

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: City Manager - Consideration of Interim Guidelines for Allowing Mobile Food Vendors at Special Events

RECOMMENDATION

Recommendation of the City Manager that City Council:

1. Consider interim guidelines for allowing mobile food vendors at special events; and
2. Adopt an **ORDINANCE** modifying health code posting requirements and approve **ORDINANCE** summary for publication; and
3. Approve outreach program to Mobile Food Vendors and to Community Event Planners.

Funding

N/A

BACKGROUND

Over the last several months there has been a series of issues arise over the appropriate authorization procedure for mobile food vendor events in the City of Torrance. The issues initially dealt with assemblage on private property or City parking lots. Council has asked staff to revisit existing rules and identify possible options for the City Council's consideration with respect to mobile food vendors operations in these areas.

There has recently been another issue related to mobile food vendors on public school property which resulted in confusion and concern to the event holders, the vendors, the attendees and City Council.

Part of the confusion results from the City's practice of not requiring event permits for events at public schools. In clarification, mobile food vendors are not considered events but a business participating in an event. Therefore, the City's requirement for businesses to obtain a business license, and, if operating a heavy duty vehicle such as a mobile food truck, an annual safety check of the vehicle, continues to apply to vendors on public school property.

The City's approach in enforcing these requirements is to issue a warning for the first violation. Subsequent violations of either requirement result in a citation(s). This practice recently resulted in the citing of several mobile food vendors, who had previously received a warning, at the school fundraiser noted above. The Police Officers indicated to the cited vendors that they

could continue to operate for the night but many chose to leave and the event was terminated early.

This concern by all parties resulted in the City Council requesting that staff take a priority look at the issue of mobile food vendors on public school property. Specifically, Council requested that staff review current laws and guidelines and determine possible alternatives to be considered by Council.

ANALYSIS

Staff has surveyed practices in other cities, has reviewed proposals that other cities are considering and has assessed our own Municipal Code. There are three main elements related to food vending:

1. Safety related regulation
2. Health inspection compliance
3. City permitting, Municipal Code and licensing

According to the City's Municipal Code, businesses that operate vehicles for the purpose of sale of food shall have the vehicle inspected by the Torrance Police Department before securing a Torrance business license. Once the vehicle passes inspection the owner must display a vehicle identification tag in a conspicuous place on the exterior of the vehicle. The inspection includes verification of such items as: current registration, a health permit, insurance, operational back up alarm, brakes, emergency stop system, and other safety features.

The cost of the Torrance business license is \$236 annually and the vehicle inspection fee is \$37. (The 2012 business license rate is \$245. The vehicle inspection fee will remain the same.) The business license fee can be prorated depending on when a business secures a business license. So if a business wishes to secure a business license in April, it would pay for three-quarters of the year, i.e., the remaining portion of the calendar year. If a business is securing a business license in the last quarter of the year it would pay one-quarter of the fee, which would be, based on the 2011 rate, \$59. As it is the end of the calendar year, a business that wishes to secure a license or renew now for the year 2012 can do so for the full year.

Survey Results

The survey of business license rates across the County for mobile fee vendors is presented below. The rates listed do not include event permit fees, health inspection fees, etc. and most do not require a vehicle inspection.

• Los Angeles County covering unincorporated areas	\$168
• City of Los Angeles	Free
• Santa Monica	\$270
• El Segundo	\$190
• Arcadia	\$170
• Manhattan Beach	\$250
• Alhambra	\$300
• Long Beach (operates own Health Dept)	\$403

In reviewing the County and other cities' practices, staff suggests the following steps:

Mobile Food Facility Grade Display

The food trucks that operate in Los Angeles County are required to prominently display their mobile food facility grade that indicates the vendors comply with the County Public Health food safety requirements. Staff recommends that the City implement this display requirement, therefore an ordinance has been prepared and is attached for adoption by the City Council tonight to formally adopt the County's requirement. This is a modification of the existing City ordinance that pertains to restaurant grading.

Mobile Food Draft Policy Review by Planning Commission

Staff has put together a draft policy slated for review at an upcoming Planning Commission meeting. This plan is attached to this item and outlines standards for all future mobile food vendor events that are subject to a Temporary Parking Lot Event Permit.

