



**Board:**  
**Agenda**  
**Date:**  
**Presenter:**

Downtown Development Authority  
July 15, 2025  
Patricia West

## Staff Report

### Agenda Item Title:

Yoga in the Farmers Market Square

### Background:

Samantha and Patricia propose a one-time “Yoga in the Farmers Market Square” pilot event to take place in August. If the event proves successful, we could consider expanding similar activities as part of our 2026 programming.

Local yoga instructor Brooke Gudwer Perry has expressed interest in partnering with the DDA for this initial session. While the Market Square is available for rent, it has not been widely promoted for non-market activities. Supporting a unique and accessible event like this aligns with the DDA’s placemaking goals and highlights the Square’s potential as a space for both private and community-driven use.

DDA staff recommends waiving the Market Square rental fee for this pilot, as the idea originated internally. Should the event generate interest and positive feedback, staff will return with recommendations for future programming and partnerships.

Date and time to be determined, but it is expected to take place during a Sunday in August.

### Fiscal Effect:

None

### Supporting Documentation:

None

### Recommendation:

Waive the \$100.00 Market’s Square Rental Fee.