

# **FARMERS MARKET ADVISORY BOARD**

## **MEETING AGENDA**

Monday, July 15, 2019, 9:00 am  
Training Room, Second Floor  
Governmental Center, 400 Boardman Avenue, Traverse City  
[www.downtowntc.com](http://www.downtowntc.com)

1. Roll Call
2. [Approval of Minutes](#)
3. Public Comment
4. Events
  - a. Ironman Update
5. Programming Committee Update
  - a. Farmers Market Brunch Review
  - b. Food Trucks
  - c. Cooking Demonstration
6. Vendor Visits
  - a. North Country Farms
  - b. Shiloh's Garden
  - c. Brown's Poplar Ridge
7. Public Comment
8. Adjournment

The Traverse City Downtown Development Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. The DDA Director has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice Regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the DDA office.

# **FARMERS MARKET ADVISORY BOARD**

## **DRAFT MINUTES**

Monday, June 17, 2019, 9:00 am  
Training Room, Second Floor  
Governmental Center, 400 Boardman Avenue, Traverse City  
[www.downtowntc.com](http://www.downtowntc.com)

1. Roll Call
  - a. In Attendance: Phelps, Lorenz, Buchan, Grigg, Kurta, Wertz-Roth, Werner, Brown (9: 11am), Welty (9:12 am)
  - b. Absent: Jonas, Hardy, McDermott
2. Approval of Minutes
  - a. Motion: Buchan, Lorenz
  - b. Approved Unanimously
3. Public Comment
4. Programming Committee Update
  - a. Food Trucks Update
    - i. 3 Food Vendors Confirmed - all new food businesses
    - ii. Collecting ingredient & sales reports for each vendor
  - b. Taste the Local Difference Cooking Demo Update
    - i. First one happened on a rainy Wednesday, but still well attended
    - ii. Perhaps having recipe cards for future
  - c. Brochure Update
  - d. Signage Update
  - e. Wednesday Layouts
    - i. New Price Structure
5. Vendor Visits
  - a. Wild Juniper Nursery
    - i. Proven Winners & Nursery Stock rules to be reviewed by the Operations Committee in the fall
  - b. Pleasanton Greenhouse
  - c. Hall's Greenhouse
6. Events
  - a. Ironman Update
    - i. Motion | Increase stipend amount to cover \$2,000 in marketing, \$3,000 in vouchers and full booth costs of all vendors, request permit for Cass, communicate with vendors about collect data this year on the effects of ironman and develop communications to ironman participants.
      1. Motion by Phelps, Seconded by Buchan.
      2. Approved unanimously
  - b. Cherry Festival Brunch

- i. June 29, July 3, & July 6
- ii. NCF Vouchers - \$500 per day
  - 1. To be reviewed
- iii. Radish & Bubbie's Bagels

7. Michigan Youth Opportunity Initiative Program

8. Public Comment

9. Adjournment

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7/1/2019

Dear DDA, City Commissioners and Traverse City tourism,

We, the vendors of the Sara Hardy Farmers Market, reject the plans for the iron man bike event which will displace us on such an important weekend of the season and jeopardize our businesses.

The late notice of this change is unacceptable and disrespectful. Vendors have already incurred many expenses planning and preparing for their sales on this date. The farm related vendors already have crops planted and maintained for this date. Losing vendor spaces and customer parking during one of the busiest and most profitable Saturdays of our very short growing season will mean a significant financial loss to the market as a whole and to individual vendors.

We create and deliver an enormous amount of value for our community and downtown Traverse City, and not just during the popular summer months but 3 seasons of the year, rain or shine. The fact that we were not consulted or considered in the planning of this event is extremely discouraging. We deserve to be included in the planning of decisions about the use of the market space that affect our businesses so deeply.

Please find an alternative space or time for this event that does not displace and harm our farmers market. Surely the iron man event can find a way to function without compromising the financial stability of farmers and small business people who provide Traverse City with one of the most vibrant farmers markets in the state.

It's our understanding that the race won't be held until the following day, Sunday 8/25/19, it seems like having iron man begin their set up a bit later in the day Saturday is a clear solution for both parties.

Be advised that we plan to conduct business as usual on 8/24/2019.

