Non-profits can also participate (also twice each year) at a Non-Profit of the Week table. Local gardeners and entertainers can also be included in the market's operation.

An increasing number of businesses are staying open during market hours (particularly once-a-month for "First Thursdays"). Businesses have a very easy method of connecting to the market's 1,000+ shoppers by simply

remaining open until 8:00 pm.

Local businesses can also cross-promote with the market, along with other creative methods of attracting their shoppers to the market, and from the market to their retail establishment.

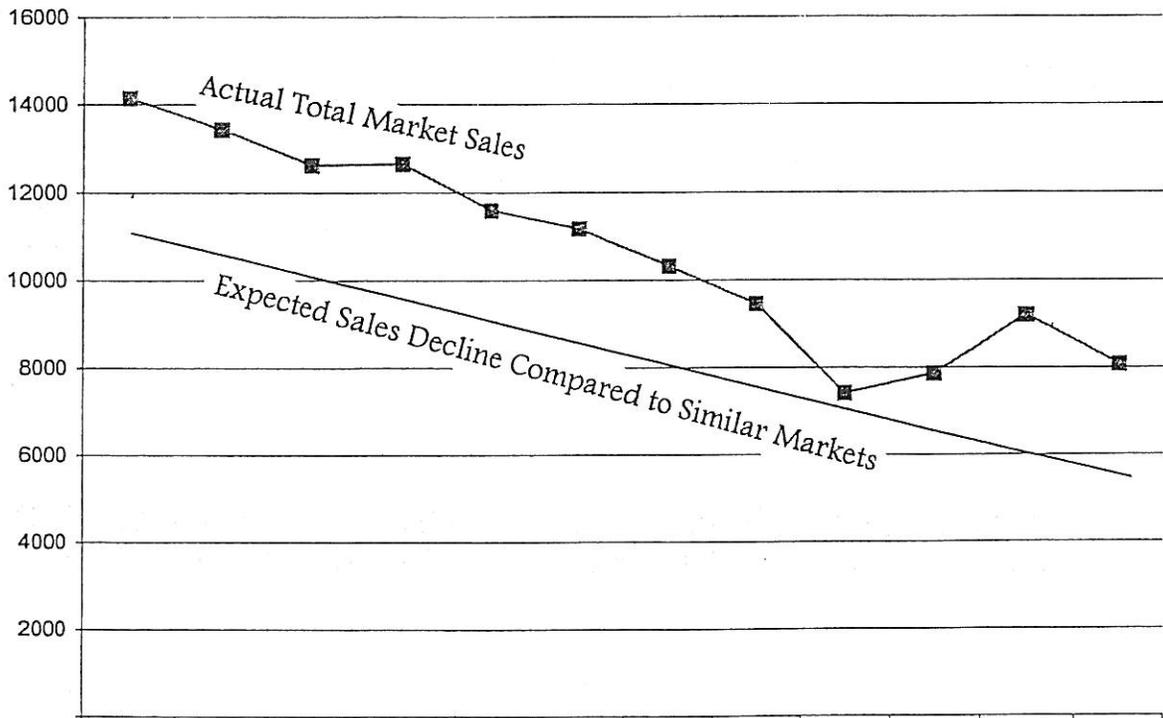
A number of local non-profits, businesses, schools, entertainers, and others have participated at this new market.

### Outlook for the Market

Markets traditionally decline in both crops, farmers, and shoppers through the winter. While new crops will be added as available through the late fall and winter, inclement weather (both in growing areas and during market days) is expected to diminish market sales. However, events and promotions will continue to highlight the unusual crops that arrive during this time along with other market events.

The construction of the Blue Line transit system near the market will be watched for both opportunities and potential problems.

By comparing the market's actual progress to the historic winter sales level of other farmers' markets, it is clear that the market's normal winter decline closely matches the historic winter changes that affect most markets.



*Rising Above Expectations*

Second Quarter Financial Picture

MANAGEMENT expenses (second quarter)

<u>ITEM</u>	<u>BUDGET**</u>	<u>ACTUAL</u>
Manager	2,250.	5,955.
Assistant	-0-	300.
Administration	-0-	1,107.
Promotion (non-labor)	1,250.	1,495.
Marketing (labor)	-0-	875.
Office Exp/Mileage	250.	317.
TOTALS	3,750.	10,049.

*\*\* Budgeted funds are meant to be partial funding  
that is supplemented by the market's weekly income*

Market Income

---

First Quarter Ending Balance	3,176.	
Start-up Funding	3,750.	
Second Quarter Market Income	6,936.	
Total		13,862.
Second Quarter Market Expenses		10,049.
Second Quarter Ending Balance		3,813.

# Southland Farmers' Market Association Promotion Services South Pasadena July to December

Publication	Circulation	Date	Section	Title	Member Markets Mentioned	Advertising rate per inch	Size of Article col. inche	Total Value of Article if paid advertisement
South Pasadena Review	4,000	5/19/99		South Pasadena Farmers' Market Schedule to Debut 15-Jul	South Pasadena	9	13	\$ 117.00
South Pasadena Review	4,000	7/7/99		Season's Freshest Fruits and Vegetables at Farmers' Market	South Pasadena	9	9	\$ 81.00
South Pasadena Crier (web)		7/27/99		Farmers Bring their Best to South Pasadena	South Pasadena	26	10	\$ 260.00
Pasadena Star News	45,000	7/16/99		Photo: Fresh Produce and Family Fun	South Pasadena	43.3	12	\$ 519.60
Health and Fitness Journal		July/Aug. 99		Get Out and Get Healthy	South Pasadena		1	\$ -
Pasadena Weekly	35,000	7/26/99		Calendar Listings/web	South Pasadena	22	2	\$ 44.00
San Marino Tribune	4,000	22-Jul		Pick a Peck at New South Pasadena Farmers' Market with 2 photos	South Pasadena	8	8	\$ 64.00
Pasadena Weekly	35,000	Aug. 5-11		Around Town Calendar Listi	South Pasadena	22	2	\$ 44.00
West Coast Peddler		August		"First Thursday" in South Pasadena Means Art, Architecture Antiques Appraisals and Fresh Veggies	South Pasadena		16	\$ -
Calendar Live! (web)		Aug. 17		Editor's Profile: S. Pasaden Farmers' Market	South Pasadena	613.75	10	\$ 6,137.50
San Gabriel Valley Weekly	35,000	Aug. 6		Around the Valley	South Pasadena	30	1	\$ 30.00
South Pasadena Review	4,000	8/18/99		Calendar Listing	South Pasadena	9	2.5	\$ 22.50
South Pasadena Review	4,000	8/18/99		Letter to the Editor	South Pasadena	9	8	\$ 72.00
South Pasadena Review	4,000	8/18/99		Photo	South Pasadena	9	6	\$ 54.00

