



## Memorandum

To: Sustainability Board  
From: Deputy Clerk Kristin Sewall  
Date: 1/19/10  
RE: Menasha's Farm Fresh Market

The Farm Fresh market ended on a great note! The Hometown Halloween event was very well attended with approximately 500 people coming out. This event was a great way to get people not only to the farm market, but into the downtown businesses. Many people who attended the event were pleasantly surprised at the stores that downtown Menasha had to offer. Based on the positive response from the business owners, vendors and trick or treaters, we will be doing this again next year. The exposure the downtown businesses received and the community involvement by all was great!

Despite the rain early on at the event, Mike Dillon and Becky Bauer had 100 people turn in surveys about the farm market. I've included a spreadsheet on the results; the only thing skewing the results is that 38% of the respondents were at the market for the first time this season.

Looking forward to next season, here are our thoughts so far:

1. Keep the location and amount of vendors the same, but grow from the inside; tie music or other community events into the market. Get the downtown businesses on board with hosting things: sidewalk sale, art show in the square, etc. We are talking about having a meeting to brainstorm on this in the near future.
2. With the Sustainability Board's approval, I would like to update the rules and regulations in a way that allows us to mold this market into one that fits the sustainability boards purpose; contributing to the community with healthy and local food choices and quality handmade, local art products. I've included a copy of the rules and regulations with the changes I'm suggesting in red. Enforcing these regulations means telling vendors who don't fit the criteria, no; regardless of space available. Having the backing of the Sustainability Board means more to potential vendors than just me making a decision.
3. Sponsorship requests 2010 have been sent to SCA Tissue, ThedaCare, Faith Technologies, Gannett Newspaper and WBAY-TV. I am open to suggestions if anyone is aware of others that it would be worthwhile to send the request to.



## VENDOR INFORMATION

City of Menasha

140 Main Street, Menasha, WI 54952

Phone: (920) 967-3600 E-mail: ksewall@ci.menasha.wi.us

### WHEN AND WHERE

Every Thursday evening, June 11 through October 29, 2009 from 2:00 - 6:00 p.m.

Located on the Menasha Marina terrace along the Main Street sidewalk.

Vendors can begin setting up at 1:00 p.m. Vendors who do not abide by this set up time risk losing their stall for the season with no refund.

### APPLICATION

Please complete the attached application form enclosed and return to:

City of Menasha, 140 Main St., Menasha WI, 54952.

If you are selling processed food, please include a copy of your state processing license and any other applicable license.

### APPROVED ITEMS

Produce, fresh fruits and vegetables, plants, baked goods, frozen meats, eggs, fresh and dried flowers, spices, maple syrup, honey and bee products, fruit juices and preserves (Please refer to application for handling procedures on processed foods) and **handmade**, quality arts and crafts.

### UNACCEPTABLE ITEMS

Any goods not grown or produced by the seller, the sale of goods that have been traded or bartered for, rummage/household goods/used clothing, **flea market items**, **pre-purchased products**, live animals, mass produced products or pyramid items.

### CODE OF CONDUCT

Concerns or complaints about the market or vendors need to be discussed with Market Management. Should issues arise, please call Kristin (920) 967-3600 or come up to my office (City Hall) to get the situation remedied. Farm Market issues should not be directed at other vendors.

### ELIGIBLE VENDORS

Vendors are responsible for complying with state and local health regulations. Vendors must provide their own tent/wagon/trailer and tables used in setting up their space. These items must be clean and in good working order. Vendor is responsible for removing garbage and debris at the end of the market. Vendor to vendor harassment will not be tolerated.

Market Management will determine the maximum number of vendors accepted for each product type and reserves the right to decline vendor applications if multiple applications are submitted for similar products. In the event that there is a conflict between the vendor and Market Management, the Menasha Sustainability Board will act on behalf of Market Management.

### ARTISTS AND CRAFTERS

A limited number of vendors selling quality hand crafted items will be permitted at the Farm Fresh Market. The maximum number shall not exceed 30% of the total vendor stalls available each week unless approved by Market Management.

## **FEES AND PROCEEDS**

A vendor Fee is charged to help cover the cost of administration and supervision, advertising and marketing. Menasha's Farm Fresh Market is advertised on several major websites, in the Menasha Horizon newsletter (reaching over 1700 people), at all of our local businesses and in the Curtis Reed Square kiosk. There will also be signage at either end of Main St. on the day of the market and a large sign on Racine St.

All proceeds of product sales go directly to the vendors. Vendors selling items subject to sales tax are responsible for the collection of the tax and the reporting to the state.

## **PARKING**

All vendors must have their vehicles off of Main St. by 2:00 p.m. unless they have prior permission for special parking. Vendors are encouraged to park in the public parking ramp adjacent to the marina terrace or in the parking lot behind the Senior Center. **Vendors are not allowed to drive vehicles on the terrace or sidewalks, no exceptions.**

## **CERTIFIED SCALE REQUIRED**

Please contact City Sanitarian Todd Drew at the Health Dept, 312 Racine St. 920-967-3522 to verify scale requirements. If the scale you are currently using is NOT a certified scale, you must contact Todd Drew at least 5 days prior to the market to have this taken care of. If your scale IS already certified, please let him know. You will also find in this packet the WI Dept. of Agriculture, Trade and Consumer Protection "required methods of sale for retail sales of produce" to use as a reference.

## **STALL DESIGNATION**

Stalls will be assigned based on order of receipt of application. Full-season vendors will be given priority, followed by timely applications received with payment. If a vendor is not in their requested stall by 2:30 p.m. on the day of the market, their stall is subject to other interested vendors. **It is the Vendor's responsibility to inform the Market Manager if they are unable to attend a market day they have signed up and paid for. Refunds will not be given unless the vendor is in an emergency situation. The definition of emergency will be determined by Market Management.**

## **ONE WEEK VENDORS**

The one-week permit can be applied for with the market manager on-site or in advance by filling out the application and turning it in to Market Management. One week vendors will have their choice of remaining stalls. The ten dollar vendor fee will be required prior to the start of the market.

## **WIC CERTIFICATION**

**The Farm Fresh Market is a WIC certified market. If you are a produce vendor who is unfamiliar with the WIC Program or would like to become authorized to accept FMNP checks and you're unsure how to do this, please contact Barbara Sheldon, Winnebago County WIC at (920) 236-4991.**

## **FOR MORE INFORMATION**

Please call (920) 967-3600 or stop by the City of Menasha, Mayor's Office at 140 Main St., Menasha.