

FARMERS MARKET ADVISORY BOARD

AGENDA

Monday, January 18, 2021, 9:00 am

Zoom: <https://us02web.zoom.us/j/89687095534>

Webinar ID: 838 6381 7699

www.downtowntc.com

1. Roll Call
2. [Approval of Minutes](#)
3. Public Comment
4. Online Farmers Market Update (*Dunham*)
5. Value Added Vendors Review (*Dunham*)
6. [2021 Rules Review](#) (*Viox*)
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, November 16, 2020, 9:00 am

Zoom: <https://us02web.zoom.us/j/89687095534>

Webinar ID: 838 6381 7699

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1. Roll Call
 - a. Tricia Phelps, Meghan McDermott , Brenin Wertz-Roth , Lori Buchan, Joann Brown, Keith Adler, Courtney Lorenz, & Scott Hardy (9:20am)
 - i. Absent: Gary Jonas, Tim Werner, Nic Welty,
2. [Approval of Minutes](#)
 - a. Motion to approve the minutes as presented. **Motion by Buchan, seconded by Wertz-Roth. Motion carried unanimously.**
3. Public Comment
 - a. None
4. Reintroduction of Keith Adler
5. 2020 Market Review (SEEDS)
 - a. Lorenz - asked for data points to be shared with the Advisory Board
 - i. Value of Sales this Year: \$164,750
 1. 37% Vegetables & Herbs
 2. 18% Value-Added (Breads, Dips, Condiments, etc...)
 3. 14% Flowers, Nursery Stock & Plant Starts
 4. 14% Meat, Dairy, & Eggs
 5. 12% Fruit
 6. 2.5% Honey & Maple Products
 7. 2.5% Skin Products
 - ii. Vendors Served: 49
 - iii. Number of Customers Registered: 2860
 - iv. Value of Food purchased with Food Assistance: \$10,000
 - b. Buchan - asked about the 2020 physical market layout and whether this could be continued in 2021.
 - i. This will be sent to the Operations Committee for review and return to the full Advisory Board for a vote on recommendations.
6. Moving Forward
 - a. Online Farmers Market

- i. Motion to recommend the DDA approve the presented proposal from Seeds for an online winter market. **Motion by Buchan, seconded by Wertz-Roth. Motion carried unanimously.**
 - b. Programming Committee
 - i. Tricia Phelps, Brenin Wertz-Roth, Meghan McDermott , Gary Jonas, Keith Adler, , Courtney Lorenz
 - c. Operations Committee
 - i. Lori Buchan, Joann Brown, Courtney Lorenz, Nic Welty
 - d. Next meeting January 18th at 9 AM
7. Public Comment
8. Adjournment

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Sara Hardy Farmers Market

Online Market Memo

January 18, 2021

Data

Week One, Pick Up January 9

Number of Orders: 117

Average Order Value: \$38.34

Total Revenue: \$4,485.50

Number of Vendors with Sales: 14

Week Two, Pick Up January 16

Number of Orders: 55

Average Order Value: \$52.13

Total Revenue: \$2,867.02

Number of Vendors with Sales: 20

Summary of Activity

The first pick up went very smoothly. There was adequate space at the Workshop, and the parking situation allowed vehicles to pull up and leave quickly. Most customers chose to remain in their vehicles and had us bring their orders to them. I believe the longest line we had was six vehicles. Other customers checked in at our tent in front of the building. The most popular item the first week was apples, with approximately \$900 dollars in apple sales.

Marketing

Our marketing so far has included an article in the Ticker, an interview on 9&10, and radio interviews, as well as posts on social media and cross promotion with the Workshop and vendors. We also sent an email blast to our customers signed up on the marketplace. Given that orders dropped in half from week one to week two, it is clear that intentional marketing will be required throughout the season. We are gearing up to add subscriptions in the next week, which will hopefully help retain customers from week to week, as it will automatically place their subscription orders even if they forget to login by the ordering deadline.

Feedback

"I just wanted to say, I did the curbside pickup and it was fabulous and super fast. Thank you!"



