

Attn: Kristen Rosen Gonzalez,

RE: Artist Vendor Program updates & improvements.

Summary of items to be discussed regarding the Artist Vendor program.

Map & Location Updates

Some spots that are no longer viable or have been lost over the years should be replaced. The maps often do not reflect the best location for a particular spot. Updates are needed and artist vendors should be included in the process since we are the most familiar with the challenges and limitations of specific areas.

Ordinance Updates

The ordinance is approximately 14 years old. We need an ordinance that reflects our current times and is somewhat simplified for clarity and fairness. Vendors currently operate under a cloud of fear and uncertainty due to the myriad of ways that fines can be assessed which are often random and not reasonably levied. Once a fine has been issued a second fine would result in expulsion from the program. This is excessive especially when fines are being levied because of extremely petty stuff. Penalties and procedures need review.

The lottery process is cumbersome and time-consuming, modern technology provides for a more efficient and streamlined process and should be adopted. We already have moved to Zoom which is better than having to go to City Hall 4 times a year, and using numbers apps could significantly cut back on the current longwinded and extremely tedious format.

Customer Service/Finance Dept

Request for adequate times to pick up permits once we have paid. Lately, the window has shrunk making it quite cumbersome for vendors. Once we pay for our permits there should be a reasonable time for vendors to pick them up, not at the very last minute in a narrow time frame as it has been lately. Even with the narrow time frame, the permits have not been ready for us in the time specified by the Finance Dept.

