

## **Alderman Budget Amendments**

### **Ordinance 6-14**

#### **Seasonal Outdoor Sales**

##### **Budget Amendment #1**

p. 12, line 45: Replace "DIRECT MARKETING" with "RETAIL"

Rationale: "Direct Marketing" is a term used throughout the country to describe reaching out to specific consumers and enticing sales. Common methods include mailers, catalogs, email, door-to-door sales, etc. This clearly does not apply to the situation described in the ordinance.

"Direct Market" is a term used in the agricultural industry to describe producers selling directly to customers (e.g.: farmer's markets). This term doesn't apply either, as we do not contemplate requiring the operators of the seasonal markets to be the growers or producers themselves, nor to have the growers or producers on-site. It will be simply a retail operation which carries a certain type of goods (as defined in the standards).

##### **Budget Amendment #2**

p. 5: Strike the line in the use table for "Markets, open air"

Rationale: This line is rendered obsolete by "Seasonal Outdoor Sales" and will be an undefined use if the Planning Commission amendments are adopted.