Interim Action Plan

In the interim, if the PTA, or any other group wishes to hold a special event where mobile food vendors will be present on Torrance Unified School District property, the event coordinator will be required to have authorization by the District and they should contact the City Manager's Office to obtain a list of currently licensed mobile food vendors. The District would be requested to notify the City Manager's Office of the time and place for the event. If the group wishes to bring in other mobile food vendors, those vendors will need to comply with City requirements of a commercial vehicle inspection and Torrance business license.

If other groups in the City wish to have similar events they need to complete an application for a Temporary Parking Lot Event Permit and pay a filing fee of \$216. Five calendar days are requested for processing of the application. Applications can be obtained from the Community Development Department and can also be found online at:

http://www.torranceca.gov/Documents/Temp_Parking_Lot_Event_Permit_10-01-11.pdf

The permit requires approval of the property owner, a review of available space and security and the compatibility of the proposed event with the surrounding community.

City's Objective

Concerns have been expressed that somehow the enforcement steps taken by the City appear to not be business friendly. It should be observed that while the City prides itself in trying to assist businesses in being successful in the community, the City must still maintain the health and safety laws of the City. Brick and mortar restaurants must meet land use, public safety and building code requirements; they must have restrooms and sufficient parking, and all must have annual fire code investigations and a valid business license. Placing reasonable guidelines on mobile food vendors will ensure public safety.

The City intends to be fair and equitable to all who wish to hold special events and find a suitable way to accommodate the presence of mobile food vendors in Torrance. To this end, staff will continue to work with the Southern California Mobile Food Vendors Association and reach out to other groups and mobile vendors to facilitate licensing. Staff will also work with any community event planners through the City's Special Events Team providing up-to-date listings of licensed mobile food vendors to help successfully coordinate future events. Any

group that wishes to coordinate a special event and bring in mobile food vendors is invited to contact the City Manager's Office to coordinate a meeting with the Special Events Team.

Respectfully submitted,

LeROY J. JACKSON
CITY MANAGER

By 
Fran Fulton
Management Associate

CONCUR:


LeRoy J. Jackson
City Manager

Attachments:

- A. Vehicle Inspection Form
- B. Standards for Mobile Food Vendor Events
- C. Ordinance
- D. Temporary Parking Lot Event Permit Application
- E. Correspondence



City of Torrance, Business License
Vehicle Inspection (Per Chapter 16 TMC)

Firm Name:	Unit No:
Vehicle Year/Make:	CA License:
Unladen Weight:	Reg. Expiration:

Vehicle Inspection Check List

Item	Pass	Fail	Equipment	Item	Pass	Fail	Equipment
1			Registration	15			Flashing Rear Lamps
2			Health Permit	16			Reflectors
3			Proof of Insurance	17			Clearance Lamps
4			License Plates	18			Mud Guards
5			Head Lamps (high/low)	19			Tire Tread
6			Turn Indicators	20			Wheel Rims
7			Windshield	21			Exhaust
8			Windshield Wipers	22			Fuel Cap
9			Mirrors	23			Steering Wheel
10			Trade Marks	24			Brakes
11			Tail Lamps	25			Low Air Warning Device
12			Brake Lamps	26			Emergency Stop System
13			Back Up Alarm	27			Roadside Warning Device/Triangles
14			Horn	28			Check Valve (wet tank)

Remarks:	

Inspection By:	Date:
1.	
2.	
3.	
Sticker Number:	

Private Property/Public Property Mobile Food Vendors

Standards for mobile food vendor events that are subject to a Temporary Parking Lot Event Permit

Mobile food vendor shall mean any person or entity operating a vehicle, trailer, car, wagon bicycle, conveyance or structure on wheels, not firmly fixed to a permanent foundation and which is required to be registered with the California Department of Motor Vehicles, that offers the sale of food or beverage. This does not include food caterers providing services for private events on private property and ice cream trucks selling exclusively ice cream products from a motor vehicle.

