



MINUTES
Foothills Farmers' Market Steering Committee
3 PM, Monday, February 16, 2009
Cleveland County Extension Center

Present: Greg Traywick, Daniel Shires, Jackie Sibley, Jo Boggs, Loyd Lewis, Christy Underwood, Allison Gragg (representing Wade Nichols), Sandy Brenneman, Tim Crotts.

Greg Traywick called the meeting to distributed minutes from the February 2 meeting. He noted that the chart outlining priority tasks developed at that meeting would serve as an agenda for discussion.

Market Coordinator Job Description & Hiring

Jackie Sibley distributed a draft job description that she and Allison Gragg had developed. The committee recommended changing “student intern” under Roles and Responsibilities to “market coordinator”. The last bullet under Roles and Responsibilities was changed to read:

- “Develop and present a summary report on the market at the end of the season to include recommendations for the following year of operation.”

Another responsibility, to be included as the third bullet under Roles and Responsibilities was also added:

- “Collect vendor fees and deliver to NC Cooperative Extension for deposit.”

The third sentence under Compensation was changed to read “The market coordinator will be provided a cellular phone for conducting **market**-related business.”

The draft was formally adopted with these changes (**Attachment 1**).

Sandy Brenneman voiced the need for developing a list qualifications or criteria for selection to accompany the job announcement. After receiving some suggestions from steering committee members, he agreed to develop this document and later provided a job description for a similar position which included these parameters (**Attachment 2**).

Greg Traywick was authorized to advertise the position with the human resources departments at Gardner-Webb University and Cleveland Community College. Recommended deadline for applications was set for March 15, 2009.

Permitting

Allison Gragg reported that she had requested permits from City of Shelby for the entire season.

Operating Guidelines

Daniel Shires distributed draft operational guidelines (**Attachment 3**) developed by the appointed subcommittee. These guidelines were approved by the Steering Committee for implementation this year.

Draft Marketing Plan

Sandy Brenneman distributed and discussed a Marketing Worksheet (**Attachment 4**) that can serve to guide the Committee’s long-range marketing plans. This worksheet was also recommended as a guideline for discussion at the next meeting.

Jackie Sibley noted that the Shelby Star has committed to run a weekly feature each Wednesday during market season. Committee members recommended a “Featured Vendor” format. She distributed a draft “2009 Marketing Plan” (**Attachment 5**), which included some specific advertising strategies and costs. After review and discussion (including budget constraints), the committee identified the following priorities:

- Inserts for City of Shelby utility bills (April 2009)

- Gateway board at Pleasant City
- Free publicity via press releases, website links, “featured vendor” in Shelby Star, and Shelby Shopper

Greg Traywick will develop press releases with assistance from Jackie Sibley.

Other items were identified for future discussion and planning:

- Chef demonstrations
- Live music on Saturday mornings
- Moving vendors out of street and onto grass lawn
- Need for public restrooms
- Allowing sale of wine

Jo Boggs noted the importance of developing e-mail linkages with the county’s two largest employers, namely Cleveland County Schools and Cleveland Regional Medical Center. Jackie Sibley agreed to make contacts. Christy Underwood will check on ways to communicate efficiently with members of the Cleveland County Home School Association.

Mobile Market & WIC Vouchers

Greg Traywick reported on behalf of Anne Short, who was unable to attend because of work demands. The mobile market has been enthusiastically embraced by Health Department employees and will be announced to Cleveland Regional Medical Center employees soon. The committee suggested that the mobile market be coordinated by NC Cooperative Extension, and made available to all vendors able to supply the volume and variety of produce needed to ensure success.

Anne will provide rationale for the market later this week, and has also determined procedures for accepting WIC vouchers at Foothills Farmers’ Market.

Food Stamps

The committee recommended not pursuing the acceptance of food stamps at this time.

Next Meeting

The next meeting was set for **Monday, March 2 at 3 PM** at the County Extension Center.

There being no additional business, the meeting was adjourned at 5:00 PM.

ATTACHMENT 1

Draft Job Description - Foothills Farmers' Market Coordinator

Contact: Greg Traywick, County Extension Director, 704-482-4365, greg_traywick@ncsu.edu

Background

Foothills Farmers' Market is a joint project of NC Cooperative Extension, Uptown Shelby Association, Cleveland County Travel & Tourism, and city and county governments. The market is being established to provide the citizens of Cleveland County an attractive and welcoming opportunity to purchase fresh produce, plants and other farm-related goods from "certified" local growers.