9 Bean Rows

January 9 at 9:42 AM · 🌐

History in the making! Look at all those bags of local food 🥰

Thank you to [The Workshop Brewing Company](#) for hosting and [SEEDS](#) and [Downtown Traverse City](#) for coordinating this first curbside
Sara Hardy Downtown Farmers Market Official.

[#farmersmarket](#) [#traversecity](#)



2021 Online Value-Added Applications

Sara Hardy Downtown Farmers Market

January 18, 2021

Bailey's Farm, LLC

Name of Owner: JC and Steve Bailey

Market Representative: Sawyer Porte

Physical Address: 1575 East Silver Lk Rd, Traverse City, Mi 49685

Mailing Address: 1575 East Silver Lk Rd, Traverse City, Mi 49685

Phone Number: 231-313-1503

Email: Jcbailey8472@gmail.com

Size of Farm: 1 acre

Percentage of Sales from Category 2 Products: 100%

Proposed Products: Goatmilk soap and lotion online now, honey when in season, bread, kombucha, salsas and chutneys when receives food license

Location of Production: On property, licensed building

Ingredients GROWN by Vendor: Honey, goatmilk, fruit and veggies for products

Ingredients PURCHASED from Local Farmers/Vendors: Light of Day Tea Farm

Ingredients PURCHASED from other Sources: None at this time

Percentage of Product from the GROWN Ingredients: 90%

Percentage of Product from the LOCALLY PURCHASED Ingredients: 10%

Percentage of Product from the PURCHASED Ingredients from other Sources: 0%

Common Good Bakery

Name of Owner: Jason and Linda Gollan

Market Representative: Joy Martin Omar and Diana Durren

Physical Address: 537 W Fourteenth St, Traverse City, MI 49684 (Grand Traverse County) **Mailing Address:** 537 W Fourteenth St, Traverse City, MI 49684

Phone Number: 231-933-8002

Email: joy@commongoodbakery.com

Percentage of Sales from Category 2 Products: 100%

Proposed Products: Traditionally-crafted, from-scratch croissants/danishes and naturally leavened breads

Location of Production: 537 W Fourteenth St

Ingredients GROWN by Vendor: None

Ingredients PURCHASED from Local Farmers/Vendors: Grand Traverse Culinary (flour), Loma Farm (produce), Champion Hill or Sleeping Bear Farms (honey), Rice Farms (bacon/sausage/ham), Oryana (bulk grains, etc.), Roaster Jack/Leelanau Coffee Roasters/Higher Grounds (coffee)

Ingredients PURCHASED from other Sources: Everything else (dairy, spices, etc)

Percentage of Product from the GROWN Ingredients: 0%

Percentage of Product from the LOCALLY PURCHASED Ingredients: 20-30%

Percentage of Product from the PURCHASED Ingredients from other Sources: 70-80%

Grand Traverse Distillery

Name of Owner: Kent Rabish

Market Representative: Mike Brunner

Physical Address: "781 Industrial Circle, Suite 5"

Mailing Address: 781 Industrial Circle

Phone Number: 2319478635

Email: Mike@grandtraversedistillery.com

Percentage of Sales from Category 2 Products: 100%

Proposed Products: Hand and surface sanitizer

Location of Production: 781 Industrial Circle Traverse City, Mi. 49686

Ingredients GROWN by Vendor:

Ingredients PURCHASED from Local Farmers/Vendors:

Ingredients PURCHASED from other Sources: St Julian Winery , Kuebix, Rierden
Chemical

Percentage of Product from the GROWN Ingredients:

Percentage of Product from the LOCALLY PURCHASED Ingredients:

Percentage of Product from the PURCHASED Ingredients from other Sources: 100%

Sobremesa Tamales

Name of Owner: Alyssia Clark

Market Representative: Alyssia Clark

Physical Address: 2259 Traversefield Dr, Traverse City, MI 49686 - (Commercial Kitchen), Grand Traverse County

Mailing Address: P.O. Box 103, Buckley, MI 49620

Phone Number: 231-313-3601

Email: mitamales18@gmail.com

Percentage of Sales from Category 2 Products: 100%

Proposed Products: Pork, beef, chicken, veggie and chili-cheese Tamales and possibly homemade mexican fudge and candy.