1. Mobile food vending is not permitted on properties used or zoned for residential purposes.
2. Mobile food vending shall be subject to Temporary Parking Lot Event Permit if:
 - 1) the vendor will be operating on site for a period exceeding twenty (20) minutes; and/or
 - 2) more than one vendor will be operating on the same property at the same time. Authorization from the property owner (or authorized agent) of the site/location on which the event is taking place on shall be required.
3. Mobile food vendor events shall be located a minimum of 100 feet from property zoned or used for residential purposes as measured from the event perimeter to residential property line.
4. Mobile food vendor events shall be limited to no more than 24 days per calendar year per site or location as determined by the Community Development Director or his/her designee.
5. A mobile food vendor event may only occur on a site or location containing a minimum of 100 off-street parking spaces.
6. No more than 10% of the total number of parking spaces provided on the site/location shall be displaced by mobile food vendor event and no more than 10 vendors per mobile food vendor event.
7. A detailed and dimensioned site plan of the event layout shall be provided with the Temporary Parking Lot Event Permit application. The plan of the event layout shall include the location of each mobile food vendor, adequate space for customer queues and safe pedestrian movement without interfering with circulation outside of the designated event area, and location all other activities or temporary structures associated with the event.
8. Temporary Parking Lot Event Permit application shall include a list of each mobile food vendor participating and their active business license identification number.
9. Mobile food vendor event hours of operation shall be between 9:00 a.m. to 10:00 p.m. daily.

10. All vendor vehicles shall remain stationary during the event. There shall be no vendor vehicle movement during the event.
11. On and off site vehicular and pedestrian circulation shall be maintained at all times during vendor operation.
12. Handicap parking spaces and accessibility shall be maintained at all times during the event.
13. The applicant shall demonstrate that there will be sufficient access to on-site restroom facilities provided for customers. Portable restroom facilities are not permitted.
14. No mobile food vendor shall use or have moveable or permanent stand(s), table(s), chair(s), equipment or device(s) at any approved location other than the permitted mobile unit.

General Operating requirements (on or off street)

1. Vending shall be from vehicle duly registered and licensed by the state.
2. Each mobile food vendor shall be equipped with a trash receptacle of a size adequate to accommodate all trash and refuse generated by such vending.
3. Each mobile food vendor shall pick up and deposit in the trash receptacle on the vehicle any paper, cups, wrapper, litter or other refuse of any kind which were a part of the goods or merchandise supplied from the vehicle and which have been left or abandoned within twenty-five feet of such vehicle on any public property other than in a trash receptacle provided for such purposes. No vendor or operator shall dispose of any trash or refuse in any such public or private trash receptacle other than a trash receptacle owned, operated or otherwise provided by and under the control of such vendor.
4. Each mobile food vendor causing the sale of or offering for sale any produce or other food item for which a food handling permit or other health permit is required by law shall possess and at all times display such required permit(s) in conspicuous view upon such vehicle and shall also display the Letter Grade issued by the Department of Public Health of the County of Los Angeles.
5. Each mobile food vendor shall have obtained valid City of Torrance Business License prior to operation
6. Mobile food vendor operations shall be subject to Torrance Municipal Code Noise Standards

MATERIALS AVAILABLE LATER


City of Torrance, Community Development Department Jeffery W. Gibson, Director

3031 Torrance Blvd., Torrance, CA 90503, Phone (310) 618-5990 Fax (310) 618-5829

Instructions for Filing an Application for a TEMPORARY PARKING LOT EVENT PERMIT

Pursuant to Article 1, Section 93.1.7 of Chapter 3 of Division 9 of the Torrance Municipal Code

FILING FEE

The filing fee is \$216.00. Make checks payable to "City of Torrance."

APPLICATION & PLOT PLAN

The completed application form and a dimensioned plot plan indicating the following information is required at the time of filing:

- Location and dimensions of property lines in relation to adjacent public streets.
- Existing on-site parking and circulation layout, and the total number of available on-site parking spaces.
- Total number and location of the parking spaces to be used for the proposed event.
- Location of existing buildings and any temporary tents, trailers, electrical or mechanical equipment, trash receptacles, and signs.
- Expected number of attendants and whether Security is to be provided. Please note the number of guards and whether they will be armed.
- Location of required safety devices such as portable fire extinguishers, no smoking signs, and emergency exits.
- If the proposed event is a Christmas tree lot, also indicate the location of tree storage areas, public activity areas, fenced areas, and distances between tree displays to parking areas and temporary structures as required by the Fire Department.
- Any other information found by the Community Development Department to be necessary for the review of the application.

Please note: Representatives from the various City Departments may make onsite visits to verify information outlined on the requested plot plan.