The objectives of the certified local market are to:

- a) reduce risk to farmers by creating a viable retail market for locally-grown fruits, vegetables, and ornamentals including a range of high-value specialty crops and value-added products;
- b) assess market acceptance and consumer reaction to specialty crops;
- c) increase retail trade in Uptown Shelby through spillover of farmers' market shoppers;
- d) create opportunities for small and mid-size family farms to engage profitably in production agriculture;
- e) improve public health through increased consumption of fresh fruits and vegetables, and;
- f) strengthen the social fabric of the community by building awareness and appreciation for local agriculture.

The Foothills Farmers market will be held in uptown Shelby on Wednesday and Saturday mornings from 8:00 am-1:00 pm. The location for the market will be the East side of Washington Street, on the courthouse square. A Steering Committee will oversee operation of the market, with assistance from a paid part-time Market Coordinator. The Committee will consist of representatives from North Carolina Cooperative Extension, Uptown Shelby Association, and the Travel & Tourism Department of the Chamber of Commerce.

Roles and Responsibilities

The Market Coordinator, under direct supervision of NC Cooperative Extension, will perform the following duties:

- Develop and administer questionnaires, surveys, and evaluation instruments to vendors, customers, and relevant target groups in an effort to gauge progress made in achieving Market objectives (items a – f, listed above).
- Provide on-site management and operational support each Wednesday and Saturday morning of Market operation, assisting with tent set-up/breakdown/storage and estimating foot traffic.
- Meet regularly with the Market Committee to provide updates, assess and fine-tune market operations, discuss trends, identify and resolve issues, etc. Develop and distribute an e-newsletter to Foothills Farmers' Market customers, alerting them to the availability of seasonal commodities and informing them of other entertainment/educational opportunities that may be of interest.
- Develop and present a summary report on the market at the end of its first season, to include a list of recommendations for the second year of operation.

Compensation

The market coordinator is expected to commit to a minimum of 250 hours to the market during times of operation including set up and tear down for 54 market days. The market coordinator will be provided with a stipend of \$2,500 to be paid in equal amounts monthly. The market coordinator will also be provided with a cellular phone for conducting project-related business, through the NC Cooperative Extension office.

ATTACHMENT 2

JOB ANNOUNCEMENT - MARKET COORDINATOR (part-time)

Applications are being accepted for the 2009 position of Foothill's Farmers' Market Coordinator. This is a part-time contract position that supports the Market Committee in developing and promoting the market. The coordinator is responsible for setting up and operating farmers' markets on Wednesdays and Saturdays from April 25 through October 31, 2009. The coordinator is also responsible to assist the Market Committee in a variety of planning and promotional activities.

Experience with not-for-profit, community, volunteer and agriculture-based groups would be an asset for the coordinator. Enthusiasm plus knowledge and skills in promotion and effective management of a retail operation are important, as are a valid driver's license and knowledge of the Foothill area of North Carolina.

Please send the following materials to Greg Traywick at NC Cooperative Extension, 130 S. Post Road, Suite 1, Shelby, NC 28152: 1) a typewritten description of what you feel you can bring as a member of our market, 2) a resume, and 3) contact/ reference information before March 15, 2009. Only those candidates selected for an interview will be contacted, thank you for your interest in the Foothills Farmers' Market.

Job Requirements

1. Knowledge of the area, Cleveland County and the Foothills area (50 miles beyond the county), including a working knowledge of the agriculture in this areas
2. Knowledge of issues in agriculture today, and how Farmer's Markets address those issues (may be asked to speak to those issues in the community)
3. Ability to act as ambassador for the market, the producer/vendors and our community.
4. Strong management skills, education and/or experience in a fast paced retail/public enterprise environment.
5. Community involvement, experience in community development and event planning, other marketing activities
6. Enthusiasm. Not just for each market day, but for the program.
7. Self-starting, must be able to assess issues as they arise and act accordingly, and follow-through.
8. Interpersonal skills for dealing with the public, volunteers, vendors, musicians and groups who's events interact with the market, including conflict resolution skills.
9. Demonstrated public speaking skills
10. Valid driver's license
11. Education at the Grade 12 or equivalent as a minimum.
12. Physically able to lift and set up/take down tents and tables.
13. Capability to collect information, write reports, comfortable with Word, Excel and email programs. Some newsletter publishing/ design experience desirable.
14. Ability to grow with this position and our market.

