



MEMORANDUM

TO: Brannon Godfrey, Town Manager
CC: Whit Robinson, Town Attorney
FROM: Brandie Schaeffer, Director of Community Development
DATE: February 8, 2018
SUBJECT: Mobile Food Vendor Program One Year Review

In 2016 the Town Council adopted a Mobile Food Vendor Program and updated it in October, 2017. The Mobile Food Vendor Program Policies and Procedures directs the entirety of the program be reviewed one year after adoption. On November 3, 2017, Community Development submitted to you a memo reporting the previous year's activity.

Since then, the Community Development Department held two stakeholder meetings to discuss and review the current provisions, processes and recommendations. Community Development also reached out to an additional people for feedback. The purpose of the meetings was to gain input from the community regarding the overall Mobile Food Vendor Program.

The summary of the feedback and discussions is as follows:

- The current Mobile Food Vendor Program is too restrictive as to locations where a food truck can set up and operate;
- No one truly knows if there is a genuine need for food trucks in the Town, as they have not been given a full opportunity to pursue a consistent, viable location;
- Food trucks can have a positive economic impact if given proper opportunity and marketing;
- As long as "there is a level playing field" with brick and mortar businesses, mobile food trucks will be welcome; and
- In order to truly assess whether or not mobile food vendors will be well received and be economically viable, the Town should allow them for at least a year in a more open regulatory environment.

Staff seeks guidance from the Town Council on how they would like to proceed since being given the information outlined in this memo and the memo for November 3, 2017. Options for consideration include:

- 1) Do nothing; keep the Mobile Food Vendor Program in place as it is today.
- 2) Repeal the Mobile Vendor Program. This would still allow Mobile Vendors to participate in Special Events, as they do currently outside of the Program.
- 3) Instruct staff to examine revisions to the Zoning Ordinance and Procedures and Policies based on specific goals and recommended modifications that would allow for Mobile Food Vendors in the Central Business District for a period of one year.