PERMIT ISSUANCE

If all the requirements of Section 93.1.7 are satisfied, the Community Development Director will issue a Temporary Parking Lot Event Permit within ten (10) days of the filing of the application. If a permit is not issued, the Community Development Director will notify the applicant in writing. The notice will set forth the Community Development Director's reasons for denial and the procedures for an appeal of the Community Development Director's determination.

STANDARDS AND REQUIREMENTS

The proposed parking lot event must comply with the standards and criteria as listed in Article 1, Section 93.1.7 of Chapter 3 of Division 9 of the Torrance Municipal Code. A copy of this information is available upon request.

APPEAL PROCESS

The determination of the Community Development Director for the approval of a Temporary Parking Lot Event Permit may be appealed to the Planning Commission by the proponent or any person who may be damaged by said determination. Such appeal will be made in writing to the Planning Commission within five (5) calendar days of the determination of the Community Development Director. Notice of the time and place of the appeal hearing will be made to the proponent and any person appealing.

OTHER PERMITS

After approval of a Seasonal Sales Permit, the following permits must be obtained before opening to the public:

- A Business License from the Revenue Division of the Finance Department;
- Permits from the Building and Safety Division for temporary power and/or structures;
- Permits from the Fire Department for tents, canopies, and Sales of Christmas trees;
- Permits from the Environmental Division for signage.

Note: Proof of a Temporary Parking Lot Permit is required prior to obtaining a business license or other required permits.



TEMPORARY PARKING LOT EVENT PERMIT APPLICATION

Parts I, II, and III to be completed by the Applicant. Please print or type.

I. BUSINESS OWNER INFORMATION/PROPOSED EVENT LOCATION

Name of Applicant			
Name of Business			
Property Address (proposed parking lot event location)	City	State	Zip Code
Name of Business Owner		Contact Phone Number	
Mailing Address (if different from above)	City	State	Zip Code

II. EVENT AND SITE INFORMATION

Check type of approval requested:

- | | | |
|--|---|---|
| <input type="checkbox"/> Promotional Outdoor Event | <input type="checkbox"/> Pumpkin Sales Lot | <input type="checkbox"/> Security # of Guards _____ |
| <input type="checkbox"/> Outdoor Gathering Of People | <input type="checkbox"/> Christmas Tree Sales Lot | Armed (Y/N) _____ |
| <input type="checkbox"/> Includes Amplified Sound | <input type="checkbox"/> Other (Please Describe): _____ | |

Describe the proposed event: _____

Date(s) and Hours of event:

Date:	From:	To:	Hours:	From:	To:
Set Up Date(s):	From:	To:	Clean Up Date:		

Site Information:			
Zoning	Total Lot Area (in sq. ft)	Total Number of Parking Spaces On-Site	Number Parking Spaces Displaced by the Event

III. STANDARDS AND REQUIREMENTS

By signing this application form, I as the business owner and/or the property owner, hereby acknowledge that I have read and agree to comply with all applicable City standards regulating the proposed temporary use(s) and the following conditions of approval:

- No person will use any existing parking lot for a temporary parking lot sales event or a temporary parking lot special event, as defined in Sections 91.2.165 and 91.2.166 respectively, without first obtaining the prior approval of a Temporary Parking Lot Event Permit.
- The location of the proposed event is within an existing parking lot area and is being held by a permanent on-site business.
- The proposed event will not disrupt circulation of traffic within the parking lot or within the vicinity as determined by consideration of the location and design of on-site driveways; the on-site parking and circulation, including pedestrian movements; and the on-site lighting and traffic signage in relation to the location of the proposed parking lot event.

- d) The proposed event will not be materially detrimental to the public welfare or to the property of other persons located in the vicinity.
- e) The proposed event will not cover more than ten percent of the required parking spaces.
- f) The proposed event will not cause a shortage of parking for or restrict access to the existing uses.
- g) The business establishment proposing the event has not exceeded the maximum allowable number of four events per business establishment per calendar year.
- h) There are no other temporary parking lot sales or special events occurring on the same parking lot and during the same time period.
- i) All temporary structures, equipment and debris will be removed and the parking lot area will be cleaned and restored to its original condition within one calendar day immediately following the last effective date of the approval for the event.
- j) The operation of a pumpkin or a Christmas tree sales lot will conform to the requirements of Subsections c) and d) 2 through d) 5 of Section 92.2.9 regulating pumpkin and Christmas tree sales on vacant property (summarized below).
- k) The Community Development Director may impose additional conditions to the approval of the Temporary Parking Lot Event Permit to insure the preservation of the public peace, safety, health, and general welfare.
- l) Any violations of Section 91.3.7, other applicable Sections of the Torrance Municipal Code, and/or conditions of approval may result in enforcement actions, immediate suspension of the issued Temporary Parking Lot Event Permit and the denial of an application for such future event permits by the operator and/or the property owner.

