

MEMORANDUM

To: Mayor and City Council Members
Steve Parker, City Manager

From: Kyle Kramm
Main Street and CVB Director

Through: Rick Cortes
Assistant City Manager

Subject: Earth Day – Trade Days

Date: February 13, 2020

On April 25, 2020, 10:00 am – 3:00 pm, the Main Street Program will be hosting Earth Day – Trade Days in Central Park. City Council previously approved the annual street closure request at the February 4th Council meeting. Since that time, our office has received a vendor application from San Ducerro Vineyards – San Ducerro LLC requesting to give out samples of wine promoting their product. The vendor will not be selling wine for consumption on premises, they will only be providing samples for tasting. This is the first time we have received a request from a vendor requesting to sample tastings of alcohol at this event.

Staff is requesting approval of the serving of alcohol to cover the wine tastings.