

CITY COUNCIL MEETING

MARCH 18, 1981

ACTION ON
REQUEST FOR
USE OF LODI
GRAPE BOWL
FOR A MONTHLY
FLEA MARKET
DEFERRED

Council was informed that a proposal has been submitted for use of the Lodi Grape Bowl for a monthly flea market to be held on Saturdays. The proposal was submitted by Mr. Lee Holm, 845 Lloyd Street, Lodi. Mr. Holm feels that a monthly flea market held within the confines of the Lodi Grape Bowl could be successful and given time to be built up, might be a worthwhile source of revenue for the City. Mr. Holm is proposing that the City of Lodi would receive 20% of all stall rental or \$150.00, whichever is greater, and 10% of all food concessions.

Mr. Holm was in the audience and addressed the Council in detail on his proposal.

Speaking in opposition to the proposal was Mrs. Alice Woollett, 1112 S. Hutchins Street, Lodi.

Following Council discussion, with questions being directed to Mr. Holm and Mrs. Woollett, Council, on motion of Councilman Hughes, Murphy second, deferred action on this matter to the regular Council Meeting of April 1, 1981 to allow time for further study of the matter and to receive responses from local merchants regarding the proposal.

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COUNCIL COMMUNICATION

TO: THE CITY COUNCIL	DATE	NO.
FROM: THE CITY MANAGER'S OFFICE	March 5, 1981	
SUBJECT: USE OF THE LODI GRAPE BOWL		

A proposal has been submitted for use of the Lodi Grape Bowl for a monthly flea market to be held on Saturdays. The proposal was submitted by Mr. Lee Holm, 845 Lloyd St., phone 368-2666, who is a resident of Lodi, married, and the son-in-law of Stanley Kirst.

Mr. Holm feels that a monthly flea market, preferably held within the confines of the Lodi Grape Bowl, could be successful, and given time to be built up, might be a worthwhile revenue situation for the City of Lodi. He would like to have the first Saturday of each month set aside for this endeavor. Because of prior commitments, it may be a little difficult to start out in this manner, but eventually, this is the day that he would like to have.

At the present time his proposal would be 20% of all stall rental or \$150.00, whichever is greater. Ten percent of all food concessions would be turned over to the City.

Mr. Holm would carry sufficient insurance coverage and name the City as additional insured.

Mr. Holm would put up a \$500.00 clean-up deposit, which would insure that the stadium would be clean after each event. He would pay whatever energy costs would be involved. His hours of operation would be from 5 a.m. until approximately 10:00 p.m., which would give him ample time to clean up. He would be charged only for the time that he would be using the lights at approximately 4.6 cents per kilowatt hour. The flea market would be open from 7:30 a.m. until 4:30 p.m.

Mr. Holm has had experience in that he operated a successful produce market in southern California for two years.

COMMENTS OF DIRECTOR OF RECREATION AND PARKS

Based on the number of stalls that could be rented, it is conceivable that this could build up to a \$400 per month revenue source for the City of Lodi. It is my feeling that, weather permitting, it would be operated eight months out of the year, possibly nine. As Mr. Holm stated to me, he would operate twelve months out of the year if the weather permitted.

This will cause some inconvenience to our softball and baseball programs where Ponytail Softball and Junior League Baseball are concerned in that they do use the stadium for their activities during April, May and June. It is also possible, I am sure, to find a place for them for that one Saturday a month. If the supervisors who make up the schedules are notified in sufficient time, we feel it can be worked out.

I would therefore recommend that Mr. Holm's proposal be given approval.


Ed DeBenedetti, Director, Recreation & Parks