Additional requirement for pumpkins or Christmas trees sales:

- a) No permit will be issued prior to September 1st for a pumpkin lot and November 1st for Christmas tree lot.
- b) Site preparation and set up for the sales lot will not commence prior to September 20th for a pumpkin sales lot, and November 15th for a Christmas tree sales lot.
- c) Sales operations to the public for a pumpkin lot will begin no earlier than October 10th and end no later than October 31st.
- d) Sales operations to the public for a Christmas tree lot will begin no earlier than December 1st and end no later than December 25th.
- e) The proposed sales operation is conducted between the hours of 9:00 a.m. to 10:00 p.m. daily.

APPLICANT		BUSINESS OWNER AND/OR PROPERTY OWNER	
Print Name of Applicant		Print Name of Business Owner and/or Property Owner	
Mailing Address	City, State, Zip	Mailing Address	City, State, Zip
Contact Phone Number		Contact Phone Number	
Signature	Date	Signature	Date

IV. FOR CITY USE ONLY – DO NOT WRITE BELOW THIS LINE

Plot Plan Attached Other Information Attached: _____

Application/Case No.	Date of Acceptance	Fee Amount	Accepted By:
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Fire Approved Denied See Remarks By: _____ Date: _____

Building Approved Denied See Remarks By: _____ Date: _____

Environmental Approved Denied See Remarks By: _____ Date: _____

Police Approved Denied See Remarks By: _____ Date: _____

REMARKS Please log comments in Permit Plan	
Fire	
Building	
Environmental	
Police	

STAFF ASSESSMENT AND RECOMMENDATION (COMMUNITY DEVELOPMENT DEPARTMENT)

- The applicant has satisfied all the standards and requirements of the Permit. Therefore staff recommends approval of the Temporary Parking Lot Event Permit subject to the Standards and Requirements contained in Section III of this approval.
- The application does not meet the standards and requirements for issuance of a Temporary Parking Lot Event Permit and therefore staff recommends denial. The following standards/requirements were not met:

Assessment Made By:	
Name	Title
Recommended By:	
Name	Title

COMMUNITY DEVELOPMENT DIRECTOR APPROVAL

This request for a Seasonal Sales Permit is:

Approved Denied Temporary Parking Lot Permit Number: _____

Jeffery W. Gibson
 Community Development Director

Date:

Decisions by the Community Development Director pertaining to a Temporary Parking Permit Lot Event Permit are appealable to the Planning Commission within five (5) calendar days following the above date of approval or denial.

Fulton, Fran

From: Jackson, LeRoy
Sent: Wednesday, November 30, 2011 6:18 AM
To: Neu, John; Fulton, Fran
Subject: FW: Torrance Food Trucks

From: Numark, Cliff
Sent: Tuesday, November 29, 2011 8:05 PM
To: Jackson, LeRoy
Subject: FW: Torrance Food Trucks

Cliff Numark
Councilman
City of Torrance
cnumark@TorranceCA.gov

From: satkisson@socal.rr.com [satkisson@socal.rr.com]
Sent: Tuesday, November 29, 2011 2:15 PM
To: Numark, Cliff
Subject: Torrance Food Trucks

Dear City Councilman Numark,

My name is Stefanie Atkisson and I am a 3rd grade teacher at Victor Elementary School in Torrance.

I am the organizer of Victor's Friday Night Eats. The first Friday of each month, I bring 10 gourmet food trucks to our campus for a night of community and good eats! We started this in October and it has been wildly popular for both of the months we have had it! I made a little YouTube video about the October event and the families at our school have been very supportive, along with the local community members that do not have children. We had over 650 people in October and at least 450 came out in the rain to November's night!