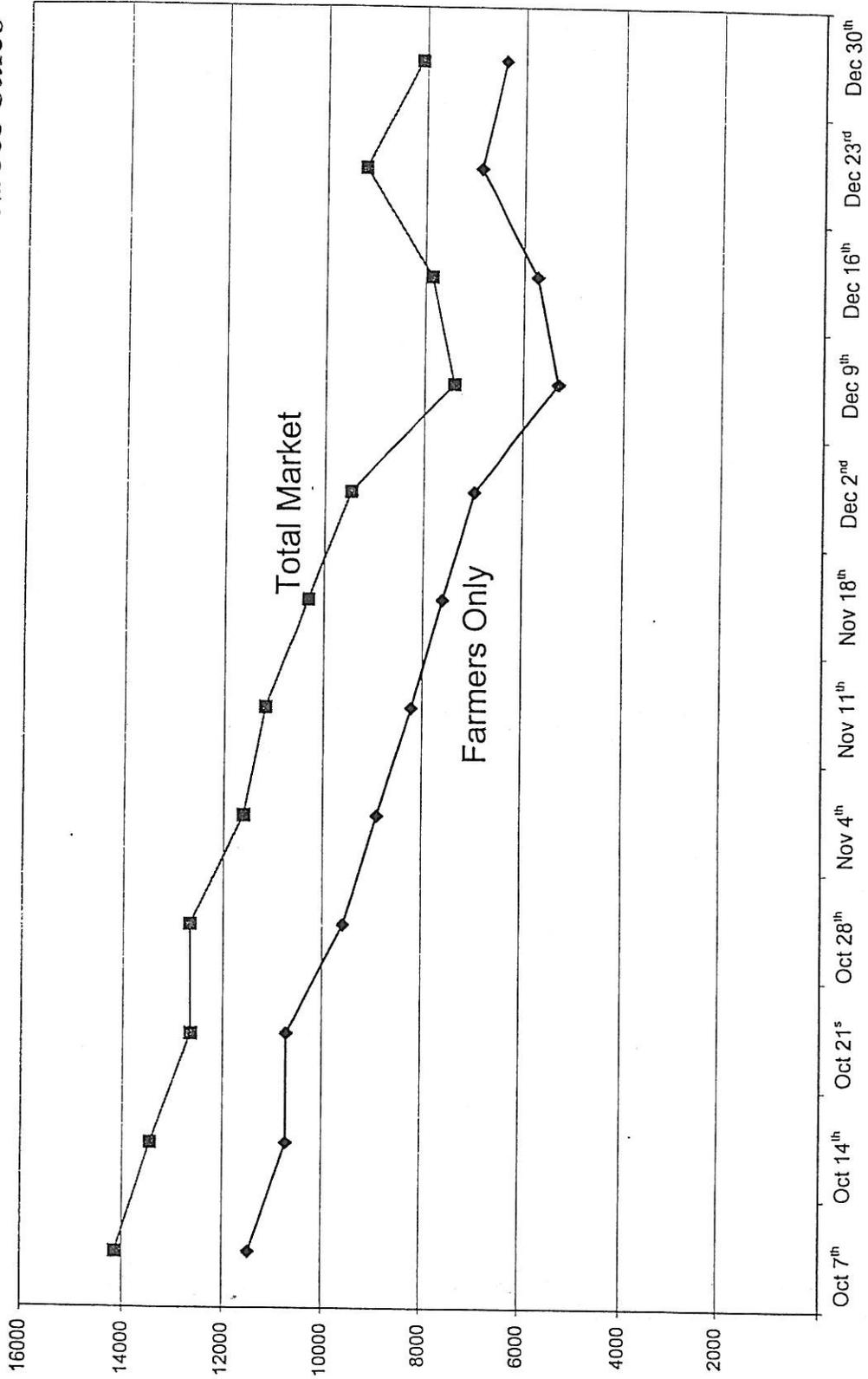
LA Times Calendar Weekend	1,021,121	Sept. 2	Itinerary: South Pasadena	South Pasadena	613.75	42	\$	25,777.50
LA Times National Edition	5,500	Sept. 6	Itinerary: South Pasadena	South Pasadena	613.75	42	\$	25,777.50
Our Times Calendar		Sept. 16	Calendar Listings	South Pasadena	26	1	\$	26.00
Our Times Calendar		Sept. 23	Calendar Listings	South Pasadena	26	1	\$	26.00
L.A. Parent	225,000	10/1/99	Local Harvest	South Pasadena	96.17	36	\$	3,462.12
Mountain Views Sierra Madre New								
South Pasadena Review	4,000	Oct. 21	Fall Festival at S Pas FM	South Pasadena	15	12	\$	180.00
		Oct. 27	Fall Festival at Scheduled for FM on Thursday	South Pasadena	9	10	\$	90.00
LA Times Calendar Weekend	1,021,121	Oct. 28	Harvest Time	Web site	613.75	4	\$	2,455.00
Calendar Live! (LA Times web)		Oct. 31	Going to Market	South Pasadena	613.75	7	\$	4,296.25
South Pasadena Neighbors		Fall 99	First Thursdays Event	South Pasadena			\$	-
Pasadena Weekly	35,000	Nov. 11	Calendar Listings/web	South Pasadena	22	1	\$	22.00
San Gabriel Valley Weekly	35,000	Nov. 26	Cheryl Newlander	South Pasadena	30	30	\$	900.00
The Quarterly		Wint. 99	Calendar Listings	South Pasadena			\$	\$240
Our Times Calendar		Nov. 25	Calendar Listings	South Pasadena	26	1	\$	26.00
CWIRE site (web)		Nov.	First Thursdays Event and calendar listing	South Pasadena	26	5	\$	130.00
Calendar Live! (LA Times web)		Dec.	Editor's Profile: S. Pasadena	South Pasadena	613.75	10	\$	6,137.50
South Pasadena Chamber of Commerce (Web) page		Dec.	Join us at the Farmers' Mark	South Pasadena	26	5	\$	130.00
Shopping Secrets of Southern CA (book)			Listing of Markets	South Pasadena			\$	-
CWIRE site (web)		Dec.	South Pasadena FM	South Pasadena	26	5	\$	130.00

Total 2,520,742

\$ 77,121.47



# South Pasadena Gross Sales





South Pasadena Farmers' Market

## Quarterly Report

*January - February - March 2000*

The South Pasadena Farmers' Market  
offers farm-fresh food (and other agricultural products)  
with entertainment weekly,  
in a historic downtown marketplace  
providing social, educational, and business benefits

This quarterly report compiled by Mark Wall  
Southland Farmers' Market Association  
1308 Factory Place, Unit 68  
Los Angeles, California 90013  
fax 213-244-9180  
telephone (213) 244-9190

### Summary of the First Quarter of 2000

This report covers the sixth through ninth months (of the first year) of the South Pasadena Certified Farmers' Market. The market has a new manager and the new manager has strengthened the entertainment, promotion, and crop variety of the market.

Market Sales have exceeded the ambitious goals set last year already in this normally slow time (January and February are traditionally the slowest months of the year at farmers' markets.)

Reports from Mission West merchants and others have shown that the market continues to have beneficial effects on their sales and attendance.

The market (luckily) suffered through only ONE rainy day during this quarter.

The City of South Pasadena continues to support the market in a diverse number of ways. The Mission West Association members have contributed volunteer hours (and useful ideas!)

Since the market opening on July 15<sup>th</sup>, the South Pasadena Farmers' Market has received substantial media coverage. The value of this media coverage would be worth over 77,000 dollars (had it been paid advertising). This figure does not include paid advertising for the market and events.

