

City Council Regular Meeting

March 13, 2025

FRESNO CITY COUNCIL



Public Comment Packet

ITEM(S)

2-AA (ID 25-350) Bill - (For Introduction) - Amending Sidewalk Vending Ordinance Violations, section 10-2606, to provide for immediate monetary citations in the Tower District

Contents of Supplement: Public comment

Item(s)

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.

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From: [REDACTED]
To: [Clerk](#)
Cc: [REDACTED]
Subject: City Council Meeting 3/13/25 - Agenda ID 25-350
Date: Tuesday, March 11, 2025 4:54:52 PM
Attachments: [MFVA Opposition Letter.pdf](#)

External Email: Use caution with links and attachments

Hello,

Attached is an opposition letter on behalf of the Mobile Food Vendor Association (MFVA) in relation to Agenda ID 25-350 "Bill - (For Introduction) - Amending Sidewalk Vending Ordinance Violations, section 10-2606, to provide for immediate monetary citations in the Tower District".

Please confirm once received.

Best,
Angelica Ortega
Project Coordinator, Cultiva la Salud



Dear Council President Perea and Councilmember Arias,

MFVA writes this letter to state our opposition to your decision to try to change parts of the Sidewalk Vending Ordinance. We understand the purpose is if these changes are approved, the City will begin to immediately impose fines to vendors in the Tower District.

Although none of our association members sell in Tower, we are concerned that the City is trying to make changes to parts of the policy that we fought hard to protect. The purpose of advocating for 6 months of education was to ensure that all Fresno vendors had the opportunity and the right to be educated on the new policy before being exposed to fines. You as councilmembers made the commitment to respect those 6 months of education beginning in January. However, with these changes, you are taking away that right from the Tower vendors.

The new policy is the citywide rule, and every vendor deserves the right to be educated before being penalized with fines. In addition, when we were advocating for policy changes, we asked that the education window begin in January to make sure all Fresno vendors were aware of the new law. It is now mid-March and no workshops or education brochures have been provided. We also have not received materials in Spanish, including the process for appealing a citation. The City's lack of commitment, and the attempt to force abrupt changes, continues to demonstrate that this policy remains unfair.

If the City makes these changes so suddenly, what guarantee is there that you will not continue to make other changes in secret, without informing us in advance? We do not agree with the proposed changes to immediately impose fines to vendors in Tower. Again, we ask the councilmembers to cancel their attempt to circumvent our efforts to advocate for all Fresno vendors.



(SPANISH)

Queridos Presidenta del Concilio Perea y Concejal Arias,

La asociación de vendedores ambulantes de Fresno escribe esta carta para dejar saber nuestra oposición a su intento de tratar de cambiar partes de la ordenanza de ventas ambulantes.

Entendemos que el propósito es que con la aprobación de estos cambios, la Ciudad va a empezar a dar multas inmediatamente en el distrito de Tower.

Aunque ningún miembro de la asociación vende en Tower, nos preocupa que la Ciudad ya esta tratando de hacer cambios a partes de la póliza que nosotros luchamos para proteger. El propósito de abogar para 6 meses de educación era para asegurar que todos los vendedores en Fresno tuvieran la oportunidad y el derecho de ser educados de los cambios de la nueva póliza antes de recibir multas. Los concejales se comprometieron a respetar

con 6 meses de educación empezando en enero. Sin embargo, con estos cambios, les están quitando esos derechos a los vendedores de Tower. La nueva póliza será la regla para toda la ciudad, y cada vendedor merece el derecho de ser educado antes de ser penalizado con multas. Además, cuando estábamos abogando por cambios a la póliza, pedimos que los talleres empezarán en enero para asegurarnos que todos los vendedores de Fresno supieran de la nueva ley. Estamos a mediados de Marzo y no se ha proporcionado ningún taller, ni folletos de educación. Tan poco hemos recibido materiales en español, incluyendo el proceso para apelar una multa. La falta de compromiso de parte de la Ciudad, y el intento de forzar cambios abruptos sigue demostrando que esta póliza sigue siendo injusta.

