

From: [Michael Jacobs](#)
To: [CouncilMeeting Comments](#)
Date: Tuesday, August 20, 2024 10:56:34 AM



I am opposed to the idea as it extends too long into the business day for the merchants.

Eco-Diamonds

Michael Jacobs, CEO
73-190 El Paseo Ste 3
Palm Desert, CA 92260


myecodiamonds.com

From: [Doug Lawellin](#)
To: [CouncilMeeting Comments](#)
Cc: [Amy Smith](#); [David Fletcher](#); [Lucien Wolff](#); [bob baker](#); [Cheryl Beckel](#); [Perla Reyes](#); [stephanie@fgcreative.com](#)
Subject: El Paseo Farmers Market
Date: Tuesday, August 20, 2024 11:39:10 AM

I am the co-owner of a business on El Paseo, of more than 35 years. Staying in business for that long has been challenging. We must budget our seasonal income wisely, in order to survive the dreadful summer off season, when business drops by more than 80 %!!

We have a brief season: November - May, if the heat doesn't cause customers to flee earlier!

To allow outside entities and events to close El Paseo, to hawk their wares and promote their causes, at our expense, especially during season is a business killer and a disservice to those of us, you portend to support!! These events, especially street closures disrupt access for OUR CUSTOMERS, who we rely on for our businesses continued success!! Who's going to subsidize our losses??? If they want to set up shop on El Paseo, they can rent a space, pay rent, business taxes, including special El Paseo assessments, insurance and CAM, just like us and share the pain we experience, trying to stay afloat in an inhospitable environment!! WE SAY NO WAY TO THIS LUDICROUS PROPOSAL!!

Douglas Lawellin and Steven Rohlin

The Upper Crust

73-199 El Paseo, Suite K

Palm Desert, CA 92260

Sent from my iPhone

From: [Kathy Rappaport](#)
To: [CouncilMeeting Comments](#)
Subject: Farmers Market
Date: Tuesday, August 20, 2024 11:40:57 AM



Thank you for honoring Merchant requests to locate the Farmers Market in a location other than El Paseo. I agree and find it would be disruptive to the El Paseo merchants to block the storefronts.

From: [Lucien Wolff](#)
To: [David Fletcher](#); [bob baker](#); [Cheryl Beckel](#); [Perla Reyes](#); [Stephanie Greene](#); [CouncilMeeting Comments](#); [Amy Smith](#); [Thomas Soule](#); [Doug Lawellin](#)
Subject: El Paseo Businesses - Proposed Farmer"s Market to be discussed at PD Council Session 8/22
Date: Wednesday, August 21, 2024 9:19:04 AM



To all concerned parties,

Please note that I am vehemently opposed to the idea of a Farmer's Market on El Paseo, specifically on a Saturday for the following reasons:

- i) Saturday is traditionally our busiest day. Many people come to El Paseo as part of their weekend outing, specifically to shop, art included as well as dine at one of the numerous restaurants.
- ii) El Paseo needs to be open to traffic to allow the visitors easy access to shopping.
- iii) No one who goes to the Farmers Market to spend \$100+ has an interest in going into a gallery to spend %5-10,000. It is going to kill business.
- iv) If someone has just purchased perishables, what would make them want to go into a restaurant or an art gallery to shop?

El Paseo is a destination for people to visit and shop, enjoying a more sophisticated experience. How on earth would a Farmers Market and blocked traffic contribute in any positive way to what is already established?

I trust that you will all reconsider this latest proposal and vote it down. It simply should be a non-starter.

Thank you,

Lucien Wolff

Desert Wolff & Desert Wolff Interiors
El Paseo Elegante Collection
73-151 El Paseo
Suite D
Palm Desert, CA 92260



www.DesertWolff.com



From: [LiVE Mail Verification 2022](#)
To: [CouncilMeeting Comments](#)
Subject: Proposed Farmers Market El Paseo
Date: Wednesday, August 21, 2024 12:59:00 PM



City Council of Palm Desert, (please include on record)