Job Duties

- Solicit and maintain vendors for our market.
- Assist vendors with their market needs and offer guidance for meeting our guidelines. As well, helping vendors know what to expect for market days, fees, set up times, etc.
- Act as juror for new craft and food vendor applications.
- Review not-for-profit market applications and bring any questions about their participation to the board.
- Keep detailed and accurate records of vendor's membership status, markets attended and fees paid.
- Assign vendor spaces prior to the start of each market, and remind vendors to confirm their participation.
- Put up all market signage on market day, as well as putting those signs away at the end of day.
- Put up and remove traffic barricades.
- Put up the Market info tent, and making sure that all literature is in place prior to Market opening.

- Manage and encourage volunteers, delegating small tasks as required.
- Resolve any vendor conflicts as quickly and discreetly as possible.
- Enforcing market rules encouraging compliance or asking a vendor to leave if unable to comply.
- Communicate by report to the Steering Committee at least monthly, or more often if a difficulty or opportunity arises.
- Assisting where possible with the Market newsletter and web site.
- Attend Steering Committee meetings (monthly), and participate in discussions regarding management, growth and promotion of the market where appropriate.

ATTACHMENT 3

Foothills Farmer's Market – 2009 Operational Guidelines

Mission Statement: The Foothills Farmers Market is a “Grow what you sell”, grower-certified market designed to supply local residents with the freshest produce available. The market will also supply a sense of community, increase public awareness about the benefits of fresh produce, and support the local economy.

1. Foothills Farmers Market will operate on Washington Street across from the historic Court Square in Uptown Shelby, North Carolina on Wednesday and Saturday mornings from 8:00 am until 1:00 pm. The 2009 season will run from Saturday, April 25 (Grand Opening) through Saturday, October 24 (Grand Finale).
2. No sales are allowed except on the days and times designated above.
3. Market is open to producers within a 50-mile radius of Cleveland County within the foothills region, provided they are certified by NC Cooperative Extension. Grower certificates are subject to site inspection, and can be obtained by contacting the Cleveland County Extension Center at (704) 482-4365.
4. Vendor fees are \$10 per space per day, payable prior to or the day of the market. A limited number of tents are available to vendors on a first-come, first-served basis.
5. Vendors are responsible for putting up and taking down the tent that is provided for them by the market. The market manager will also assist. A vendor may register and pre-pay for the entire season.
6. Vendors are responsible for providing their own tables and are encouraged to display their products attractively.
7. All vendors must display grower/producer certificate and a sign identifying their name and farm or business location.
8. Sales allowed: Home-grown vegetables and fruits, meat, eggs, butter, flowers, plants, honey, molasses and select food items (baked goods, jams and jellies, candies, dried mixed, spices, some sauces and liquids) subject to the guidelines listed below:
 - A. The sale of any food items requires that they be produced in a kitchen inspected by the NC Department of Agriculture and Consumer Services. Pickled products may be sold, but only by vendors who have successfully completed the Acidified Foods Class taught by NC State University in Raleigh. Refer to the following web sites for more information:

<http://www.ncagr.com/fooddrug/food/homebiz.htm>
<http://www.ces.ncsu.edu/depts/foodsci/agentinfo/workshops.html>
 - B. Meat sales are allowed, but only by vendors who are Certified Meat Handlers (for details, please refer to <http://ncagr.com/meatpoultry/meathandlers.htm>)
 - C. Vendors should have copies of appropriate documentation with them while selling at the market.
 - D. All foods sold must meet sanitation and food safety regulations set forth by the Cleveland County Health Department, NC Department of Environment and Natural Resources, and the NC Department of Agriculture and Consumer Services.
 - E. All produce or plants sold shall be grown by the individual whose name appears on the grower's certificate or someone representing that person. However, a minor portion (up to

20%) of his/her supply may be purchased for resale from other local growers who have a grower's certificate. Purchased goods should be labeled with farm name and origin. No produce shall be bought from outside markets (example: Columbia or Asheville).