Location of Production: Commercial kitchen

Ingredients GROWN by Vendor: None at this time

Ingredients PURCHASED from Local Farmers/Vendors: During the season, I purchase my tomatoes, jalapenos and veggies for my tamales from local farmer's markets, when available. I am looking into finding an affordable local meat source as well.

Ingredients PURCHASED from other Sources: TC Latino Store, Gordon's

Percentage of Product from the GROWN Ingredients: 0%

Percentage of Product from the LOCALLY PURCHASED Ingredients: 25% meat tamales & 50% veggie tamales

Percentage of Product from the PURCHASED Ingredients from other Sources: 75%-50% - my tamales consist of 4 ingredients (masa, meat/veggies, tomatoes and spices).

SARA HARDY DOWNTOWN FARMERS MARKET

MARKET RULES ~~2021~~2020

I. MISSION

The Sara Hardy Downtown Farmers Market (the Market) is operated by the Traverse City Downtown Development Authority (DDA) and is managed by SEEDs (The Market Manager). The purpose of the Market is to create a sales venue for local area farmers, provide opportunity for consumers to purchase quality farm-grown goods, to provide a community gathering place, and to promote and stimulate economic development in the Downtown area.

II. TIME & PLACE

The Market takes place on Wednesdays and Saturdays in season on dates established every year by the Downtown Development Authority. The Market begins by 7:30 a.m. on Saturdays, 8:00 a.m. on Wednesdays, and ends at 12 noon. Wednesday markets run June - October and Saturday Markets run May - October. The DDA shall set dates based upon recommendation by the Farmers Market Advisory Board.

The Market takes place in parking lot "B" at the southwest corner of Cass and Grandview Parkway in downtown Traverse City, though it may be temporarily moved to accommodate other events in that space.

The online market takes place Wednesday evenings, 4pm - 7:00~~30~~pm. Drop off for this will be coordinated by The Market Manager based on the amount of orders.

III. WHO CAN SELL

Only Vendors registered and approved in accordance with these Rules may sell at the Market. Applications are available by contacting the DDA office and must be submitted by APRIL 1. Applications will be required annually.

All Vendors must be within the Historical 7 County Area (Grand Traverse, Antrim, Kalkaska, Wexford, Leelanau, Benzie, and Manistee Counties) with the exception of Limited Exemption Vendors

- If space is limited preference will be determined by the following four factors:

- Product Balance
- Timing of Acceptance
- History with the Market
- Booth assignment process

The Market Manager and DDA Staff shall determine acceptance into the Market at their sole discretion. Any appeals of this decision may be brought to the Farmers Market Advisory Board. This Board will make any ultimate decision on these matters and its decision shall be final.

Those not accepted because of space limitations will be placed on a waiting list and will be made aware of any openings throughout the season.

IV. WHAT CAN BE SOLD

All of the products sold at the Market must be grown or produced by the Vendor offering them for sale. No reselling will be allowed. Reselling is defined as offering or sale of any product not grown or produced by the Vendor. All products and Vendors must be compliant with any applicable USDA, MDA and Department of Health regulations. Vendors are defined by the following 3 categories:

CATEGORY 1: RAW AGRICULTURAL PRODUCTS

Vendors must abide by all applicable federal, state and local health regulations. In addition, they must adhere to federal guidelines on all labels.

All items that the Vendor will bring to the Market must be listed on the attachment to the application. If there are any additions to this list, an amendment must be made prior to the item being brought to Market. The Vendor must provide proof of planting stock purchase or equivalent documentation to have the amendment approved. Approval is at the discretion of the DDA Staff and the Market Manager.