Thank you,

Reid Johnston, Second Spring Farm

Ryan and Andrea Romeyn, Providence Organic Farm

Dan Hall, Halls Farm

Linda Grigg, Forest Garden Farm

Fran and Alan Jones, Green Rock Farm

Greg Griswold and Therese Povol, Champion Hill Farm

Nick Thieson, Loma Farm

Lynn and Alan Bakker, Bakkers Acres

Noel Weeks, La Casa Verde Farm

Nic and Jen Welty, 9 Bean Rows Farm and Bakery

Richard and Diana Jeleneck, Spring Hollow Farm

John Dindia and Bailey Samp, Lakeview Hills Farm

Bob and Lauri Brown, Brown's Poplar Ridge Orchards

Ben and Lori Buchan, Buchans Blueberry Hill

Stuart Kunkle, Morganic Farm

Tim and Monica Scott Old Hundredth Farm

**VENDOR AUDIT PROTOCOL**  
**AUDIT SUMMARY**

Vendor Name: <u>North Country Farm</u>	Auditors: <u>Karin Q. Linda,</u> <u>Emily E., Elizabeth D.</u>
Farm/Operation Name:	Date of Audit: <u>6/27/19</u>
Address:	Time Arrived: <u>2:25</u>
	Time Departed: <u>2:59</u>

**SUMMARY**

Please provide a brief overview of the farm/operation and the visit.

Toured all operations - gardens, maple shack, chicken coop, maple bottling room, mushroom facility. All seemed adequate for market production w/ some ~~addition~~ changes to a couple crops.

**EVIDENCE OF NON-COMPLIANCE & RECOMMENDATION**

Describe any potential areas of non-compliance and cite the applicable Sara Hardy Downtown Farmers Market Rule. Please provide your recommendation to the Advisory Board for this Vendor.

**OTHER CONSIDERATIONS**

Describe any issues encountered during the audit not covered by this report.  
(For example: changes in the operation anticipated by the producer)

VENDOR AUDIT PROTOCOL  
AUDIT REPORT

Before the Audit begins, are there any amendments the farmer would like to make to their current product list? If so, an explanation as to why the amendment is taking place must be made and why the product wasn't grown or accounted for on their product list.

Maple cream, potatoes, garlic, zucchini, acorn squash  
Tomatoes, peppers, rhubarb. probs won't come

Are there any recent audits or certifications that occurred that can help substantiate this Audit? If so, list them below and request and attach documentation of this audit/certification.

no

Any "No" answers must be explained at the right & it is recommended to review the Additional Items list to provide further documentation. If none is provided, please notate. Please also add other commentary, as appropriate

Was the Vendor present for the entire audit?

Yes ☒

No ☐

Any "No" answers must be explained at the right & it is recommended to review the Additional Items list to provide further documentation. If none is provided, please notate. Please also add other commentary, as appropriate

Does the Vendor manage all fields/  
facilities audited?

Yes ☒ No ☐

Does the address match the address on the  
application?

Yes ☒ No ☐

Is every crop on the Product list  
accounted for on the farm? (please attach  
a reviewed product list & photos of each  
crop to report)

Yes ☒ No ☐

Vendor: \_\_\_\_\_

Auditor: \_\_\_\_\_

Date: \_\_\_\_\_

PG 3



Total Acreage:

Were all farms/fields/facilities inspected? Yes ☐

No ☐

(If no, please explain to the right)

ACREAGE USE	TOTAL ACREAGE	ACREAGE USE	TOTAL ACREAGE
0.5	40		

Any "No" answers must be explained at the right & it is recommended to review the Additional Items list to provide further documentation. If none is provided, please notate. Please also add other commentary, as appropriate

Number of Markets

Attended: 3

(Please list markets and frequency of markets in comment section)

Ah

COMMENTS & UPDATES

Alberta, 1x per week  
Frankfort, "

Number of Employees:

8 (family only)

Explanation of Crop Maintenance:  
(i.e. plow, hand, etc.)

weeds  
Tiller, pull ~~weeds~~, no  
pesticides, use organic  
substance on potato  
bugs, drip line  
irrigation

Vendor: \_\_\_\_\_

Auditor: \_\_\_\_\_

Date: \_\_\_\_\_

PG 4



Any "No" answers must be explained at the right & it is recommended to review the Additional Items list to provide further documentation. If none is provided, please notate. Please also add other commentary, as appropriate