We have had a businesses on El Paseo in Palm Desert over 20 years. The proposed Farmers Market on our busiest day of the week is absolutely detrimental. It is absurd for any day of the week. El Paseo has earned the status of being the Rodeo Drive of the Desert. Do Not Destroy the image of the street and stores and restaurants. Tenants pay more to be part of this unique street. The council is very aware that all businesses do their main revenue during season. We need the successful season to compensate for the slow time of off season. The City is aware of the drop of revenue during summer months. Depleting revenue to our business and others will have a domino effect . It will cheapen this beautiful street. The City has a beautiful park and amphitheatre.... We certainly think it could be utilized for the needs of this Farmers Market and keep El Paseo special and not ruin the livelihood of businesses. So many stores are like ours, Mom and Pop, and it would be devastating to us all. Besides the revenue, the parking would not be available for our customers and believe customers will avoid coming because of this market. It would be a major disadvantage in every way to El Paseo loyal customers. We reject all aspects of this proposal and would like our email to submitted on record at the meeting. This proposal certainty will not help any of the businesses or restaurants only take away from them.

Regards,
Mr and Mrs Namvar

Bellissimo Home Accents
73375 El Paseo Suite J
Palm Desert, CA 92260



From: [Samir Aghravi](#)
To: [CouncilMeeting Comments](#)
Subject: Farmers Market
Date: Wednesday, August 21, 2024 2:08:04 PM

To whom it may be concerned

I am the owner of Sarit on El Paseo

I have been on the street for 21 years and have seen a lot of changes

Due to the fact that a lot of restaurants have opened, we are already hearing from our clients that they are having a problem with parking

Also, as you know most businesses on El Paseo are seasonal

We have only a short SIX months to do our business

This proposal is INSANE

This will shorten our sales days during the season and make it very difficult to stay in business

I and a lot of retailers are against this proposal

Thank you for your kind consideration

Rita Saadnia

Sarit Inc

Sent from my iPhone

From: [lia skidmore](#)
To: [CouncilMeeting Comments](#)
Subject: In Support of City of Palm Desert's Staff Recommendation to Reject Proposal for El Paseo Farmer's Market
Date: Wednesday, August 21, 2024 5:26:43 PM



To the Mayor and City Council of Palm Desert

This letter is written in support of the City of Palm Desert's Staff recommendation to reject the proposal for an El Paseo Farmer's Market submitted by the Palm Desert Certified Farmers' Market.

While a farmers market will benefit from being on El Paseo, the high-rent paying El Paseo merchants will suffer financially from its presence.

As the board has pointed out, Saturday mornings are peak hours for foot traffic, shopping, beauty services, and parking.

Closing the street would create traffic and parking headaches that will drive away our well-heeled clientele who love the ease with which they are able to shop on the street to buy art, fashion, jewelry, design, enjoy luxury services, and dine at our prestigious restaurants.

The El Paseo merchants will lose business.

After paying high rents year-round, enduring summers of almost no foot traffic, the idea of closing the street to sell produce, food, and artisanal products available at the organization's other three farmer's markets in the vicinity is unconscionable.


Within a quarter of a mile, there is already a Farmer's Market at the College of the Desert on Saturdays and Sundays.

Please reject this ridiculous proposal.

Thank you!

Lia Skidmore Brian Lee Boyce
Skidmore Contemporary Art Gallery Assistant Director
Skidmore Contemporary Art

Lia Skidmore
Skidmore Contemporary Art
73130 El Paseo, Suite K
Palm Desert, CA 92260
lia@liaskidmore.com
www.skidmorecontemporaryart.com



From: [Brian Boyce](#)
To: [CouncilMeeting Comments](#)
Subject: Farmers" Market Proposal: Recommendation to Reject
Date: Wednesday, August 21, 2024 5:27:05 PM



To the Mayor and City Council of Palm Desert

This letter is written in support of the City of Palm Desert's Staff recommendation to reject the proposal for an El Paseo Farmer's Market submitted by the Palm Desert Certified Farmers' Market.

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Within a quarter of a mile, there is already a Farmer's Market at the College of the Desert on Saturdays and Sundays.