- I. Fruits, Vegetables, Cultivated Mushrooms, & Grain: Must be grown 100% by that Vendor.
- II. Animal Agriculture: Includes meats, eggs, honey, and milk. 100% of the animals must be owned and cared for by that Vendor.
- III. Nursery Items: Nursery items include annuals, perennials, and cut flowers. These items may not be purchased by the Vendor ready for retail. No wholesaling is allowed. All nursery items must abide by the additional guidelines listed below:

- A. The nursery/greenhouse must have production facilities specifically for growing nursery/stock plants.
- B. The nursery/greenhouse must produce plants from seed, cuttings, plugs, and/or bare root stock in small containers, which are then grown to the finished size.
- C. The nursery/greenhouse will have an annual production plan complete with order confirmations for seed, cuttings, liners/plugs, bare root, small containerized stock, and supplies such as soil, pots, fertilizers, etc., along with invoices on file.
- D. Vendors selling winter-hardy nursery stock items, including trees, shrubs, perennials, mums, fruit trees, berry plants, rose bushes, vines, herbs and bulbs must produce both a Nursery Stock Growers License or a Small Scale Growers License as well as a Nursery Stock Dealer Market License. [These licenses can be found on MDARD's website.](#)

CATEGORY 2: VALUE ADDED AGRICULTURAL ITEMS

Priority in this category will be given to Vendors based on the following criteria (NOTE: The DDA acknowledges the constraints of our local growing area when it comes to value-added products. This will be taken into account during the evaluation process.):

- I. Vendors that grow all of their ingredients
- II. Vendors that use their own grown ingredients along with locally farmed ingredients.
- III. Vendors that source all ingredients from locally farmed ingredients.

All Vendors in this category will be evaluated by the Farmers Market Advisory Board before acceptance to ensure the best Product Balance. Vendors must abide by all applicable federal, state and local health regulations. In addition, they must adhere to federal guidelines on all labels.

All items that the Vendor will bring to the Market must be listed on the attachment to the application. If there are any additions to this list, an amendment must be made prior to the item being brought to Market. Approval is at the discretion of the DDA Staff and the Market Manager.

Value Added Agricultural Items Include:

- I. Baked Items: (Limit of 8 Vendors) Eligible bread products must be baked from dough made by the Vendor.
- II. Soap/Health & Beauty Care Products: (Limit of 4 Vendors)

- III. Value Added Fruits & Vegetables: This includes oils, vinegars, preserves, jams, dried fruits, juices, salsas, etc.
- IV. Cheese: Priority is given to those who own their own their own animals, then to those who source exclusively from local farmers.
- V. Small Wine Vendors (Maximum of 3 Vendors on Wednesdays, 2 Vendors on Saturdays) I. Eligible wineries must:
 - A. Complete the Michigan Liquor Control Commission (MLCC) Application for Farmers' Market Permit
 - 1. Tastings and sales shall be limited to an exclusive area that is well defined and clearly marked and under the control of the permit holder. This perimeter must be approved by the Market Manager before the vendor attends market.
 - 2. Tastings to each customer shall not exceed 3 services of 2 ounces or less of wine in any period of 24 hours
 - 3. The Market Manager will sign the Permit upon acceptance for submission to the MLCC iv. Make fewer than 5,000 gallons of wine per year at all locations
 - B. Wineries shall provide a certificate of liquor liability insurance in the amount of \$1 million per occurrence naming the City of Traverse City and the Traverse City Downtown Development Authority as additional insured. The certificate shall evidence dates of coverage that are inclusive of the dates alcohol is being sold or served.
 - C. Wineries shall submit copies of server training certification for each server who will be present sampling wines at the market. In the event that there are any substitutions, the Market Manager must be notified and be provided with certifications for new servers.
 - D. Wineries will check photo identification of ALL customers sampling or purchasing wine and will not serve wine to anyone under the age of 21 years old, in accordance with federal law.
 - E. Wine vendors are responsible for providing their own receptacles for tastes and must clean up their space after.
- VI. Coffee Vendor: (Limit of 1 Vendor)
 - I. Eligible Coffee Vendors Guidelines:
 - A. Coffee Vendors are responsible for providing their own receptacles and must maintain their space in a neat and clean condition and clean up after the close of market.
 - B. Coffee Vendors are only allowed to sell coffee beans that they have roasted themselves and coffee or coffee drinks made from such beans.
 - C.