Were the washing/packing facilities seem sufficient for the operation?  
Yes ☒ No ☐

Were the storage facilities seem sufficient for the operation?  
Yes ☒ No ☐

583 trees tapped for  
maple syrup  
100+ chickens

(For Category 2 Vendors)

Receipts provided from local Vendors to verify their percentage?  
Yes ☐ No ☐

n/a

COMMENTS & UPDATES

Mushroom blocks  
from PA

Facilities up to the capacity for the product brought to market?  
Yes ☒ No ☐

If the Vendor grows some of their own product, were the ratios provided on the application consistent with the operation?  
Yes ☒ No ☐

Additional Items	
Please check if any of the following were requested and reviewed, and explain: <input type="checkbox"/> field activity log(s) <input type="checkbox"/> field inventory sheets <input type="checkbox"/> documentation of previous land use <input type="checkbox"/> input records/product labels <input type="checkbox"/> storage records <input type="checkbox"/> sales records <input type="checkbox"/> shipping records	<u>COMMENTS &amp; UPDATES</u>
Are yields and sales brought to the Sara Hardy Downtown Farmers Market consistent with acreage and production records? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	

We, Doreen Zehr  
 (Vendor)

(SEEDS Representative, Third Party Verifier, & Advisory Board Representative)

do hereby affirm that all of the information on the Audit Report has been reviewed and verified to be accurate as of today's date.

Please list information that could not be verified during the audit and issues of concern.

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By signing this, we affirm that this Audit was completed in compliance with the Vendor Audit Protocol agreed to by all parties and will be returned to the DDA Office for review.

Doreen M. Zehr  
 Signature of Vendor

Signature of SEEDS Representative

Kiri Ong

Signature of 3rd Party Verifier

Yndia P. King

Signature of Advisory Board Representative

Vendor: \_\_\_\_\_

Auditor: \_\_\_\_\_

Date: \_\_\_\_\_

**VENDOR AUDIT PROTOCOL**  
**AUDIT SUMMARY**

Vendor Name: <b>Shiloh's Garden</b>	Auditors: <b>Kevin Q., Linda, Elizabeth D., Emily E.</b>
Farm/Operation Name:	Date of Audit: <b>6/27/2019</b>
Address:	Time Arrived: <b>3:05</b>
	Time Departed: <b>3:32</b>

**SUMMARY**

Please provide a brief overview of the farm/operation and the visit.

**Toured all farm, green house, chicken coop, garden. All seemed adequate for market.**

**EVIDENCE OF NON-COMPLIANCE & RECOMMENDATION**

Describe any potential areas of non-compliance and cite the applicable Sara Hardy Downtown Farmers Market Rule. Please provide your recommendation to the Advisory Board for this Vendor.

**OTHER CONSIDERATIONS**

Describe any issues encountered during the audit not covered by this report.  
(For example: changes in the operation anticipated by the producer)

VENDOR AUDIT PROTOCOL  
AUDIT REPORT

Before the Audit begins, are there any amendments the farmer would like to make to their current product list? If so, an explanation as to why the amendment is taking place must be made and why the product wasn't grown or accounted for on their product list.

Are there any recent audits or certifications that occurred that can help substantiate this Audit? If so, list them below and request and attach documentation of this audit/certification.

no

Any "No" answers must be explained at the right & it is recommended to review the Additional Items list to provide further documentation. If none is provided, please notate. Please also add other commentary, as appropriate

Was the Vendor present for the entire audit?

Yes ☒

No ☐

Vendor: \_\_\_\_\_

Auditor: \_\_\_\_\_

Date: \_\_\_\_\_

PG 2



Any "No" answers must be explained at the right & it is recommended to review the Additional Items list to provide further documentation. If none is provided, please notate. Please also add other commentary, as appropriate

Does the Vendor manage all fields/  
facilities audited?

Yes ☒

No ☐

Does the address match the address on the  
application?