9. On each market day, two spaces will be available for the sale of crafts. Crafts must be handmade by the artist (baskets, jewelry, paintings, pottery, etc). No flea market type items will be allowed, (market manager reserves the right to screen items). To reserve a space for craft sales, you must call on the Monday of the week you want to sale to reserve your spot with the market manager. The spaces will be on a first come, first serve basis.
10. Sales **NOT** allowed: Live animals, flea market type items, low-acid canned foods (such as beans, corn, tomatoes, etc.) as specified by the NC Department of Agriculture and Consumer Services.
11. Each vendor is responsible for leaving his/her space clean and at the end of the day.
12. Vendors must practice good sanitation at all times.
13. All vendors and customers should conduct themselves in a professional manner; profane language and discourteous actions are prohibited and are punishable by expulsion from the market.
14. For the benefit of all, sellers are requested to abide by the above guidelines. Any problems that arise shall be referred to the market coordinator or Extension Service. Those not abiding by the guidelines will be requested to leave the premises.
15. For the benefit of the market, a designated non-profit group (1 per market day) may be approved to sell items such as coffee, soft drinks, and snacks as long as they don't compete with a regular vendor. The non-profit group will not have to pay, however they will have to provide their own tent unless the market has an open tent.
16. Vendors are encouraged to notify NC Cooperative Extension when new products are expected to be available for sale to be used for marketing.

ATTACHMENT 4

Foothills Farmers' Market
 Marketing Worksheet
 February 16, 2009

What is a successful market and how will we know?

Who are the key persons whose behavior must change for the market to be a successful market?

What questions/ideas do we need to investigate to determine the few things that make the most impact, to make the message stick, to mobilize behavior?

- Short-cycle trials (tinkering) to test different ideas for presenting information
- Research on best practices
- Conversations with producers
- Conversations with consumers – what is working & influential people – what would Work
- Conversations with leaders of other local farmer's markets.

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 Multi-source marketing strategy that influences vital behaviors toward the tipping point:

	Motivation	Ability
Individual	Intrinsic satisfaction-health, fun, friendship, Community, income	Access, affordability, knowledge assistance
Social	Opinion, shapers – mavens (deep knowledge), connectors (to large Number of key people), salespersons	Strength in small numbers – a few mavens, connectors and salespersons, 150 faithful consumers, helpers/coaches
Structure	Incentives & rewards, data for feedback	Inviting, accessible, conducive environment

09

Word-of-mouth
 Calling cards
 Web-site
 List-serve
 Blog
Shelby Shopper
 Health satellite site

Local TV
 Flyers in city mailings
Shelby Star
 Civic clubs
 Church meetings
 Flyers for groups, handouts
 Mural at Graham & Lafayette

Longer term

Community Sponsored Agriculture arrangements
 Permanent location

ATTACHMENT 5
2009 Marketing Plan

1. Target Market Identified
 - a. Residents of Cleveland County
 - b. Low income residents – the Health Department is doing more to educate clients about healthy eating and what to do with fresh produce
 - c. City and County employees – Shelby is a Fit Community and Cleveland County employees are encouraged to improve lifestyles to include healthy choices.

2. Advertising
 - a. Local
 - i. Shelby Shopper ¼ page 6 times..... \$1500
 - ii. Shelby Star 3 ads (maybe room for negotiation) \$350
 - iii. Shelby Utility Bill Mailing \$200
 - iv. What's Up Shopper ½ page 5 times \$500
 - v. WADA 1390 local radio 10 second spots for 3 months \$300
 - vi. Gateway board at Pleasant City \$350

 - b. Regional
 - i. Foothills Spotlight..... \$200
 - ii. WGWG Radio \$200

 - c. World Wide Web
 - i. Keep website updated
 - ii. Post recipes on website
 - iii. Newsletter sign up on website
 - iv. Send monthly newsletters with a recipe, what's in season, what to expect at the FFM next month
 - v. My Space with a blog
 - vi. Facebook with a blog

3. Publicity
 - a. Cleveland Headline News
 - i. Talk of the Town
 - ii. Around Town
 - b. Shelby Star
 - c. Foothills Spotlight
 - d. Newsletter
 - e. Special events
 - i. Health Department market days
 - ii. Arts On The Square and Foothills Merry-Go-Round Festival
 - iii. Shelby Fall Festival and Livermush Expo