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**Fw: 13. Discussion of Concept for Weekly Food Truck Event at Town Square Park**

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**From** Smith, Nausicaa <NSmith@murrietaca.gov>

**Date** Tue 7/1/2025 2:35 PM

**To** Smith, Nausicaa <NSmith@murrietaca.gov>

 2 attachments (202 KB)

7-1-25 CC Amphitheater-Food Truck Discussion.pdf; Wunderlust Events LLC\_CA SOS\_Statement of Information\_APRIL 29 2024.pdf;

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**From:** Kassen Klein <[REDACTED]>

**Sent:** Tuesday, July 1, 2025 2:18 PM

**To:** Kassen Klein <[REDACTED]>

**Subject:** 13. Discussion of Concept for Weekly Food Truck Event at Town Square Park

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good afternoon,

On the attached, I've taken some time to provide my comments, questions, and concerns with this evening's Discussion item. I hope you all have an opportunity to review it prior to the meeting, and consider it during your discussion and deliberations.



**KASSEN KLEIN**

Real Estate Development Entitlement Consulting



Recent previous experience reveals that these quasi private-public ventures over promise and under deliver for the city. Look no further than the Los Alamos Sports Park Soccer Complex and Newman Hospitality Amphitheater use. Both “agreements” were renegotiated shortly after inception. Has the City established a reputation as an easy mark?

Is Wanderlust Events, LLC., of San Francisco, managed by a resident of San Jose, the same organizer that operated the Food Truck event in Village Walk?

Did the City approach Market Night organizers to consider relocating the Town Square Park?

### CITY COUNCIL GOAL

Foster and promote an engaged, connected and caring community.

While not legally required, like Public Noticing requirements were businesses within a 300' radius mailed notices of this meeting so they could attend and provide input?

This proposed event will likely have significant impacts to adjacent food establishments such as, Cruz Tacos, Destination Smoke House, Naughty Pig, Roni's West, as well as drawing business away from Downtown and other surrounding establishments.

Elements of the vision include:

**\* Weekly event to be held on Wednesday evenings year-round, encompassing the hours of 2:30 p.m. to 11:00 p.m., including time for set-up (2:30 p.m. to 5:00 p.m.) and tear-down (10:00 p.m. to 11:00 p.m.).**

At least two of the four weekly events would most likely compete with Downtown Market Nights. I believe people will not attend “events” consecutively. They will choose one or the other to attend. Based on my experience at Market Night, the food vendors are most popular if not the draw or main attraction.

Tear-down from 10:00-11:00 is a concern. Previously, Staff has publicly stated concern for immediate adjacent neighbors, restricting parking on public streets, noise and light concern.

**\* The event organizer would like all fees and deposits for use of the Town Square Park to be waived.**

Based on Staff's estimate (\$1,409.82 per event), fee waiver for 52 Wednesdays in 2026 equals \$73,310.64!

Staff recommends that one (1) City staff person be present during the events at least initially.

Interesting! Consistently I see two police officers foot patrolling Market Nights, with patrol vehicles staged blocking each Washington Ave entrance. Additionally, consistently during other similar events a Fire Inspector is required to remain onsite during the event.

While Staff acknowledges the following, Staff's recommendation is still only "one (1) City staff person be present during the events at least initially." How is this reconciled? Again, based on previous experience, Staff's recommendation staffing is underestimated.

**Other details that would need to be addressed include:**

- ☐ **Level of service for fire inspection services for food trucks;**
- ☐ **Any additional concerns by Police Department;**
- ☐ **Allowances for event signage;**
- ☐ **Additional requirements if alcohol is served; and**
- ☐ **Staffing coverage to accommodate a weekly event based on staffing needs for other existing events.**

A food truck event may generate limited revenue for the City. Food truck vendors would be responsible for collecting and remitting sales tax based on sales at the events. In total, between general Sales Tax and Measure T, the City would receive two (2) cents per dollar of sales. For example, for a \$15, plate of food, the City would receive \$0.30 in Sales Tax and Measure T revenue.

From personal experience operating an industrial catering (food) truck, and my dad's lifetime in the industrial food industry (owning and operating a catering house, seven catering trucks, and dozens of vending machines), point of sale (POS) sales tax reporting is grossly underreported, if reported at all! Moreover, food trucks often offer other illicit services such as distributing football cards, making book, and offering other items for sale not available over the counter or at a local pharmacy...

Personally, I can't support this proposal even if fees are required. Rather, I would encourage the city to engage with the Market Night organizers and explore the feasibility of relocating Market Night.



BA20240850613



**STATE OF CALIFORNIA**  
*Office of the Secretary of State*  
**STATEMENT OF INFORMATION**  
**LIMITED LIABILITY COMPANY**

California Secretary of State  
1500 11th Street  
Sacramento, California 95814  
(916) 657-5448

For Office Use Only

**-FILED-**

File No.: BA20240850613

Date Filed: 4/29/2024

B2698-7081 04/29/2024 5:50 PM Received by California Secretary of State

Entity Details	
Limited Liability Company Name	Wanderlust Events LLC
Entity No.	202461314333
Formed In	CALIFORNIA
Street Address of Principal Office of LLC	
Principal Address	548 MARKET ST #681690 SAN FRANCISCO, CA 94104
Mailing Address of LLC	
Mailing Address	548 MARKET ST #681690 SAN FRANCISCO, CA 94104
Attention	
Street Address of California Office of LLC	
Street Address of California Office	548 MARKET ST #681690 SAN FRANCISCO, CA 94104
Manager(s) or Member(s)	
Manager or Member Name	Manager or Member Address
+ Melissa Barrangan	3467 STORY RD SAN JOSE, CA 95127
Agent for Service of Process	
Agent Name	Melissa Marie Barragan
Agent Address	3467 STORY RD SAN JOSE, CA 95127
Type of Business	
Type of Business	Photo Booth
Email Notifications	
Opt-in Email Notifications	Yes, I opt-in to receive entity notifications via email.
Chief Executive Officer (CEO)	
CEO Name	CEO Address
None Entered	
Labor Judgment	
No Manager or Member, as further defined by California Corporations Code section 17702.09(a)(8), has an outstanding final judgment issued by the Division of Labor Standards Enforcement or a court of law, for which no appeal is pending, for the violation of any wage order or provision of the Labor Code.	

Electronic Signature

☒ By signing, I affirm under penalty of perjury that the information herein is true and correct and that I am authorized by California law to sign.

*Cindy Yu*

Signature

*04/29/2024*

Date