- D. The DDA will not provide any supplies to the Coffee Vendor such as a tent, extension cord, or water.
 - E. It is suggested that Coffee Vendors compost their grounds and use compostable containers and serveware.
- II. Evaluation of Coffee Vendors:
- A. Two Criteria for Selection
 - 1. Applicant is preferred to be a downtown business
 - 2. Applicant's breadth of offerings
 - B. If more than one vendor applies, Advisory Board will make the final decision
 - 1. An agreement may be made amongst the multiple applicants to divide up the available dates provided that such agreement is in writing and is provided to the Market Manager in advance.
 - 2. A statement of intent may be required from each applicant for the Advisory Board to help with selection

CATEGORY 3: WILDCRAFTED/FORAGED ITEMS

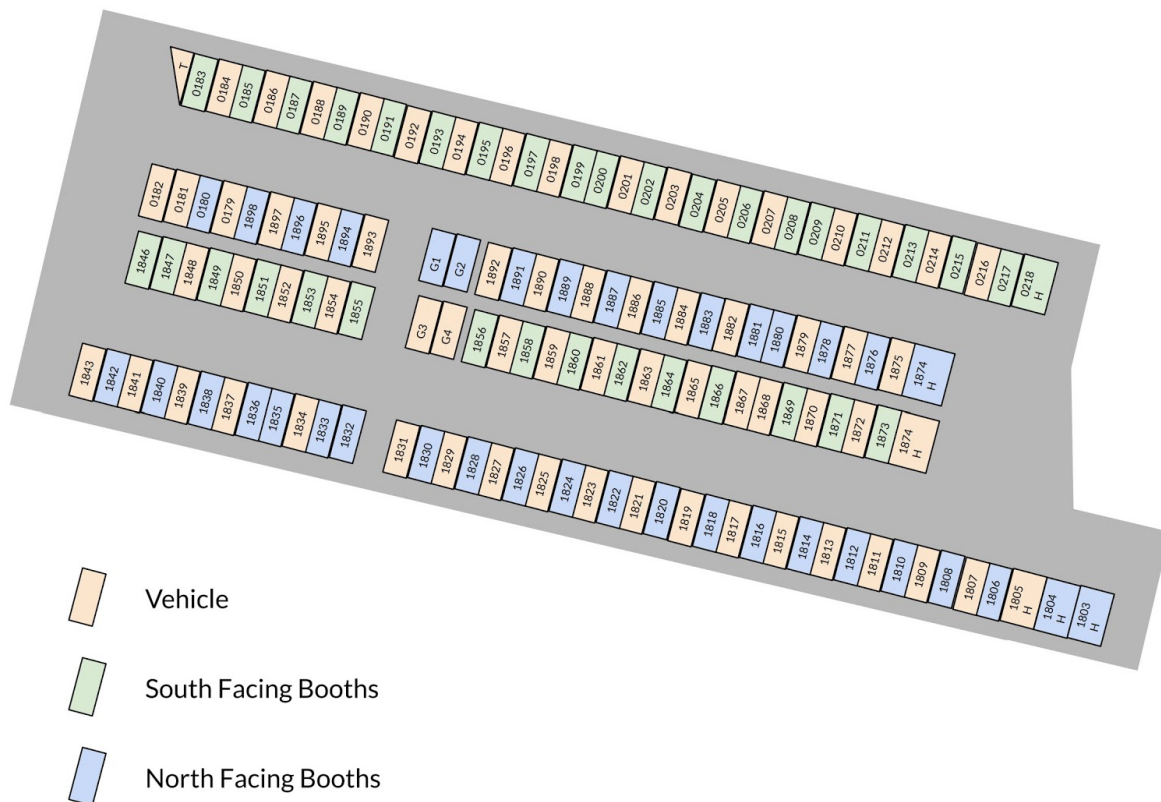
Because it is difficult to ascertain where items are foraged, it is required that the Vendor reside within the Historical 7 County Area.

