



MEDIA ADVISORY - FOR IMMEDIATE RELEASE

Contact: Colin Parent  
Email: [cparent@ci.la-mesa.ca.us](mailto:cparent@ci.la-mesa.ca.us)  
Mobile: (619) 567-6856

**Media Availability: La Mesa City Council to Vote on Future of Popular Farmer's Market**

Vice Mayor Colin Parent will be available to speak with media before tonight's La Mesa City Council vote on whether to continue the city's popular Farmer's Market.

WHEN: Tuesday, July 23 at 5:00 pm. The Council meeting will begin at 6 pm.

WHERE: La Mesa City Hall, 8130 Allison Ave, La Mesa, CA 91942

WHO:

Colin Parent, Vice Mayor, City of La Mesa

Brian Beavers, Owner of Brian's Farmers' Markets and current Manager of the La Mesa Farmer's Market

WHAT:

Vice Mayor Colin Parent and La Mesa Farmer's Market Manager Brian Beavers will hold a Media Availability before tonight's City Council meeting to speak with the press about the Farmer's Market and tonight's vote. Both support the current location and date of the Farmer's Market.

VISUALS:

La Mesa City Hall sign, crowds of residents gathering to testify at the meeting.

BACKGROUND:

The La Mesa Farmer's Market has been operating on Friday nights for over 26 years. One year ago, the City Council agreed to a temporary permit to move the Market to La Mesa Boulevard, from its prior location in the City Hall parking lot.

Despite its popularity, the Council has failed to grant the Market a year-long event permit, putting the future of the Market in question. Tonight the Council will vote on granting one of four proposals to operate the Market for a full year. The agenda and proposals are [online here](#).

The new location on La Mesa's historic commercial boulevard has resulted in twice as many vendors, and more than four times as many attendees participating. Over the last week, residents have sent the City Council more than 300 emails regarding the Farmer's Market, with 9 to 1 in favor of keeping it at its current location and time.

A [survey conducted by La Mesa City staff](#) shows that 70 percent of the business on La Mesa Boulevard want the market to stay where it is.

###