When I started the process of organizing this, I knew I needed the districts permission as well as the city go ahead because Torrance is not a city that allows food trucks to "pony up" to the street side, so to speak. I went about it the right way and my principal made all the contacts with the district people and we were approved. My understanding was that the district personal had made the proper contacts and asked all the right questions to have this approved at our school. Our understanding was that these trucks were approved because it was a fundraiser for the school. We promoted to the community by flyer's home with the kids and I created a Facebook and Twitter account for the event. Nothing major but it was just a little way I could get word out to the community that do not have children at Victor.

Then we found out what happened at Yukon last week and needless to say I was outraged. Yukon's event was HUGE and an outside person, who is known to run "illegal" events, was the organizer behind it. This person is not liked at all in the gourmet food truck community. There are many trucks that will not be involved in whatever he organizes. I found it reprehensible that Yukon Elementary's Academic Alliance would go "hire"

this person. Maybe they did not know his reputation, but that is hardly an excuse!

Before I share why it has painful to hear that those trucks received tickets, let me start out by saying, I am a law-abiding citizen and I wish my trucks to be the same. I have gone about it the right way in contacting all the trucks on my grid and sharing the information I gleaned from contacting city hall last week and finding out what they need to do to be legal and on our campus. I have sent a huge e-mail explaining that if they get the Torrance Business License, then they can come out any month of our event and the city will show up! I have had a few trucks get the application and from what they shared, have started the process.

What happened at Yukon has now "ruined" it for the rest of us that had events in the next week or so. At November's event, we held a can food drive for The Salvation Army (which is near Victor and serves a chunk of our kids) in which we asked if people were coming to bring a canned food item. It was optional and by no means was an admission fee. Our community, the community of Torrance, came through and we collected over seven boxes (over 200 cans) for The Salvation Army. It was awesome! So my small committee decided that for December's month, we would have Toy Drive for The Salvation Army. The same thing applied...if you can, bring an unwrapped toy and all donations will go to The Salvation Army. This Friday, December 2, which was supposed to be our next event, is now not happening! The Salvation Army will now not be getting the community donation of toys for the holidays.

Something you might not know about and one of the reasons we started these creative fundraising options is that the state of California starting in January will be taking away \$189 per child in ADA (the money we get for children being in attendance to school) and we as schools are looking at small way to earn some of that back! For us at Victor with 987 children, that is going to be a HUGE hit! In our case, I ask our trucks that come out for a flat rate donation for the evening. Is it enough to make up the difference that the state of California will be taking from us? No way...but it is a small amount in which we can provide some extra intervention tools for the kids that come through our doors, whether it be a set of books being replaced because they are falling apart or a new chair for the kids to sit in because the plastic is cracking. Friday Night Eats is a way that I could organize something that was not only profitable for the school in a donation form, but also profitable for the trucks in such a foodie community such as Torrance.

At Victor, we have cancelled the upcoming month. First, I do not want any of the trucks that I have invited (12 to be exact) to have to scurry around and feel like I invited them into an ambush for TPD to come through and ticket them for having the proper paperwork. It is correct that most of the gourmet food trucks do not have a Torrance Business License (I checked with all my December trucks and they did not.) Most cities are fine with the LA County Business License that most trucks carry and do not require a separate one. That is one question I would like to know about. Why is an LA County Business License not enough for these trucks to come and do something positive for the schools in Torrance?

Our event is so awesome! The kids in our classrooms looked forward to the flyer's going up in all of our classrooms. They looked forward to seeing what new trucks were coming in the future months. They brought their families and extended family for an event that brought the community together, a place where people could sit down and enjoy delicious food and most importantly, spend time with one another. Our Victor community is

very sad and I am still very upset at what happened at Yukon. Whether or not, you wished to not have the bad PR as the article stated, you have brought this issue to the forefront and we as teachers and community members are committed to fighting this and hopefully with your help find an amicable way to solve this horrible situation that has been created!

As a resident of Torrance, I am saddened that the TPD had nothing else better to do than shut down an event that was benefiting the schools.

As a teacher in Torrance, I am disgusted by the fact the TPD, whether they were directed by city officials or not, has decided to pick on the schools for something that doesn't hurt anyone. I understand the legality and the possibility that restaurants may say otherwise, but most of us are only organizing these once a month. That is hardly a HUGE hit on their monthly sales.

As a food truck lover, I am upset that TPD feels the need to put them through all the hoops in order to make a statement!