Vendors must abide by all applicable federal, state and local health regulations. In addition, they must adhere to federal guidelines on all labels.

All wildcrafted/foraged items, whether fresh or dried, must be 100% gathered by the Vendor. Examples include wild mushrooms, fish, & wild leeks.

All items that the Vendor will bring to the Market must be listed on the attachment to the application. If there are any additions to this list, an amendment must be made prior to the item being brought to Market. Approval is at the discretion of the DDA Staff and the Market Manager.

V. BOOTH ASSIGNMENTS & RATES



Assigned spaces will be allocated based on duration of attendance, timing of application submission, and product balance. If the Vendor is unsure of their Market attendance at the time the application is submitted, they should contact the DDA office at least one week in advance to confirm attendance and duration of Market attendance. This will help ensure a space on the Vendor's desired Market dates.

If no such contact is made, spaces are not guaranteed and will be given out on a first come, first serve basis. If a Vendor is aware that they will not be able to attend a Market date that they had previously reserved, they must notify the DDA Office at least 1 week prior to nonparticipation by emailing nick@downtowntc.com or calling 231.922.2050. Failure to notify the DDA of an absence may result in the Vendor being billed for that date.

If all three steps are not completed, then a space is not guaranteed at Market. Booths that aren't reserved will be assigned by the Market Manager on the day of the Market on a first come, first serve basis.

Vendors' booth set up may not impede foot traffic and the walkway. The Market Manager shall monitor set up to ensure it is appropriate and/or if it needs to be altered.

Vendors are offered the following four options for Booths:

	BOOTH SPACE(S)	SPACE(S) FOR VEHICLE(S)
BRONZE	One 16X9' Parking Space ¹ (On the South Side of the lot, by the river)	None provided, unless the vendor chooses to fit a small vehicle and display within the lines of their assigned space (Refer to Parking Map in Section VIII)
SILVER	Two 16X9' Parking Spaces, Either Side by Side or Opposite Sides of the Median in the Center Row ¹ (The southern and center rows of the lot)	One of the assigned parking spaces may be used for a vehicle, or the vendor may choose to use both spaces to display their product and park outside of Lot B and Lot T11 in Lot B (Next to booth Space)
GOLD	Three 16X9' Parking Spaces	One or two of the assigned

	Side by Side 2 (1 Silver and 1 Bronze Booth)	parking spaces may be used for a vehicle, or the vendor may choose to use all spaces to display their product and park outside of Lot B and Lot T1 in Lot B (Next to booth Space)
PLATINUM	Four 16X9' Parking Spaces Either Side by Side or Opposite Sides of the Median in the Center Row 2 (2 Silver Booths)	One or two of the assigned parking spaces may be used for a vehicle, or the vendor may choose to use all spaces to display their product and park outside of Lot B and Lot T2 in Lot B (Next to booth spaces)

~~PLEASE NOTE: THESE ARE NOT 10'X 10' SPACES. THEY ARE 8' SPACES WIDE AND A MINIMUM OF 8' SPACES DEEP.~~

The rates for the Market are listed in the tables below:

	DAILY RATE	
Booth Size	WEDNESDAYS	SATURDAYS
BRONZE	\$15	\$25
SILVER	\$20	\$30
GOLD	\$35 Not Available	\$45
PLATINUM	\$55	\$75

	PREPAYMENT OPTION: Wednesdays & Saturdays		
Booth Size	May - June (due May 12)	July - August (due July 14)	Sept. - Oct. (due September 2)
BRONZE	\$26 05	\$24 050	\$32 040
SILVER	\$32 05	\$30 010	\$40 025
GOLD (Sat.)/ PLATINUM (Wed.)	\$42 055	\$48 000	\$64 055
GOLD (Sat.)/ PLATINUM (Wed.)	\$57 5	\$66 0	\$85 0

