

Regular Council Meeting

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October 16, 2025

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FRESNO CITY COUNCIL



Public Comment Packet

ITEM(S)

2-KK (ID 25-1383)

Bill - (For Introduction) - Amending Sidewalk Vending Ordinance, sections 10-2603, 10-2604, and 10-2606, amending the citation structure and limiting vending in the Tower District

Contents of Supplement: Public Comment Received

Supplemental Information:

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk's website.

Americans with Disabilities Act (ADA):

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.

From: [Karla Martinez-Arias](#)
To: [Clerk Agendas](#)
Subject: FW: MFV Ordinance
Date: Wednesday, October 15, 2025 10:59:48 AM

Hello,

We received the following comments for Item 2-KK.

Thank you,

From: Genoveva Islas [REDACTED]
Sent: Tuesday, October 14, 2025 8:31 PM
To: Karla Martinez-Arias [REDACTED]
Cc: Ariana Martinez Lott [REDACTED]
Subject: Re: MFV Ordinance

External Email: Use caution with links and attachments

Miguel and Karla,

This policy is really disparaging for food vendors. It is blaming them for everything that is wrong in the Tower District. I know that in conversations with vendors you are drawing a distinction between pop-up vendors and the typical mobile food vendor we work with - which many of whom do not operate in the Tower area. However, why not draw a deeper distinction between the type of vendors you want to penalize. Also what guarantee is there that this same thinking won't eventually be extended to other areas of the community? Further limiting where vendors can operate?

If the issue is crowd control, then why not create a designated area for vending?

If the issue is drunkenness, then why not restrict the sale of alcohol?

How are you conflating crimes against police officers, resisting arrest, gang activity and the kitchen sink and attributing all that to the vendors? Moreover, how are you linking all the calls for service and relating them all to street food vending? That's a stretch. It's just too much unnecessary negativity towards food vendors. Do you not see what a slippery slope is being created here in marginalizing and defaming street food vendors? In light of all that is

already happening to immigrants, do you really want to pile on more?

Also, the vendors walked away from the meeting with Karla with the understanding that this was being pressured by Food Truck operators. So why not just say that... we prefer to support food truck operators. Or better, the city want's to disincentive vendors who are not complying with all regulations. There really is no need to paint food vendors as criminals. You all know that these are just folks fighting to survive.

To your good health,



photo



Genoveva Islas, MPH
Founder & Executive Director, Cultiva La Salud



www.CultivaLaSalud.org

Executive Assistant: Maria Lemus, Maria3@CultivaLaSalud.org or 559.238.7934



Más vale prevenir que lamentar. - Erasmo de Rotterdam

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On Fri, Oct 10, 2025 at 3:01 PM Karla Martinez-Arias [REDACTED] wrote:

Good Afternoon Veva,

I met with the vendors earlier this week to discuss some change coming to the MFV ordinance.

Updates include changes to tower and change in the fine structure.

See the amended ordinance attached here.

Thank you,

Karla Martinez | Director of Community Relations
Office of Council Vice President Miguel Arias
District 3 – City of Fresno
Office: [REDACTED]
Cell: [REDACTED]

October 14, 2025

Fresno City Council
2600 Fresno Street
Fresno, CA 93721

Re: Support for the Amending Sidewalk Vending Ordinance, ID 25-1383 (2-KK)

Dear Council President Karbassi and Members of the Fresno City Council,

On behalf of the Tower District Business Association, I write to express our strong support for the proposed ordinance being considered under Item #25-1383 (2-KK) of the City Council agenda for Thursday, October 16, 2025.

For years, the Tower District has been recognized as one of Fresno's most active and culturally rich neighborhoods, a destination for residents and visitors who value its diversity, creativity, and small business spirit. However, with that vitality has come a growing need to address public health and safety challenges that have increasingly affected the well-being of our community and the long-term sustainability of local commerce.

Our business owners, employees, and customers regularly encounter issues related to sidewalk congestion, improper food handling, and unsafe public conditions that compromise the quality of life and deter visitors. These concerns are not about limiting opportunity but about ensuring that all activity within the Tower District occurs safely, responsibly, and in a manner that supports the broader neighborhood environment.

I commend Councilmember Annalia Perea and Council Vice President Arias for bringing this ordinance forward. It represents a necessary step toward restoring balance in our public spaces and protecting both the public and the small businesses that invest in this community every day. The focus on enforcement, education, and accountability will help ensure that the Tower District remains a clean, safe, and welcoming destination for all.

Thank you for your continued leadership and for prioritizing public safety, health, and community integrity through thoughtful policy action.

Respectfully submitted,



Anthony Armour
President, Tower District Business Association