MEMORANDUM

TO: Mayor and Town Council

FROM: Mark E. Biberdorf, Town Manager MEB

COPY TO: Heather Taylor, Assistant Town Manager
Josh Queen, Parks & Recreation Director

DATE: February 24, 2025

SUBJECT: Update on Plans for a Farmers Market in Fletcher

At the February Council meeting I provided an update on plans to establish a farmers market in Fletcher. Based on the feedback that had been received from a prior listening session and survey, it was determined that Tuesdays from 3:00 to 6:00 p.m. would be the best time for a market. It was also determined that the top two locations to consider was the area near the parks and recreation maintenance building and the parking lot of Bill Moore Community Park. Council asked for additional review of these two locations and to report back with a recommendation.

After reviewing the two potential sites under consideration here, I wanted to provide the following thoughts in terms of logistics and costs:

- **Open Area Near Parks & Recreation Maintenance Building** – This location could be used with little to no additional cost. It is a fairly visible site that should be convenient for the public to access. The challenge will be with restricting access to through traffic. This is attainable though by coning off the area on the Howard Gap Road side and closing the gate on the Town Hall side.

- **Rear Parking of Bill Moore Community Park** – Access is easy for this location but congestion is the biggest concern considering the number of overall visitors that we have at the park. This is particularly true during spring and early summer. Cost is also a consideration as this would likely require regular use of our auxiliary parking area. Improvements necessary for the auxiliary parking area are estimated at $18,000.

In light of the above described factors for the two potential sites, staff is recommending that we start our farmers market in the open area next the Parks & Recreation maintenance building. This location could be changed or adjusted in future years based on activity and the success of the farmers market.

If Council should have any questions on this item prior to the Agenda Review meeting, please let me know.

MEB/meb