PLATINUM	\$ 820 ³⁰	\$ 780 ⁸²⁵	\$ 1,140 ⁰⁵
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	PREPAYMENT OPTION: Wednesdays Only		
Booth Size	May – June (due June 3)	July – August (due July 15)	Sept. – Oct. (due September 2)
BRONZE	\$ 60 ⁴⁵	\$ 90 ¹⁰⁵	\$120
SILVER	\$ 80 ⁶⁰	\$ 120 ⁴⁰	\$160
GOLD	\$140	\$210	\$280
PLATINUM	\$ 220 ¹⁶⁵	\$ 330 ⁸⁵	\$440

	PREPAYMENT OPTION: SATURDAYS ONLY		
Booth Size	May – June (due May 2)	July – August (due July 18)	Sept. – Oct. (due September 5)
BRONZE	\$200	\$ 150 ²⁵	\$200
SILVER	\$240	\$ 180 ⁴⁰	\$240
GOLD	\$360	\$ 270 ²⁵	\$360
PLATINUM	\$600	\$ 450 ³⁷⁵	\$600

FOR ANY DATES IN WHICH THE MARKET IS DISPLACED (IRONMAN/CHERRY FESTIVAL), BOOTH FEES WILL REVERT TO THE 2013 SEASON STRUCTURE OF \$20 ON WEDNESDAYS & \$25 ON SATURDAYS. THE PREPAYMENT SCHEDULES REFLECT THIS & DO NOT INCLUDE PAYMENT FOR THESE DATES.

VI. MARKET DAY ACTIVITIES

Vendors must be parked and within their booth by the time requested on their acceptance letter. Vendors not parked by then forfeit their space for that Market day. Vendors may set up early but must cease sales at 12:~~00~~³⁰ p.m. Vendors may not remove their vehicle from their stall until 12:~~15~~⁰⁰ p.m. and must completely vacate their space by 1:00 p.m. on Wednesdays and 1:30 p.m. on Saturdays. Violators of these time frames lose their reserved spot at market. The Vendor

space must be left clean and free of debris. ~~Only one vehicle may park in each Vendor stall. Any other vehicles that do not fit in the vendors' assigned space Vendors bring~~ must be parked in accordance with Section VIII of these Rules.

Payment will be picked up the day of the market by The Market Manager. If you select to prepay, your payment will be due the date indicated in the table in Section V.

VII. COMPLIANCE WITH THE RULES

Compliance with these Rules is essential to a successful Farmers Market. Honesty from all Vendors is expected and required. Any Vendor found in violation of these Rules by the Market Manager or by DDA Staff will be subject to further review, which may result in a citation, suspension, or expulsion from the Market.

The Farmers Market Advisory Board, or its designee, from time to time may make Vendor Visits. Based on such a Vendor Visit, the Board may request the Market Manager to issue a citation. The Vendor Visit Protocol is outlined in ATTACHMENT D.

Grievance/Complaint forms can be found at the SEEDs Office at the Farmers Market.

CITATIONS & APPEALS

If a Vendor is not satisfied with the outcome of their review or receive a citation, the Farmers Market Advisory Board will discuss details of the issued citation or review at the next monthly Farmers Market Advisory Board Meeting. During this meeting, Vendors are encouraged to participate in the Farmers Market Advisory Board reviews. The Farmers Market Advisory Board may make a decision involving disciplinary action in relation to the vendor's continued presence within the Sara Hardy Farmers Market . Vendors may reserve the ability to formally appeal that decision. Appeals must be submitted in writing within one week of the Farmers Market Advisory Board's decision to The Traverse City DDA, 303 E. State St., Ste. C, Traverse City, Michigan 49685 and indicate that they are a "letter of appeal" or similar language.