Most importantly, as the organizer of Friday Night Eats, I am more determined than ever to fight for this at our Torrance schools. This is good for the schools and most importantly, great for the community. In a time where coming together as a community is lacking in a lot of areas, why would you not try to build something up that is positive and uplifting? It all gives me a sense of what to do to get my event back on its feet. It will be back in January if only it has a few trucks and we at Victor will show the TPD and the city that nothing can stop this from running when it comes to the educational well-being of our Torrance kids!

I am more than willing to talk more with you about this situation if you would like so that together, we can hopefully come up with a solution to this issue. Ultimately, the children of Torrance are the ones that are being hurt by this because we can't fundraise in a creative way that brings the community together! Feel free to contact me at any of the below contacts and I look forward to discussing this more.

My sincerest thanks for reading,

Stefanie Atkisson

3rd Grade Teacher

Victor Elementary School

satkisson@socal.rr.com

310-613-6535 - Cell Phone (best number to be reached) 310-371-0170 - Home Phone

Fulton, Fran

From: Jackson, LeRoy
Sent: Wednesday, November 30, 2011 7:57 PM
To: Fulton, Fran; Tsao, Eric; Gibson, Jeff
Subject: FW: Food Trucks

Attachments: image003.png



image003.png
(9 KB)

From: mwermers@gmail.com [mwermers@gmail.com] On Behalf Of Michael Wermers [mwermers@gpsd.com]
Sent: Wednesday, November 30, 2011 7:56 PM
To: Don Lee
Cc: Scotto, Frank; Neu, John; Jackson, LeRoy; Mannon, George; albert.muratsuchi@doj.ca.gov; ragins@socal.rr.com; msteffen1@pacbell.net; Barnett, Gene; Brewer, Tom; Furey, Pat; Numark, Cliff; Rhilinger, Susan; Sutherland, Bill
Subject: Re: Food Trucks

Being as I am the junior member, and the quietest and shyest, of this esteemed list, allow me to lead off the responses.

I think this is a good plan. It looks very.... Mayoral. But what would I know?

We have to do something proactive as opposed to our current reactive moves. The schools have caused this problem, but our friends on Torrance Blvd. have been taking the brunt of the abuse in both the paper and on the streets.

Food trucks are the current hot item and they aren't just going to go away. The fund raising organizations of the local schools have begun to understand Sacramento is not going to save them, so they are willing to try anything to improve their lot. The local parents are tired of just throwing funds at their schools; this lets them feel like they are getting something back in return.

From a precursory search on the web, Torrance isn't the only city struggling with what to do with food trucks. It doesn't help that they receive national coverage on TV and people feel they are less expensive than a standard bricks and mortar establishment. It seems that "foodies" enjoy them as well, as they allow for sampling of many different cuisines.

I like the idea of a free license only for TUSD sanctioned events. This will keep the events under the umbrellas of the local school sites for responsibility and management of the event and with the safety inspection required, it will keep the participants to only reputable businesses. We can manage our events to the Torrance PD and if a rouge event is happening,

they can close it down as they won't have the required business licenses and the permission of TUSD.

There are many details to be worked out, but Don is correct, we need to move faster than normal to keep this from continuing to be an ongoing problem that only allows us to react.

My two cents.

MW

On Wed, Nov 30, 2011 at 3:13 PM, Don Lee

<dlee@farmersagent.com<mailto:dlee@farmersagent.com>> wrote:

I just talked to John Neu and George Mannon as well as too many other people to count about this and here is my idea on a solution to the "Great Food Truck Controversy" .

1. Each School Site that wants a Food Truck night will have to apply to the City for a free non-profit business license just like any other organization would have to do (I'm thinking about things like carnivals, and special events like that). With the license application they will have to list all of the names of the food trucks and the food trucks will have to make themselves available to a public safety inspection. Also from what I understand the inspections would be free as well but to make it easy for the City I would recommend that the inspections be made at the Police Station. Having the inspections away from the site will ensure that if there is a problem with the Food Truck it's not in full view of the people coming to the event to avoid what happened at Yukon School. We can provide the Schools a list of the Food Trucks that currently have Torrance Business Licenses so if they do not want to go thru the inspection step they can use the Trucks that are already approved. This might have an extra benefit of having the Trucks that do a number of these events just going ahead and getting a Business License so save the aggravation of being inspected before each event.

