

New leader for market in Felton

Farmer's Market

By **JONDI GUMZ**

SENTINEL STAFF WRITER

4242

FELTON — When the Felton Farmers Market opens May 7, it will be under new management.

David Addison, 32, of Santa Cruz, has been hired to oversee the market, which will be open at the same time and place as last year: Tuesdays, 2:30-6:30 p.m., in the Felton Presbyterian Church parking lot at 6090 Highway 9.

"I'm an avid supporter of the market," Addison said. "The Central Coast is such a wonderful potpourri of vegetables."

Addison, a UC Santa Cruz sociology graduate who works full time for the City-County Library System, replaces Lea Goodman.

He was Goodman's assistant at the Santa Cruz farmers' market for two years and organized the chowder cook-



ADDISON

off at the Boardwalk when he worked for the Santa Cruz Parks and Recreation Department.

The Felton job is part-time, but requires juggling the concerns of vendors, customers and regulators overseeing agriculture and health.

"What impressed us about him was his experience in event planning and his enthusiasm for working with community organizations," said Michele Mosher, president of the board overseeing the market.

Addison said he plans more special events at the market, which operates from May through November.

Children's Day is set for June 18, featuring arts and crafts and school and youth organizations.

Local wineries will be showcased in mid-July when stone fruits, such as apricots, peaches and nectarines are in season.

In August, there will be a corn roast and tomato tasting, and pumpkin decorating is planned for October.

Most of the vendors from last year will return. Addison hopes to add sushi and tamale vendors to those who sell fish and fresh-baked bread.

Addison, who is married and has a 2-year-old, said he wants to polish his skills as a special-event coordinator and pass a test to qualify as a professional media planner.

The variety of food at the Felton market is the same as the one in Santa Cruz, but the Felton market is about half the size. But Addison believes Felton has the edge on beauty.

"I turn around and see the forest and the trees," he said. "That's more of a draw."

Contact Jondi Gumz at jgumz@santa-cruz.com.