During its first nine months of operation, the South Pasadena Farmers' Market is in the top 20 markets in the county (out of 52 total) by gross sales and ranks in the top ten of Southland member-markets in terms of average sales per farmer.

### Market's effect on Local Merchants

Last quarter, merchants in the Mission West Association were asked to compare 1998 Thursday sales figures (when there was no farmers market) to Thursdays in 1999 (when the market began) for Thursdays.

In the last quarter of 1999, the INCREASE during market days was 60.1%. Clearly the 1,000 or so shoppers who participate each week in the market also benefit the surrounding establishments.

It has been difficult to get full cooperation from many merchants (though we ask for only percentage change, not dollars). This quarter (the first of 2000), the sales increase is 64% . . . this is the increase on Thursdays in 2000 versus 1999 (there was no market in the *first* quarter of 1999).

### Opportunities for Local Businesses and Non-Profits

Local businesses can participate in the South Pasadena Farmers' Market twice a year at the Business of the Week market table. Non-profits can also participate (also twice each year) at a Non-Profit of the Week table. Local gardeners and entertainers can also be included in the market.

An increasing number of businesses are staying open during market hours (particularly once-a-month for "First Thursdays"). This is a very easy method of connecting to the market's 1,000+ shoppers.

The local nonprofits that have participated include:

- 1) The local Girl Scouts sold cookies at the market for three weeks.
- 2) Pasadena office of the American Red Cross
- 3) The Baha'i of South Pasadena
- 4) The South Pasadena Christian Church

### Promotions

The market is now offering carts and tote bags for sale to customers. Both prominently show the market's logo.

A/ South Pasadena Review featured the market volunteers in a photo

B/ A romantic raffle was created and awarded with a free night at the Artist's Inn, and dinner for two at Domenico's.

C/ Cooking Demonstrations (now a regular market feature) were begun by the California School of Culinary Arts in South Pasadena.

D/ One dollar off coupons were mailed out in water bill

E/ Cross-street banner was up for two weeks across Fair Oaks

F/ Entertainment is now scheduled much more regularly

### Restrooms

The Historical Museum, despite increased attendance and income from being open during market hours, decided to open only during the festive First Thursdays. This and other issues necessitated the contracting of a portable toilet available to farmers and shoppers behind the museum.

### Farmer Sales

Still not yet a year old, the South Pasadena market continues to turn in fairly high average sales per farmer. Markets are often measured by total gross sales (which is one good way), we also like to regularly check the average for each farmer to be sure that that market isn't growing in gross sales but diminishing each farmer's sales.

This quarter, normally the slowest of the year, the farmers averaged 355 dollars each . . . this maintains the South Pasadena market in the top ten markets in Southland in regards to per farmer sales.

### Outlook for the Market

Greta Dunlap (former Mission West merchant) has been hired to manage the South Pasadena Farmers' Market. The increase in promotional events, entertainment, and media contact has already improved the market greatly. In addition, a renewed interest in increasing the number of farmers and the available variety of crops has bettered the market in customer eyes.

The construction of the Blue Line transit system near the market continues to be watched for both opportunities and potential problems.

Summer crops will begin coming in next quarter, and (depending on weather and crop yields) should continue to push the market into its strongest months.

*Financial Picture*  
First Quarter of 2000

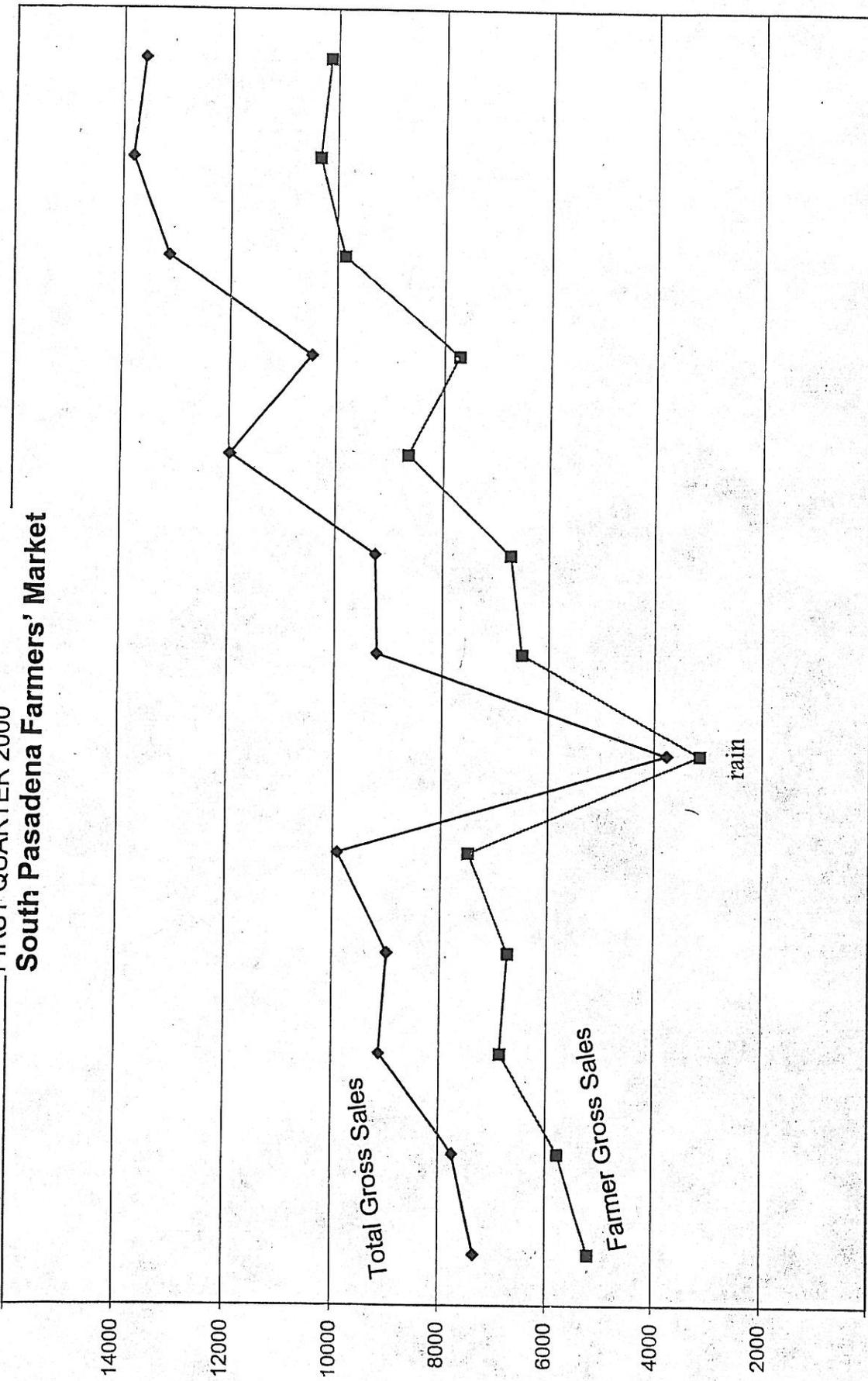
MANAGEMENT expenses

<u>ITEM</u>	<u>BUDGET**</u>	<u>ACTUAL</u>
Manager	2,250.	3,722.
Assistant	-0-	1,368.
Administration	-0-	1,292.
Promotion (& printing)	1,250.	2,029.
Marketing (labor)	-0-	258
Office Exp/Mileage	250.	1,465.
Storage Trailer & Rent	-0-	2,958.
Portable Toilet	-0-	439.
Certificate & Insurance	-0-	764.
 TOTALS	 3,750.	 14,295.