Yes ☒

No ☐

Is every crop on the Product list  
accounted for on the farm? (please attach  
a reviewed product list & photos of each  
crop to report)

Yes ☒

No ☐

Vendor: \_\_\_\_\_

Auditor: \_\_\_\_\_

Date: \_\_\_\_\_

PG 3

Total Acreage:

Were all farms/fields/facilities inspected? Yes ☒ No ☐  
(If no, please explain to the right)

ACREAGE USE	TOTAL ACREAGE	ACREAGE USE	TOTAL ACREAGE
less than 2	10 total		

Any "No" answers must be explained at the right & it is recommended to review the Additional Items list to provide further documentation. If none is provided, please notate. Please also add other commentary, as appropriate

Number of Markets

Attended: 1

(Please list markets and frequency of markets in comment section)

Frankfort once a week

Number of Employees: 4

Family

Explanation of Crop Maintenance:  
(i.e. plow, hand, etc.)

- hands
- rototiller
- hand water w/ hoses
- No Pesticides

COMMENTS & UPDATES

Seed Savers

480 Tomato Plants  
2 greenhouses (large)  
small hooped rows  
for covering outside  
garden

100 Plus chickens

Vendor: \_\_\_\_\_

Auditor: \_\_\_\_\_

Date: \_\_\_\_\_

PG 4

Any "No" answers must be explained at the right & it is recommended to review the Additional Items list to provide further documentation. If none is provided, please notate. Please also add other commentary, as appropriate

Were the washing/packing facilities seem sufficient for the operation?

Yes ☒ No ☐

Were the storage facilities seem sufficient for the operation?

Yes ☒ No ☐

(For Category 2 Vendors)

Receipts provided from local Vendors to verify their percentage?

Yes ☐ No ☐

COMMENTS & UPDATES

Facilities up to the capacity for the product brought to market?

Yes ☐ No ☐

If the Vendor grows some of their own product, were the ratios provided on the application consistent with the operation?

Yes ☐ No ☐

Vendor: \_\_\_\_\_

Auditor: \_\_\_\_\_

Date: \_\_\_\_\_

PG 5



# Additional Items

Please check if any of the following were requested and reviewed, and explain:

- ☐ field activity log(s)
- ☐ field inventory sheets
- ☐ documentation of previous land use
- ☐ input records/product labels
- ☐ storage records
- ☐ sales records
- ☐ shipping records

## COMMENTS & UPDATES

Are yields and sales brought to the Sara Hardy Downtown Farmers Market consistent with acreage and production records?

Yes ☐

No ☐

We, Russ Poirier (Vendor) Elizabeth Durham (SEEDS Representative, Third Party Verifier, & Advisory Board Representative)

do hereby affirm that all of the information on the Audit Report has been reviewed and verified to be accurate as of today's date.

Please list information that could not be verified during the audit and issues of concern.

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By signing this, we affirm that this Audit was completed in compliance with the Vendor Audit Protocol agreed to by all parties and will be returned to the BDA Office for review.

[Signature]  
Signature of Vendor

[Signature]  
Signature of SEEDS Representative

[Signature]  
Signature of 3rd Party Verifier

[Signature]  
Signature of Advisory Board Representative

[Signature]  
Vendor:

Auditor: \_\_\_\_\_

Date: \_\_\_\_\_

**VENDOR AUDIT PROTOCOL**  
**AUDIT SUMMARY**

Vendor Name: Brown's Poplar Ridge	Auditors: Elizabeth D., Kevin Q., Linda, Emily E.
Farm/Operation Name: Robert	Date of Audit: 6/27/19
Address: Lauri Brown	Time Arrived: 3:55
	Time Departed: 5:08

**SUMMARY**

Please provide a brief overview of the farm/operation and the visit.

Visited greenhouse, commercial Kitchen, and multiple orchards. All sites were approved and seemed adequate for market. Add Beehives + Maple Shack

**EVIDENCE OF NON-COMPLIANCE & RECOMMENDATION**

Describe any potential areas of non-compliance and cite the applicable Sara Hardy Downtown Farmers Market Rule. Please provide your recommendation to the Advisory Board for this Vendor.

**OTHER CONSIDERATIONS**

Describe any issues encountered during the audit not covered by this report.  
(For example: changes in the operation anticipated by the producer)

VENDOR AUDIT PROTOCOL  
AUDIT REPORT

Before the Audit begins, are there any amendments the farmer would like to make to their current product list? If so, an explanation as to why the amendment is taking place must be made and why the product wasn't grown or accounted for on their product list.

