THE CITY OF SAN FERNANDO

SUPPLEMENTAL ITEM NO. 6
AGENDA REPORT

To: Mayor Victoria Garcia and Councilmembers

From: Kanika Kith, City Manager
By: Will Pettener, Assistant to the City Manager

Date: November 16, 2026

Subject: Consideration to Approve a Professional Services Agreement with Gaia Society for Operation of a Farmers Market in San Fernando

RECOMMENDATION:

Subsequent to the preparation of the staff report, staff determined that the name of the second vendor that submitted a proposal was omitted in error. On July 9, 2026, which was the deadline for proposal submissions, the City recorded receipt of two (2) qualified proposals. Proposals were received from Gaia Society and California Curated. There was no direct cost to the City included in either proposal, however, Gaia Society was the only vendor that explicitly noted a willingness to negotiate a revenue-sharing model with the City. Gaia Society also committed to operating the San Fernando market using their current leadership staff, while California Curated proposed overseeing the market using their leadership team for the first 120 days and then subsequently finding alternative staff to oversee operations moving forward.

Through evaluation of the written proposals and in-person interviews of both vendors, staff selected Gaia Society as the top scoring proposer and negotiated the terms outlined in the proposed agreement.

It is recommended that the City Council:

a. Approve a Professional Services Agreement with Gaia Society (Attachment "A" – Contract No. 2603) to Operate a Farmer's Market in San Fernando; and

b. Authorize the City Manager, or designee, to make non-substantive changes and execute the agreement.

CONCLUSION:

Staff recommends that the City Council approve a Professional Services Agreement with Gaia Society to Operate a Farmer's Market in San Fernando; and authorize the City Manager, or designee, to make non-substantive changes and execute the agreement.

REVIEW: ☒ City Clerk ☒ Director of Admin. Services ☒ City Manager