2. TUSD will have a set of rules about when these events can happen and how often they can happen. The Principal will be responsible for placing the Food Trucks in a area where there is the least impact on the surrounding residents and for informing these people of the events.

3. The City Council, School Board, and City and School Administrations will issue these rules (guidelines?) jointly so that there will be no misunderstandings and will show that all the governmental agencies are on the same page.

4. I think the faster all of us can get this done the faster all of this will go away so if at all possible I would hope we could get this done before the end of the year.

It will not bother me at all if all of you think these are horrible ideas but we need to find a solution ASAP so this can go away and I thought I would start the conversation. Thanks!

Don Lee
President of The Board of Trustees
Torrance Unified School District

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Herbers, Sue

From: Sutherland, Bill
Sent: Tuesday, December 06, 2011 10:18 AM
To: Herbers, Sue
Subject: Fw: Food Trucks

Follow Up Flag: Follow up
Flag Status: Flagged

Sent from my Verizon Wireless 4GLTE Phone

-----Original message-----

From: John <john@barbiesq.com>
To: "Sutherland, Bill" <BSutherland@TorranceCA.gov>
Sent: Tue, Dec 6, 2011 17:44:14 GMT+00:00
Subject: Food Trucks

Mayor & City Council Members

City of Torrance

Dear Mayor & Council Members

I am writing regarding your consideration of permits and regulations pertaining to food trucks in the City of Torrance.

I am a former truck owner/operator and currently book trucks for events, fundraisers etc. I have previously booked food trucks for several Torrance school fundraising events. I also owned a brick-and-mortar restaurant for 25 years and am a retired two-term Mayor and Council Member from Hermosa Beach.

Firstly, I want to encourage you to codify a simple method of permitting fund raising activities for the Torrance Schools. Considering the current financial state of our local schools, any method that provides additional funding resources to hire teachers or purchase supplies should be embraced and welcome. These food truck fundraising events are both simpler and more lucrative than car washes, bake sales, candy sales and other traditional methods. In that the trucks are either paying a flat fee or a percentage of sales to the schools, it would be best if city fees for these events (whether for the trucks or the schools) are kept to a minimum. Monies spent on fees and permits are monies taken away from the school. Perhaps if it simply requires the trucks to possess a city business license which would be required to participate in either a fundraiser or catering events.

From the response we have received from other similar food truck events, the citizens of Torrance clearly relish the opportunity to participate in this food truck phenomenon. They flock to these new food trucks whenever they are present in the community. Allowing the trucks to participate in the vibrant commercial life of Torrance could be beneficial to Torrance in more than simply a fundraising capacity. The trucks are often used as an attraction to bring customers into moribund shopping areas. Several cities (including Chambers of Commerce) who initially were opposed to food trucks in their commercial area have now embraced the idea after merchants reported a substantial jump in sales when the trucks were present. Instead of hassling the vendors, the municipalities now **sponsor** regularly scheduled truck nights in their downtown.

In reality, these new food trucks represent a sea change in how food will be provided in the future. When I operated my restaurant, I had to continually entice diners to find and come to my restaurant for lunch or dinner. When I operated my truck, ***I took the food to where the people were***. We are seeing this phenomenon in many aspects of our lives. Mobile dog groomers, drop off & pickup for dry cleaners, mobile barbers, mobile car detailers in workplace parking lots and even mobile clothing retailers.

I am old enough to remember when McDonalds first burst on the scene with prices that greatly undercut all the competition and incredibly quick service. Although it revolutionized the restaurant industry at the time and sent shockwaves through traditional restaurants, no one suggested that the police should be called to hassle McDonalds for being creative and innovative. The free market determined whether they would succeed in the market place. When Sam Walton created Walmart, which totally reinvented the retail sales industry, no one suggested that they be forbidden from doing business simply because they competed with existing retailers. In America, we all realize that competition is what keeps prices low and quality high. The buying public always benefit from competition.

I encourage you to be creative in addressing this issue so that you cannot only allow your schools to creatively raise badly needed funding, but also you can also allow your citizens the ability to enjoy this fun new cuisine as part of their daily lives..

Thank you sincerely for your time and attention.

John Bowler
Concierge
FoodTruckConnection.Com
310-989-5110