Si la Ciudad hace estos cambios tan repente, que nos garantiza que no van a seguir haciendo otros cambios a escondidas, sin informarnos en anticipación? No estamos de acuerdo con los cambios propuestos de multar inmediatamente a los vendedores en Tower. De nuevo, pedimos a los concejales que cancelen su intento de eludir nuestros esfuerzos para abogar por todos los vendedores de Fresno.

From: [REDACTED]
To: [Clerk](#)
Subject: City Council Meeting 3/13/25 - Agenda ID 25-350
Date: Wednesday, March 12, 2025 7:35:40 AM
Attachments: [Cultiva La Salud Opposition Letter.pdf](#)

External Email: Use caution with links and attachments

Hello,

Attached below is a document submission for the city council meeting agenda ID 25-350.

Please confirm once received.

Best,

Angélica Ortega
Food Systems Project Coordinator

([REDACTED]) | [REDACTED]

2409 Merced St, Suite 103

Fresno, CA 93721





March 11, 2025

Fresno City Council
2600 Fresno Street
Fresno, CA 93721

Dear Members of the Fresno City Council,

We write in strong opposition of ID 25-350 “Amending Sidewalk Vending Ordinance Violations, section 10-2606, to provide for immediate monetary citations in the Tower District.”

The intention to pass this amendment abruptly without any advance notice or dialogue with impacted vendors demonstrates the City’s disregard for street vendors, continuing to dismiss their role as an integral part of our economy and society.

The Mobile Food Vendor Association strongly advocated for the 6 month education window to ensure that all vendors across the city had an equitable opportunity to learn about the new regulations and work towards full compliance. In addition, MFVA and Cultiva La Salud submitted an Opposition Letter to District 3 Staff Member Karla Martinez via email on Tuesday November 19th. The letter stated as followed:

- a. Additionally, this city-wide proposed policy introduces new regulations not included in Resolution 23-211 or Resolution 2024-024. **The 6-month education window was designed to ensure that vendors fully understand the new regulations and to prevent excessive or punitive fines stemming from a lack of awareness of the new regulations.** Both sponsors of the proposed policy have acknowledged in meetings that Resolution 2024-024 (Vending in Parks) requires revision due to implementation challenges and unfair citations issued to vendors. **Therefore, MFVA opposes this stipulation to preserve the original intent of the 6-month education window.**
 - i. SECTION 10-2606. VIOLATIONS. (a) From effective date through June 30, 2025, no monetary citations shall be issued. **If a vendor has already been subject to warning or citation under Resolution 23-211 (Tower District Pilot Program) or Resolution 2024-024, monetary citations will be given from the effective date.** All violations will receive education and written warnings. After July 1, 2025, the citations below will be in full force and effect.

Despite MFVA opposition, no changes were made to the final policy in regards to existing citations in the Tower District (and Parks Policy). The Tower District Pilot Program, which expired in October of 2023, has been superseded by the newest regulations under the citywide Sidewalk Vending Ordinance adopted on December 5th, 2024, and thus any previous education during the Tower District Pilot Program is outdated. Furthermore, the presence of new vendors highlights the urgency of adhering to the 6 month education window to avoid punitive fines executed due to lack of awareness of the citywide Sidewalk Vending Ordinance. We also ask the City to show this same level of urgency with addressing the oversaturation of liquor licenses in the Tower District, and work collaboratively with Tower vendors that are providing a sobriety solution through access to food for patrons.

The City's lack of implementation of a robust 6 month education window, and apparent attempt to violate and circumvent MFVA's key legislative advocacy in the final policy is deeply troubling. We urge the City Council to remove this proposed amendment, hold your commitment to the 6 month education window for all Fresno street vendors, and push a stronger sense of urgency for quality and accessible trainings as the City will begin to impose fines on July 1st 2025.

Sincerely,

Genoveva Islas, MPH
Executive Director, Cultiva La Salud