*\*\* Budgeted funds are meant to be partial funding  
that is supplemented by the market's weekly income*

First Quarter <i>Beginning</i> Balance	3,813.
Start-up Funding for this quarter	3,750.
First Quarter Market <u>Income</u>	6,842.
 Total	 14,405.
 First Quarter Total Expenses	 14,295.
 First Quarter <i>Ending</i> Balance	 110.

FIRST QUARTER 2000  
 South Pasadena Farmers' Market



January 6 13 20 27 Feb. 3 10 17 24 March 2 9 16 23 30



Farmer's Market  
Letter from City Manager  
7 May 2001

**CITY OF SOUTH PASADENA**

OFFICE OF THE CITY MANAGER  
1414 MISSION STREET, SOUTH PASADENA, CA 91030  
TEL: 626.403.7210 \* FAX: 626.403.7211 \* EMAIL: SJOYCE@CI.SOUTH-PASADENA.CA.US  
WWW.CI.SOUTH-PASADENA.CA.US

May 7, 2001

Mr. Mike Kielty  
Southland Farmers' Market Association  
1308 Factory Place, Unit 68  
Los Angeles, CA 90013

Dear Mr. Kielty:

The City has been advised by Mr. Amedee Richards, president of the Mission West Merchants' Association, that his board of directors has exercised the termination clause in its agreement with Southland Farmers' Market Association (Southland) effective at 12:01 AM, Friday, May 11, 2001. The purpose of this letter is to confirm use of the City street, for the South Pasadena's Farmer's Market, was granted exclusively to the Merchants Association. Southland's use of the street was only through the Merchant's Association. Therefore, based on the foregoing termination of Southland's agreement with the Merchant's Association, the final day Southland is authorized to use a South Pasadena public street for any purpose is May 10, 2001.

I wish your association the best of success in your future endeavors. Please contact me directly if you have any questions regarding this matter of use of a City street.

Sincerely,

Sean Joyce  
City Manager

C: Michael Berkow, Chief of Police  
Mr. Amedee Richards, President, Mission West Merchants' Association

# City of South Pasadena Official Report

David Rose, Mayor  
Harry Knapp, Mayor Pro  
Tem,  
Michael Cacciotti,  
Council Member  
Dorothy Cohen Council  
Member  
David Saeta, Council  
member  
Sally Kilby, City  
Clerk  
Victor Robinette,  
Treasurer

COUNCIL AGENDA: September 5, 2001  
TO: City Council  
VIA: Sean Joyce, City Manager *SJ/SK*  
FROM: Gay Forbes, Assistant City Manager *GF*  
SUBJECT: **2001-2002 Funding Plan for Business Improvement Tax (BIT)**

## Recommendation

It is recommended that the City Council approve the 2001-2002 Business Improvement Tax appropriations as described below.

## Background

At the 2001-2002 Budget Study Session in June, the City Council directed staff to return a funding plan for the use of the City's Business Improvement Tax (BIT) revenue. In 1977, the City Council adopted Ordinance 1738 establishing a Parking and Business Improvement Area (South Pasadena Municipal Code Chapter 20D). This provides a revenue source to the City by taxing manufacturers, apartment owners, and all other businesses except home occupations. This is called the Business Improvement Tax or "BIT." The funds collected are restricted funds and can only be used for the following four purposes:

1. Decoration of any public place in the area;
2. Promotion of public events which are to take place on or in public places in the area;
3. Furnishing of music in any public place in the area;
4. The general promotion of retail trade activities in the area.

Approximately \$90,000 is collected each year.

## Recap of Last Year's Expenditures

The 2000-2001 fiscal year budget included four items in the cost center for Community Promotion to be funded with BIT funds. The first was \$45,000 to the Chamber of Commerce to help support on-going operations. The second expenditure was \$12,000 to the Tournament of Roses. The third expenditure was \$5,500 for promotion of South Pasadena business in the City's newsletter and postage of a mailing to BIT

taxpayers asking for input on future projects the City should consider. Finally, the remaining funds, estimated at \$27,000, were reserved for professional services. As in prior years, \$12,019 of that was used for rental of holiday decorations from Kelley Display, plus \$3,000 for holiday carolers and a \$300 administrative fee to the Chamber. Note that Kelley Display's invoice was to the Chamber of Commerce, which forwarded it to the City for payment. There were no payments made for the Farmers Market after FY 1999-2000.

### Analysis

#### Fiscal Year 2001-2002

This year's budget was adopted with a total BIT expenditures of \$89,500 with similar funding levels for the 4 categories, including \$45,000 for the Chamber, \$12,000 for the Rose Parade, \$5,500 for City-coordinated business promotion (e.g., Neighbors Newsletter promoting South Pasadena businesses), and \$27,000 remaining for projects that may arise during the course of the year. The actual available amount in the BIT fund, including fund balances from the previous 2 years, is \$111,727.

#### Proposals for Use of BIT Funds

This past spring, business owner Steve Damashek, representing himself as owner of the Ultimate Outlet and neighboring downtown merchants, submitted a proposal for the use of the BIT funds to produce a thirty second cable TV commercial to advertise South Pasadena businesses and to air it on Cable TV either 52 weeks (\$75,000) or 26 weeks (\$35,000). The proposal is attached for reference.

#### Informal Survey of BIT Businesses

Staff recently mailed a letter to all BIT taxpayers asking for recommendations and input for the use of the BIT funds. Fourteen responses were received. Of those, 4 supported the Farmers Market, 3 supported the Chamber of Commerce, 5 supported advertising and promotion, and 2 supported alternative activities like a community skate park and bicycle lanes. The comments received were similar to the 1999 BIT Survey responses in that many emphasize the need for more promotion and advertising, while many indicate the popularity of the Farmers Market. A list of the responses is attached. Staff also received an advertising proposal from a vendor, Media Girl Productions in Pasadena, including \$3,700 for design and printing of 8 advertisements in the Pasadena Star News, \$4,000 for production of a television commercial, and \$7,300 for Cable airtime for the commercial.

#### Chamber of Commerce

On July 9, 2001, the Chamber submitted a formal request for \$11,000 to fund 3 advertising components, including Cable TV, Print Media, and Shopping and Restaurant Guides. A copy of the proposal is attached. On August 24, 2001, the Chamber of Commerce submitted a second, more detailed but similar, formal request for \$11,000 in BIT funds to be used for Cable Advertising, Airtime, Print Media, and Shopping and Restaurant Guides. This request is also attached. The Chamber requests are similar to that of Mr. Damashek, in that they both call for the creation and airing of Cable TV advertising spots. The differences are that Mr. Damashek's request would use as much of the BIT funds as possible for the airing of the spot, whereas the Chamber's would limit it only to the \$11,000 amount, assuming funds would be continued for the Visitors and Information Center and the holiday decorations and festivities as well as the Tournament of Roses.

