



CITY COUNCIL STAFF REPORT

DATE: December 14, 2011

Consent Calendar

SUBJECT: MODIFICATIONS TO THE VILLAGEFEST RULES TO ALLOW DOWNTOWN AND UPTOWN MERCHANTS TO PARTICIPATE AS VENDORS IN VILLAGEFEST

FROM: David H. Ready, City Manager

BY: City Attorney

SUMMARY

The VillageFest Board completed a comprehensive review of the VillageFest event and evaluated its Rules and Regulations. Through this process the Board identified revisions to the Rules and Regulations regarding the "Retail Merchant Vendor" category of VillageFest vendors. At its November 16, 2011, meeting, the City Council approved amending the Villagefest rules as follows:

1. Revise the Retail Merchant Vendor category by expanding the boundaries in which merchants are defined as Retail Merchant Vendors, to the boundaries of the "Business Improvement District."
2. Allow the sale of products at VillageFest which are representative of the products for sale at vendors' stores.

RECOMMENDATION

Adopt Resolution No. _____, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, AMENDING SUBSECTION 1-F-10 OF THE VILLAGEFEST RULES AND REGULATIONS, ADOPTED BY RESOLUTION NO. 21883, RELATING TO RETAIL MERCHANT VENDORS."

Handwritten signature of Thomas J. Wilson.

Thomas J. Wilson
Assistant City Manager

Handwritten signature of Douglas Holland.

Douglas Holland
City Attorney

Handwritten signature of David H. Ready.

David H. Ready
City Manager

RESOLUTION NO. ____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, AMENDING SUBSECTION 1-F-10 OF THE VILLAGEFEST RULES AND REGULATIONS, ADOPTED BY RESOLUTION NO. 21883, RELATING TO RETAIL MERCHANT VENDORS.

THE CITY COUNCIL OF THE CITY PALM SPRINGS FINDS:

A. The Rules and Regulations of VillageFest, adopted by City Council Resolution No. 21883, currently prohibit retail merchant vendors from selling products at VillageFest.

B. It is the desire of the City Council that these rules and regulations be amended so that retail merchants within the boundaries of the Palm Springs Business Improvement District be able to sell products at VillageFest that represent products which can be found for sale at the merchants stores in Downtown Palm Springs.

THE CITY COUNCIL OF THE CITY OF PALM SPRINGS RESOLVES:

SECTION 1. Subsection 1-F-10 of the VillageFest Rules and Regulations is amended to read:

10. Retail Merchant Vendor. Any merchant located within the Palm Springs Business Improvement District as established pursuant to Ordinance No. 1709, may sell products which represent the products which can be found for sale at such merchant's store. Each such merchant is allowed to distribute information regarding that merchant's service or products. Except as otherwise expressly provided in this Subsection, each such merchant's merchandise shall not be subject to review and approval or denial by the VillageFest Board.

SECTION 2. This Resolution shall become effective upon adoption.

PASSED, APPROVED AND ADOPTED THIS 14TH DAY OF DECEMBER, 2011

DAVID H. READY, CITY MANAGER

ATTEST:

JAMES THOMPSON, CITY CLERK

CERTIFICATION

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
CITY OF PALM SPRINGS)

I, JAMES THOMPSON, City Clerk of the City of Palm Springs, hereby certify that Resolution No. _____ is a full, true and correct copy, and was duly adopted at a regular meeting of the City Council of the City of Palm Springs on 14th day of December, 2011 by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

JAMES THOMPSON, CITY CLERK
City of Palm Springs, California