From: Andrea Caron [redacted]
Sent: Thursday, October 29, 2026 12:56 PM
To: Public Comment Received For City Council <citycouncil@cityofsebastopol.gov>
Subject: December Farmers Market Expansion – A Request for Merchant Collaboration and Consideration

Dear Mayor and City Councilmembers,
I am writing to express my concern regarding the possibility of allowing the Sebastopol Farmers Market to expand into the Westamerica parking lot during December.
As the owner of Silk Moon Boutique and a longtime downtown merchant, I recognize the value of our Farmers Market and its contribution to Sebastopol. However, I also believe that the needs of our established downtown businesses deserve equal consideration.
When the Farmers Market expansion was originally discussed, Barbara Hom expressed her desire to work collaboratively with downtown merchants. We appreciated that commitment and believed it would establish an ongoing dialogue as the market continued to grow.
That is why I find it particularly disappointing to learn that another expansion request is being pursued through the City without first engaging the merchants who would be directly affected.
Collaboration should mean having conversations with us before decisions are pursued, not after.
The existing Conditional Use Permit specifically provides for a different market configuration during the holiday season, preserving additional parking for downtown shoppers. That provision was included for a reason.
December is one of the most important months of the year for our retailers. Many downtown businesses depend on holiday sales to offset slower periods throughout the year. Reducing available parking during this critical season could have real financial consequences.
The Farmers Market has already received a significant expansion, increasing its approved vendor capacity from 38 to 75 spaces. I believe it is reasonable to expect that any further requests be discussed openly with neighboring businesses before being brought forward for consideration.
Several merchants have expressed frustration with the continued expansion and the feeling that their concerns are not being adequately represented.
We are not asking the City to choose between the Farmers Market and downtown businesses. We are asking for a fair and transparent process that recognizes the importance of both.
Before considering any additional amendment, I respectfully ask the City Council to engage directly with affected merchants, evaluate the potential impact on holiday shopping and parking, and uphold the existing December provisions.
Our downtown businesses contribute to Sebastopol's economy 365 days a year. We invest in our community, provide employment, and help create the character that makes our downtown special.
We deserve a meaningful voice in decisions that directly affect our ability to remain successful.
Thank you for your time and consideration.
Sincerely,
Andrea Caron
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Sebastopol, CA 95472

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