In 1998, the City Council directed staff to develop and negotiate an agreement with the Chamber governing the terms of the City's annual financial contribution to the Chamber. This task was never completed. In preparation for tonight's item on August 24, 2001, the City Manager sent a letter to the Executive Director of the Chamber of Commerce enclosing an Agreement to be signed between the Chamber and the City, and notifying the Chamber that further quarterly payments would be conditioned upon the execution of the agreement, per the City Council's prior direction in 1998.

### Theater and Arts District Proposal

Although there have been no additional formal requests for the use of BIT funds in the FY 01-02, a formal request for redevelopment funds has been made to the Community Redevelopment Agency (CRA) by the Fremont Centre Theatre and other arts patrons. The full Theater and Arts District proposal is a separate agenda item for the CRA tonight and will not be fully described here except in relevant part. The proposal includes three items that may be more appropriate for funding by the BIT, including \$10,000 for street banners, \$2,750 for a "Community Sing" of Handel's Messiah, with 4 guest soloists, and \$2,000 for musical, theater, and other performance artists to perform in bank lobbies and gathering places in the downtown. These items are well within the legislative authority for use of the BIT funds.

### Options

This year the available funds are the annual collection of the BIT, estimated at \$89,500 together with unspent funds from the last two years, total \$111,727. This represents an opportunity to expand the use of the funds and to experiment with new activities to accomplish the goal of promoting South Pasadena businesses and business areas. There are several options available to the City Council regarding appropriation of the BIT funds.

### **Chamber Of Commerce Visitors and Information Center**

- Continue to fund the Chamber Visitors and Information Center at \$45,000, conditional upon execution of the attached contract with the Chamber of Commerce

### **Tournament of Roses**

- Continue to fund the Tournament of Roses at the annual \$12,000 level.

### **Cable TV Advertising:**

This idea appears to have support in the business community, since two groups have proposed it. Both groups feel that cable TV advertising is beneficial to local businesses, and contributes positively to the identity and image of South Pasadena. Very little has been done in the past to advertise and promote local businesses, which must use their own limited funds for this purpose. An initiative by the City would demonstrate to small businesses in particular that their BIT funds are being spent for their benefit. The advantage of funding the Chamber's proposal is found in the administrative simplicity of funding one entity for various activities. The advantage of funding the Damashek proposal is that the City could easily oversee administration of this project. Staff recommends funding one of the two proposals in the amount of \$11,000-\$19,000.

### **Holiday Festivities:**

Special events and marketing for holiday season are always important to the business community. Historically the City has funded the Chamber to rent holiday decorations for Fair Oaks Avenue and to provide holiday carolers to sing in business locations. These expenditures should be reviewed for both value and cost effectiveness.

- Review the appropriateness of the \$12,000 for holiday decorations plus the \$3,000 for carolers and the \$300 administrative fee that has gone to the Chamber of Commerce and consider keeping these activities within the City administration by contracting directly and at the best price with private vendors;
- In addition to or as an alternative to the carolers designate \$2,750 for the "Community Sing" of Handel's Messiah, and to direct staff to work with the Theater and Arts District Steering Committee to coordinate the appropriation of BIT funds as part of any CRA funding decisions.

### **Theater/Arts District**

This year the Theater/Arts District proposal offers new opportunities to promote, decorate, and conduct musical events in the downtown. If the City Council desires to support the Theater Arts District concept, it could appropriate as much as \$14,750 toward the Theater/Arts District proposal:

- Designate \$10,000 for district identifying pole mounted banners
- Designate \$2,000, to be administered by the Theater and Arts District Steering Committee, for performing artists in various venues in the downtown
- Designate \$2,750, to be administered by the Theater and Arts District Steering Committee, for Handel's Messiah "Community Sing" event.

**Alternatives**

- The City Council could defer some or all of these decisions in order to conduct additional outreach to the business community regarding desired use of the BIT funds.
- The City Council may adjust these amounts, as desired.

**2001-2002 BIT Funding Recommendation**

	Actual Fiscal Year 2000-2001	Proposed Fiscal Year 2001-2002
<b>Beginning Fund Balance</b>	<b>\$89,500</b>	<b>\$22,227*</b>
<b>Revenue</b>	<b>\$ 90,046</b>	<b>\$89,500</b>
		<b>Total: \$111,727</b>
<b>Expenditures</b>		
1. Chamber of Commerce	\$ 45,000	\$45,000
2. Tournament of Roses	\$ 12,000	\$12,000
3. Holiday Festivities:	\$ 15,319	\$12,000 - \$15,300
	Kelley Display, \$12,019; Chamber Admin Fee, \$300; Other Chamber Reimbursement, \$3,000	City contracts directly for decorations, (\$12,000) and Carolers (\$3,300)
4. Printing/Newsletter	\$124.20	\$5,500
5. Cable TV Spot		\$11,000 - \$19,000
6. Theater/Arts District Banners \$10,000 Performers \$ 2,000 Com'ty Sing \$ 2,750		\$10,000- \$14,750
<b>Total</b>	<b>\$72,443.20</b>	<b>\$95,500 - \$111,550</b>
<b>Difference</b>	<b>\$17,602.80</b>	<b>\$227</b>

\* Includes \$4,625 balance from 1999-2000

**Fiscal Impact**

All funds are collected and available in the BIT fund. The recommended expenditures would total between \$95,500 and \$111,550, depending on the City Council's decisions. There is no impact on the General Fund.

**Attachments**

Damashek Cable TV Proposal

Media Girl Proposal

BIT Survey Letter and Summary of Responses

Chamber of Commerce Cable TV Proposals

Contract with Chamber of Commerce

# PROPOSAL FOR CABLE ADVERTISING TO FEATURE SOUTH PASADENA DINING, SHOPPING, ENTERTAINMENT AND SHOPPING

**PROPOSAL**- this proposal is presented by Steve Damashek of Ultimate Outlet and neighboring downtown merchants. Use BIT funds to produce a thirty second-cable commercial to promote South Pasadena's unique character as a "small town located in a big city." Steve will work as a liaison between city and Cable Company to develop and air commercial. This commercial would air in nearby and neighboring cities on family oriented channels.

## PURPOSE

1. Turn South Pasadena into an area of destination for weekend and weekday.
2. Remind our local neighboring cities of our unique restaurants, shops, and theater.
3. Feature the Thursday Farmers market.
4. Attract new businesses while encouraging existing businesses.

## RESULT

1. Increased walking traffic.
2. Increased sales.
3. Increased sales tax money.
4. Increased property value.
5. Increase in new businesses.
6. Decrease in vacant lots and buildings for lease.
7. Promote economic development.
8. Create more jobs.
9. Keep city a vibrant community.

**BUDGET**- the production cost of commercial would be approximately \$1200 or less. The advertising schedule is extremely flexible and so is the cost of airing the commercial. Included in the attached proposal are two separate advertising agreements. The first is for a net of \$75,000 for 52 weeks and the second is for a net of \$35,000 for 52 weeks. The billing would be billed directly to the City of South Pasadena. All money would go directly for advertising. (See attachment from Charter Media). Steve will be encouraging any input and participation on commercial preparation from all businesses.

**CONCLUSION**-the goal is to attract new business to South Pasadena. Cable is a powerful tool. Reaching 78% of all U.S. homes, cable is an excellent vehicle because it effectively targets the audience of people an advertiser chooses to reach. South Pasadena has a uniqueness that is worth marketing. Simply stated, "cable advertising works" and can be measured through increased sales tax revenue.