Please reject this ridiculous proposal

Gratefully,

Brian Lee Boyce,
Gallery Assistant Director

Lia Skidmore
Skidmore Contemporary Art

73130 El Paseo, Suite K
Palm Desert, CA 92260
lia@liaskidmore.com
www.skidmorecontemporaryart.com



From: [Melissa Morgan](#)
To: [CouncilMeeting Comments](#)
Cc: [REDACTED] [Alec Longmuir](#); [Lia Skidmore](#); [Stephanie Greene](#)
Subject: El Paseo Businesses- proposed Farmers Market to be discussed at PD Council Session 8/22
Date: Thursday, August 22, 2024 6:23:48 AM

To the Mayor and City Council of Palm Desert,

This letter is written in support of the City of Palm Desert's Staff recommendation to reject the proposal for an El Paseo Farmer's Market submitted by the Palm Desert Certified Farmers Market.

As owner / operator of an art gallery on El Paseo for almost 25 years and owner of our gallery building in Presidents Plaza I strongly oppose the idea of any unnecessary disruptions on El Paseo.

I would love for Palm desert to have a farmers market. There are several locations with adequate parking and facilities that do not cause unfair hardship to neighbors and patrons and could be suitable for a weekly outdoor market. Civic Center Park might be one of those locations, it has parking, restrooms etc. El Paseo is NOT a suitable location for an outdoor market, it does not have parking, restrooms etc. A Saturday outdoor market would be a huge disruption to existing businesses invested in the street.

Thank you Mayor and Council for rejecting this proposal and supporting El Paseo merchants.

Sincerely,

Melissa Morgan

From: [PAM KIDD](#)
To: [CouncilMeeting Comments](#)
Subject: Proposed Farmer's Market:
Date: Thursday, August 22, 2024 9:08:52 AM

To Whom It May Concern;

I am a store owner on El Paseo and have been for 20 years. The proposed Farmer's Market is concerning to me in many ways.

Saturdays are our busiest days. Having a Farmers Market on our block would completely disrupt traffic not only for our block but for the entire street. The Market would significantly disrupt the flow of traffic causing detours and for us our customers not being able to park near our store. Many of our customers are older or concerned about crime and park right next to the business.

The proposed timing on a Saturday all day during our busiest day throughout the season would be devastating to businesses paying high rent.

A Farmers Market on El Paseo would only benefit the Market vendors and Market owners. Markets bring people but they also bring trash. The street would need to be cleaned up causing more disruption. Where will these people use restrooms? Do we want portable bathrooms on El Paseo every Saturday during the season. Tents and tables are not a good look for El Paseo on any block of the street at any time of the day.

This sort of weekly event should take place at the civic center where it would not disrupt existing businesses and completely ruin the charm of El Paseo.

Pam Kidd

From: [Thomas Soule](#)
To: [Niamh Ortega](#)
Cc: [Anthony Mejia](#)
Subject: FW: Concerning the proposed farmers market on El Paseo
Date: Thursday, August 22, 2024 9:39:24 AM
Attachments: [augustcoffeewiththemayor2024emailbanner_fd999a37-6e18-4f51-99c4-8ce08d206fc6.png](#)



Thomas Soule

Public Affairs Manager

City of Palm Desert

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tsoule@palmdesert.gov | [760.837.1660](tel:760.837.1660) | www.palmdesert.gov



-----Original Message-----

From: ROBERT FREEMAN <mistermarcus@me.com>
Sent: Thursday, August 22, 2024 6:35 AM
To: Thomas Soule <tsoule@palmdesert.gov>
Subject: Concerning the proposed farmers market on El Paseo

Good morning

My name is Dan Freeman and I own a high end woman's European clothing store on El Paseo Mister Marcus. I have been on El Paseo for 35 years. I am now the longest standing woman's Clothing store on El Paseo.

I object to the Saturday Farmers Market concept on El Paseo as it would be catastrophic to revenues on the most active and busy day of the week. They have a wonderful concept in other areas away from El Paseo. Not on El Paseo.

It really won't bring any more people to the street and would create a nightmare for all of us.

This is and has always been a very reasonable community with El Paseo being the most critical retail environment in the desert. We make all of our business from October 15th through April 30th.

It has not changed one bit. It is always the same.

If you wish to discuss any or more please feel free to call me [REDACTED]

Thank you for your time