Upon receiving a letter of appeal, the Farmers Market Advisory Board will convene at the next Farmers Market Advisory Board meeting to consider the appeal. Any decisions made by the Farmers Market Advisory Board on the appeal are final. If a vendor is participating in the appeal process during a market season, their participation at market will be allowed until the board makes a final decision on the appeal.

VIII. PARKING

Accessible parking is crucial to serve customers of the Farmers Market. Parking is based upon booth selection. ~~Platinum Booths will receive two parking spaces. Gold and Silver Booths will receive one parking space. Trailers are considered to be a vehicle. Booths are assigned by Parking Space number in Lot B. Parking Spaces are typically 16X9'. Booths and vehicles must remain within the lines of a vendor's assigned Parking Spaces. While a vendor may choose to use all of their space for their display and not park a vehicle in Lot B or Lot T, no more than one vehicle may be parked in a Bronze or Silver Booth, and no more than two vehicles may be parked in a Gold or Platinum Booth. Trailers are considered to be a vehicle.~~

Parking outside of one's assigned spaces in Lot B or Lot T is prohibited to maximize customer parking. Bronze booths and additional vehicles may park in any space in Downtown Traverse City subject to meter rates and any other restrictions posted in the lot. It is encouraged that vendors are mindful of limited customer parking and allow space for them to park. Vendor vehicles found in violation of this section will be subject to ticketing. 10 hour meters are outlined in the map below in purple. Permit lots, that are free on Saturdays, are outlined in brown. A nearby parking garage is outlined in blue. The Market's location is in yellow.



FOR AN INTERACTIVE MAP, [CLICK HERE](#).

IX. ENTERTAINMENT VENDORS

Individuals or groups that wish to be Entertainment Vendors will be permitted to participate for one hour during each Market day. A maximum of four Entertainment Vendors may participate on any given Market day. One Entertainment Vendor may perform at any time.

Entertainment Vendors will be assigned a time slot and stall on a first come, first serve basis. Times and locations are provided by the Market Manager. The Market Manager reserves the right to deny any entertainer or entertainment group based on noise and space restrictions.

Entertainment Vendors must abide by the City of Traverse City's Street Performers Ordinance, Chapter 864. They will be allowed to display signage and receive tips. The performance will affect their chances for participation next year.

X. MISCELLANEOUS

- I. Fowl Feed: No duck feed or other food for fowl is allowed.
- II. Semi Trucks: No semi trucks are allowed.
- III. Peaceful Environment: in the spirit of a community event, any Vendor making a hostile or uncivil environment for other Vendors, customers, or market staff will be addressed and in some cases removed from market. In addition, all Vendors must abide by the City of Traverse City's Noise Ordinance, Chapter 652.
- IV. Food Establishment License: Vendors who sell processed foods must contact the Department of Agriculture regarding the need to obtain a Food Establishment License. The local MDA can be reached at (231) 922-5210.
- V. Trash receptacles are for customers, Vendors must remove all of their own trash.
- VI. Vendors are not permitted to bring pets to the Market.

The undersigned, declares and says he/she wishes to be permitted to participate in the Farmers Market as stated hereon and that the statements made above are true and correct to the best of his/her knowledge and belief, he/she will comply with all provisions of the ordinances of the City of Traverse City (hereafter "City") and policies of the Downtown Development Authority ("DDA") relative to the Farmers Market, and agrees to hold the City and DDA free and harmless from all liability which may be imposed upon them, to reimburse the City and DDA for all expenses of litigation in connection with the defense of claims as such liability and claims may arise because of negligence in its participation in the Farmers Market. The undersigned acknowledges that permission to participate in the Farmers Market may be revoked if it is determined any information regarding the applicant's participation was not accurately conveyed on this application document or if the City's or DDA's ordinances or policies are violated; and by signing, waives any claims of liability, financial or otherwise, against the City and DDA should permission be revoked. The applicant acknowledges that the City

and DDA may be required from time to time to release records in their possession. The applicant hereby gives permission to the City and DDA to release any records or materials received by the city from the applicant as it may be requested to do so as permitted by the Freedom of Information Act, MCL 15.231 et seq.