---

Responses to BIT Letter  
May 2001

1. Lighted Informational Kiosks (Map/Business Directories) at 5 suggested locations
2. Large street sign to promote "Shop South Pasadena" on Fair Oaks and Fremont  
Star News and other non-local media
3. Make a deal with the South Pas. Review to have a business featured each week with  
the heading "Shop South Pasadena"
4. \$60,000 to Chamber  
The rest: 50/50 split between Farmers Market and downtown advertising  
\$0 Holiday  
\$ TOR
5. Expansion of the Farmers Market, which brings many people into the business district
6. Chamber Directory – Shop South Pasadena would not be successful unless people  
know what's available
7. Community skate park
8. Support the Farmers Market – last \$5,000 payment
9. Support the Farmers Market
10. Complete local business directory, print ads in local newspapers and magazine. NOT  
"Shop South Pasadena" as it would not benefit non-retail.
11. Paint bicycle lanes in the streets
12. Support Farmers Market
13. Likes the idea of the Cable TV spot (see below)
14. Holiday Decorations look tired. Purchase white lights to warm up the downtown all  
year round. Improve the alleyways, trees, benches, and streetlamps. Create diagonal  
parking on Mission Street, fix irrigation on Mission Oaks lot. Paint murals on  
building walls.

# City of South Pasadena Official Report

*Harry A. Knapp, Mayor*  
*David Saeta, Mayor Pro Tem*  
*Michael A. Cacciotti, Councilmember*  
*Dorothy M. Cohen, Councilmember*  
*David V. Rose, Councilmember*

*Sally Kirby, City Clerk*  
*Victor A. Robinette, City Treasurer*

COUNCIL AGENDA: November 6, 2002  
TO: City Council  
VIA: Sean Joyce, City Manager *SJ*  
FROM: Hassan Haghani, AICP, Transportation Manager *H.H.*  
SUBJECT: **Farmers' Market Location**

## **Recommendation**

It is recommended that the City Council:

1. Approve the "Option 3" location for the farmers' market.
2. Direct the Mission West Association to submit a farmers' market operations and mitigations plan with all necessary documents for review and approval by the Public Works Department.

## **Background**

For about two years, a farmers' market has been coming to South Pasadena every Thursday evening. Before construction of the Mission/Meridian Gold Line station was started, the market would occupy Meridian Avenue, between Mission and El Centro. However, once station construction was started, the market was moved slightly south to the mid-block section of Meridian. To have room for all the farmers, the market was extended around the corner to the east on El Centro. This location was to be a temporary solution during construction of the Mission Street Gold Line station. However, along with the new light rail station, a new plaza was built at the southwest corner of the intersection. Because of structural and physical limitations of the newly built public plaza, the farmers' market will not be able to return to its previous location. The plaza is mostly made of bricks and granite laid on six inches of compacted sand. This combination of materials could hardly support the weight of the farmers' trucks or any other heavy vehicles. Therefore, the operators of the farmers' market (i.e. the Mission West Association) have s been working with local business owners, staff, and Councilperson Dorothy Cohen to identify alternative locations for the farmers' market.

After considering several alternatives, only three scenarios seemed relatively acceptable (Attachments A - C). Each of these options will be discussed in detail. In addition, staff thought of three other alternatives, each of which had at least one major obstacle that could not be overcome. These options will be briefly reviewed as well.

*MORE*

of the statement to be filed by authors of arguments; and confirmed that it a tied should occur among candidates for City Council, the winner would be determined by lot and not by runoff election.

(Saeta, Rose)

**FARMERS' MARKET  
LOCATION**

X

Transportation Manager Haghani presented the staff report, accompanied by graphic overhead slides. Discussion followed.

John Turk, 1018 Mission Street, #3, spoke on behalf of the Mission West Association of merchants throughout the meeting on various aspects of relocating the Farmers' Market from Meridian to a location away from the main crossing of the Gold Line light rail. He answered questions posed by the Councilmembers.

David Margrave, 928 Buena Vista, raised concerns as a Parks and Recreation Commissioner in regard to the potential damage to the grass and sprinklers from heavy trucks. If a grassy area is not practical, he asked to consider substituting cobblestone or other component.

City Manager Joyce stated that staff is asking for conceptual approval, with follow up to be carried out by the City Manager and the Transportation Manager.

Lenny Rusch, 1115 Glendon Way, requested mitigating measures be taken to ease the impacts on Glendon Way of the proposed relocation of the Farmers' Market. He distributed a list of suggested measures. Mayor Knapp asked staff to look into the problems on Glendon Way; City Manager Joyce stated that Transportation Manager Haghani will do this.

Clarice Knapp, 417 El Centro, raised concerns about the vulnerability of the watering trough and the oak tree located at the same site.

Vicky Kirkwood, Monterey Road, commented on the driving inconvenience of having the Farmers' Market weekly. She requested signage to remind drivers. She said she has sold merchandise and recommends that the vendors be permitted to park close to their stands.

Mayor Pro tem Saeta asked that mitigation measures include possibly moving easterly on the west side of the

“cross” to allow drivers to make U-turns and to provide “no parking” signs in that area during the Farmers’ Market. He asked that the Mission West group focus on this area as well as the area that Mr. Rusch mentioned. He asked that Jesse Barajas, city arborist, be asked to evaluate the oak tree and median. He said the association should fund whatever is necessary to make improvements. There was general agreement with the staff recommendation that the Mission West Association submit a farmers’ market operations and mitigation plan with all necessary documents for review and approval by the Public Works Department.

By voice vote (4 ayes, 1 absent, Councilmember Cohen), the Council approved “Option 3” for the relocation of the Farmers’ Market, a site that would form a “plus sign” shape with its center at the intersection of El Centro and Meridian, with modifications to restrict trucks or any other heavy equipment from the median on Meridian and especially north of the historic watering trough. The Council directed the examination of mitigation measures to enable efficient utilization of the site while minimizing the disruptions to the businesses and neighbors in the adjacent area.

(Saeta, Rose)

#### ADJOURNMENT

The meeting adjourned at 11:00 P.M.

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Sally Kilby  
City Clerk

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Harry A. Knapp  
Mayor

# City of South Pasadena Official Report

Michael A. Cacciotti, Mayor  
Mike Ten, Mayor Pro Tem  
David L. Margrave, Councilmember  
David Saeta, Councilmember  
Odom Stamps, Councilmember

Sally Kilby, City Clerk  
Victor Robinette, City Treasurer

COUNCIL AGENDA: June 18, 2003  
TO: City Council  
VIA: Sean Joyce, City Manager *SS*  
VIA: Jim Davis, Interim Public Works Director *J.D.*  
FROM: Diana Harder, Public Works Assistant *DH*  
SUBJECT: **Farmers' Market Location and Operation**

## Staff Recommendation

It is recommended that the City Council:

1. Give further direction regarding the new location for the Farmer's Market.
2. Consider appropriation of up to \$26,000 from General Fund undesignated reserves for the improvements necessary for the new location of the market or modify the operational requirements described below.

## Background

Location. The City Council has requested that this matter be brought back for further discussion.