No

Are there any recent audits or certifications that occurred that can help substantiate this Audit? If so, list them below and request and attach documentation of this audit/certification.

No

Any "No" answers must be explained at the right & it is recommended to review the Additional Items list to provide further documentation. If none is provided, please notate. Please also add other commentary, as appropriate

Was the Vendor present for the entire audit?

Yes ☒

No ☐

Any "No" answers must be explained at the right & it is recommended to review the Additional Items list to provide further documentation. If none is provided, please notate. Please also add other commentary, as appropriate

Does the Vendor manage all fields/  
facilities audited?

Yes ☒

No ☐

Does the address match the address on the  
application?

Yes ☒

No ☐

Is every crop on the Product list  
accounted for on the farm? (please attach  
a reviewed product list & photos of each  
crop to report)

Yes ☒

No ☐

Vendor: \_\_\_\_\_

Auditor: \_\_\_\_\_

Date: \_\_\_\_\_

PG 3



Total Acreage:

Were all farms/fields/facilities inspected? Yes ☐

No ☐

(If no, please explain to the right)

ACREAGE USE	TOTAL ACREAGE	ACREAGE USE	TOTAL ACREAGE
270ish	457		

Any "No" answers must be explained at the right & it is recommended to review the Additional Items list to provide further documentation. If none is provided, please notate. Please also add other commentary, as appropriate

Number of Markets

Attended: 6

(Please list markets and frequency of markets in comment section)

- Frankfort / 1 week
- Alberta / 1 week
- Interlochen / 1 week
- Onekema / 1 week
- Graw Benzie / 1 week

Number of Employees: 4

Apple harvest

8-10 pickers

Explanation of Crop Maintenance:  
(i.e. plow, hand, etc.)

- Sprayer
- Tractor
- Spray pesticide on Apples/cherries
- Well water w/

Drip

COMMENTS & UPDATES

400 trees for MS

\*

Vendor: \_\_\_\_\_

Auditor: \_\_\_\_\_

Date: \_\_\_\_\_

PG 4

Any "No" answers must be explained at the right & it is recommended to review the Additional Items list to provide further documentation. If none is provided, please notate. Please also add other commentary, as appropriate

Were the washing/packing facilities seem sufficient for the operation?

Yes ☒

No ☐

Were the storage facilities seem sufficient for the operation?

Yes ☒

No ☐

(For Category 2 Vendors)

Receipts provided from local Vendors to verify their percentage?

Yes ☐

No ☒

- Made notes

COMMENTS & UPDATES

Smeltzers for fruit  
for baked goods  
Apples are theres

Facilities up to the capacity for the product brought to market?

Yes ☒

No ☐

If the Vendor grows some of their own product, were the ratios provided on the application consistent with the operation?

Yes ☒

No ☐

Vendor: \_\_\_\_\_

Auditor: \_\_\_\_\_

Date: \_\_\_\_\_

PG 5

### Additional Items

Please check if any of the following were requested and reviewed, and explain:

- ☐ field activity log(s)
- ☐ field inventory sheets
- ☐ documentation of previous land use
- ☐ input records/product labels
- ☐ storage records
- ☐ sales records
- ☐ shipping records

### COMMENTS & UPDATES

Are yields and sales brought to the Sara Hardy Downtown Farmers Market consistent with acreage and production records?

Yes ☒

No ☐

We, Lauri Brown  
(Vendor)

Emily Elshoff  
(SEEDS Representative, Third Party Verifier, & Advisory Board Representative)

do hereby affirm that all of the information on the Audit Report has been reviewed and verified to be accurate as of today's date.

Please list information that could not be verified during the audit and issues of concern.

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By signing this, we affirm that this Audit was completed in compliance with the Vendor Audit Protocol, agreed to by all parties and will be returned to the DDA Office for review.

Lauri Brown  
Signature of Vendor

Emily Elshoff  
Signature of SEEDS Representative

Kim O'Neil  
Signature of 3rd Party Verifier

Linda Higgs  
Signature of Advisory Board Representative

Vendor: \_\_\_\_\_

Auditor: \_\_\_\_\_

Date: \_\_\_\_\_