On November 6, 2002 the City Council approved the relocation of the Farmers' Market to a site that would form a "plus sign" shape with its center at the intersection of El Centro and Meridian, with modifications to restrict trucks and other heavy equipment from the median on Meridian Avenue, especially north of the historic watering trough. The Council directed the examination of measures to enable efficient utilization of the site while minimizing disruption to businesses and neighbors in the adjacent area. A copy of the November 6, 2002 Council Report and related maps are attached.

When this matter was last considered, it was determined that review, consideration and decision were exempt from the provisions of the California Environmental Quality Act and related State Guidelines (CEQA). A formal notice of exemption was filed with the County of Los Angeles pursuant to CEQA. The review and decision before you at this time is likewise exempt from CEQA, and no further environmental review or action is needed.

Operations. Subsequent to the November 6<sup>th</sup> Council meeting the Mission West Association was asked to submit a Farmers' Market operations and mitigation plan with all necessary documents for review and approval by the Public Works Department. Staff met with members of the Mission West Association, John Turk and Dick Richards, on January 9 to discuss operations and mitigation factors for the new location. They asked the City for the following:

COUNCIL ITEM 23

- No parking signs
- Street closure signs and barricades
- Detour signage
- Special signage and a banner to mitigate the negative impact on adjacent businesses
- Electrical installations
- Driveway access to the portable toilet behind the Meridian Iron Works Museum

Following this meeting staff developed a proposed Farmers' Market Parking & Traffic Control Plan for the new configuration, including all requested signage and closure materials. Staff held a subsequent meeting with Farmers' Market Manager Jane Allen and John Turk to discuss specific electrical needs and installations. Following that meeting staff generated estimates on the improvements for signage and electrical. The estimate for signage is \$1,500. A plan has been prepared to upgrade the Farmers' Market electrical system. The estimated cost for a contractor to install the electrical improvements is \$26,000

As indicated in the attached memorandum dated March 5, 2003, measures have also been developed to ease impacts to the Glendon Way neighborhood

#### **Analysis**

The City Council may wish to discuss the attached November 6, 2002 report regarding parking and the location of the market and give staff additional direction.

The most expensive operational item is the upgrading of the electrical system to accommodate the market. The system could be of use in the plaza if used for other events. Given this potential the City may wish to contribute to the cost of installing the system at a ratio to be determined by the City.

#### **Fiscal Impact**

Appropriation from General Fund undesignated reserves, considered in combination with other appropriations being considered by the City Council at its meeting of June 18, 2003, jeopardizes the projected balance of General Fund revenues and expenditures for the 2002-03 fiscal year. On the other hand, there will be no direct fiscal impact to the City if the Mission West Association funds all costs.

#### **Public Notification of Agenda Item**

The public was made aware that this item was to be considered this evening by virtue of its inclusion on the legally publicly noticed agenda, notice in the *South Pasadena Review*, and posting of the same agenda on the City's web site. The Mission West Association has been notified that this matter will be discussed by the City Council.

#### **Attachments:**

Staff Report to Council on 11/6/02  
Farmers' Market Parking & Traffic Control Plan  
Memo to City Manager Joyce dated 3/5/03

# City of South Pasadena Official Report

Michael A. Cacciotti, Mayor  
Mike Ten, Mayor Pro Tem  
David L. Margrave, Councilmember  
David Saeta, Councilmember  
Odom Stamps, Councilmember

Sally Kilby, City Clerk  
Victor Robinette, City Treasurer

COUNCIL AGENDA: June 25, 2003  
TO: City Council  
VIA: Sean Joyce, City Manager *SS*  
VIA: Jim Davis, Interim Public Works Director *JL*  
FROM: Diana Harder, Public Works Assistant *DM*  
SUBJECT: **Farmers' Market Location and Operation**

## Staff Recommendation

It is recommended that the City Council:

1. Give further direction regarding the new location for the Farmer's Market.
2. Consider whether or not to fund up to \$26,000 from undesignated fund reserves for the improvements necessary for the new location of the market or modify the operational requirements described below.

## Background

Location. The City Council has requested that this matter be brought back for further discussion.

On November 6, 2002 the City Council approved the relocation of the Farmers' Market to a site that would form a "plus sign" shape with its center at the intersection of El Centro and Meridian, with modifications to restrict trucks and other heavy equipment from the median on Meridian Avenue, especially north of the historic watering trough. The Council directed the examination of measures to enable efficient utilization of the site while minimizing disruption to businesses and neighbors in the adjacent area. A copy of the November 6, 2002 Council Report and related maps are attached.

When this matter was last considered, it was determined that review, consideration and decision were exempt from the provisions of the California Environmental Quality Act and related State Guidelines (CEQA). A formal notice of exemption was filed with the County of Los Angeles pursuant to CEQA. The review and decision before you at this time is likewise exempt from CEQA, and no further environmental review or action is needed.

Councilmember Stamps has prepared the attached Farmer's Market diagram for Council's consideration.

AGENDA ITEM 3

Operations. Subsequent to the November 6<sup>th</sup> Council meeting the Mission West Association was asked to submit a Farmers' Market operations and mitigation plan with all necessary documents for review and approval by the Public Works Department. Staff met with members of the Mission West Association, John Turk and Dick Richards, on January 9 to discuss operations and mitigation factors for the new location. They asked the City for the following:

- No parking signs
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### **Public Notification of Agenda Item**

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### **Attachments:**

Staff Report to Council on 11/6/02  
Farmer's Market Diagram prepared by Councilmember Stamps  
Farmers' Market Parking & Traffic Control Plan  
Memo to City Manager Joyce dated 3/5/03

**MINUTES OF THE REGULAR ADJOURNED MEETING/SPECIAL MEETING  
OF THE CITY COUNCIL OF THE CITY OF SOUTH PASADENA  
CONVENED THIS 25<sup>TH</sup> DAY OF JUNE, 2003, 6:45 P.M.  
LIBRARY COMMUNITY ROOM, 1115 EL CENTRO STREET**

**ROLL CALL**

The regular adjourned meeting/special meeting of the City Council convened at 6:45 P.M. City Councilmembers present: Margrave, Saeta, Stamps, Ten, and Mayor Cacciotti. Councilmembers not present: None. City Officials present: City Manager Joyce; City Attorney Pannone; Special Legal Counsel Michael Montgomery; Assistant City Manager Forbes; Assistant to the City Manager Kim; Police Chief Watson; Finance Director Betta; City Librarian Maguire; Community Services Director Dolleschel; Interim Public Works Director Davis; Planning and Building Department Director Watkins; Interim Transportation Manager Heit; and City Clerk Kilby.

Mayor Pro tem Ten led the Pledge of Allegiance.

**PUBLIC COMMENT  
Intersection at Meridian  
and Mission**

Rosa Cesaretti, 700 Orange Grove Avenue, #210, raised concerns about the increased traffic at the intersection of Meridian and Mission due to the Gold Line.

**FARMERS' MARKET  
LOCATION AND  
OPERATION**

By consensus, the Council agreed to consider this item first, although it was scheduled later on the agenda. Councilmember Stamps presented the staff report, proposing a revised "T" layout for the Farmers' Market. He described the reasons for the funding request of \$26,000 and noted the environmental quality exemption. Discussion followed. City Manager Joyce spoke to the issue of state budget funding cuts and their impact on the City's budget, stating that in a few weeks, after the current budget has been adopted July 2<sup>nd</sup>, he will return with an adjusted budget to reflect the state cuts.

Leonard Rusch, 1115 Glendon Way, made comments about the environmental quality exemption, advising that the City not adopt the exemption too glibly.

Fire Battalion Chief Guiral made an announcement that the occupancy load limit in the room had been reached and that only when people left the building would more be allowed in.

John Turk, 1018 Mission Street, Mission West

Association, spoke in favor of the "T" layout. Amedee "Dick" Richards, 1801 Wayne Street, President, Mission West Association, offered to pay half of the proposed funding of \$26,000.

By voice vote (5 ayes), the Council approved altering the location of the Farmers' Market according to the staff report and to test the new layout for a period of not less than six months before any funds would be appropriated.

(Saeta, Stamps)

Councilmembers Stamps and Saeta expressed support for considering allocating Business Improvement Tax (BIT) funds to support the Farmers' Market, with Councilmember Saeta requesting that staff prepare the upcoming BIT proposal to focus on benefiting all businesses, and for the council to consider funding the Farmers' Market to in that context.

John Turk, 1018 Mission Street, made additional comments about the approved plan and explained that funding was needed for electrical upgrading.

**GOLD LINE  
OPERATIONAL  
PROBLEMS: SPEED,  
NOISE, GATES, BELLS,  
AND PASADENA  
AVENUE/MONTEREY  
ROAD INTERSECTION**

Mayor Cacciotti presented an overview, accompanied by overhead slides. Discussion followed. Councilmember Margrave made a presentation, accompanied by slides. Councilmember Margrave introduced Ernie Arnold, 1502 Fremont Avenue, representative of the Pasadena Avenue/Monterey Road Committee, who made a presentation. Michael Montgomery, Special Counsel on Gold Line matters related to the California Public Utilities Commission (CPUC), made remarks.

Dan Farkus, 150 S. Michigan Avenue, #303, Pasadena, Senior Representative, Office of Gilbert Cedillo, State Senator, 22<sup>nd</sup> District, spoke in support of South Pasadena's efforts.

Speaking in support of no bells, no whistles, and trains at 20 mph were Don Nelson, 1025 Orange Grove Avenue; Carl Lehman, 525 Arroyo Square; and David Rodriguez, 1743 Ellincourt Drive, #A.

Expressing support for the Pasadena Avenue/Monterey Road Committee application to the CPUC were David Johnson, 210 Pasadena Avenue; Dean Challes, 1000 El Centro Street, who suggested using strobe lights to warn



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# SOUTH PASADENA FARMERS' MARKET

BY JOHN R. TURK AND JIM MAIER

A visit to the South Pasadena Certified Farmers' Market yields a beneficial harvest for body, mind and spirit. The Thursday afternoon and evening offerings of produce and prepared foods make the rest of the week easier and healthier.

Centered around the South Pasadena historic watering trough and in the path of "The Walking Man" statue, at the nearby Gold Line Station, the site remains a source of nourishment, refreshment and direction for the journey. In its new expanded location in front of the Firefly Restaurant on El Centro Street and facing the South Pasadena Historical Museum at the edge of the Gold Line Plaza, the Market continues to grow with old favorites and new additions. In the tradition of the great markets of the



### CERTIFIED FARMERS' MARKET

EVERY THURSDAY  
4:00PM - 8:00PM  
ON MERIDIAN AT MISSION.

FARM FRESH FRUIT,  
ORGANIC VEGETABLES,  
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### MISSION WEST STREET FESTIVAL

SATURDAY, APRIL 24TH  
10:00AM - 6:00PM

SUNDAY, APRIL 25TH  
10:00AM - 5:00PM

1000-1200 BLOCKS OF MISSION STREET

• ARTS & CRAFTS • FOOD •  
• MUSIC • KIDZONE •

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SPONSORED BY MISSION WEST ASSOCIATION AND THE CITY OF SOUTH PASADENA

Old World, it has become a contemporary community meeting spot.

Although chefs from the local restaurants and the California School Culinary of Arts are frequent shoppers, the majority of shoppers are local residents and visitors riding the Gold Line. It's a neighborly place where people converse over displays of asparagus, tomatoes and breads. They share recipes and meal ideas with the vendors. Citrus, onions, mushrooms, and garlics, honey and dates are here. Vietnamese bok choy, spirach and orchids mix comfortably. Heirloom tomatoes, peaches and broccoli tempt the cook. Steak sandwiches, chiliquiles, salsa, gourmet tamales, hot and tasty roasted corn make it easy to postpone cooking for the day, and sweets like kettle corn and snow cones provide dessert.

Visitors are inspired to visit the museum, dine at local restaurants and shop at nearby antique shops, boutiques and galleries. Families and friends blanket Heritage Park for picnic-style dining. †

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**March**  
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**Olivia Smith**  
**and Nancy Thompson**  
Exhibiting March 1-30  
Reception March 12, 6-8  
*Group Exhibition*

**April**  
**Caroline Putnam**  
Exhibiting April 1-29  
Reception April 9, 6-8  
*Contemporary Oil Paintings*

**May**  
**Ken Peterson and**  
**Andrew Paiko**  
Exhibiting May 1-31  
Reception May 14, 6-8  
*Craftsman Style*  
*Blown Glass*



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# SOUTH PASADENA FARMERS' MARKET

BY JOHN R. TURK & JAMES T. MAIER



Certified

## Farmers' Market

Every Thursday  
4:00pm - 8:00pm  
on Meridian at Mission

sponsored by:

Mission West Association &  
The City of South Pasadena

For information call  
(818) 786-6612

South Pasadena's Farmers' Market is built around the local historic museum, an historic oak and the refurbished watering trough that offer a glimpse of what South Pasadena was once like and provide the living center from which all the market activities emanate.

Here colorful vegetables, fruits, flowers and savory prepared foods are neighbors; street musicians serenade visitors; and friends meet to talk over the weekly events every Thursday afternoon.

A breath of spring air will come by April 23rd and 24th with South Pasadena's traditional Arts and Crafts Street Festival. Here the setting goes back to the early days of local businesses in the city. Many of the buildings retain their historic attributes. Some are refurbished and

restored in ways that accentuate their architectural fine points.

The unique shops and merchants with a penchant for individualized services operate daily; but seasonally they surround a street filled with artisans offering hand-crafted wares, live music and delicious food.

This year the new South Pasadena Chamber of Commerce will join the food vendors to welcome all to the historic business setting. The Chamber will provide a beer and wine garden to bloom under a shading canopy. Come to the social events and enjoy a casual walk around the colorful Mission West District.

The Gold Line Mission Street Station is in the heart of Mission West and the Gold Line offers a relaxing alternative to driving to the area. †

# Mission West Street Festival

Saturday, April 23rd 10 a.m. to 6 p.m.

and Sunday, April 24th 10 a.m. to 5 p.m.

Arts & Crafts - Food & Wine - Biergarten

Live Entertainment - Kid Zone

Over 100 Exhibitors on Historic Mission St.

(old Rte. 66)

From The Gold Line to Fremont Ave.



For information call:  
661-259-9565  
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