FARMERS MARKET ADVISORY BOARD AGENDA

Monday, October 21, 2019, 9:00 am
Training Room, Second Floor
Governmental Center, 400 Boardman Avenue, Traverse City
www.downtowntc.com

- 1. Roll Call
- 2. Approval of Minutes
- 3. Public Comment
- 4. Programming Committee Update
 - a. Farmers Market Wrap Up Meeting
- 5. Vendor Visits
 - a. Silver Star Goods
 - b. Leelanau Savorys
 - c. Harbor View Lavender
- 6. Operations Committee
- 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, September 16, 2019, 9:00 am
Training Room, Second Floor
Governmental Center, 400 Boardman Avenue, Traverse City
www.downtowntc.com

1. Roll Call:

- a. Present: Tim Werner, Gary Jonas, Meghan McDermott, Tricia Phelps, Sue Kurta, Lori Buchan, Scott Hardy, Linda Grigg, Courtney Lorenz, Joanne Brown
- b. Absent: Brenin Wertz-Roth, Nic Welty

2. Approval of Minutes

a. Motion to Approve: Scott Hardy, Second: Courtney Lorenz

3. Public Comment

a. No public present

4. Events

- a. Ironman Review
 - i. 45 responses, 32 provided dollar amounts (out of 61 participating vendors)
 - ii. Paper surveys were distributed to all vendors
 - iii. Impact of Iron Man was less than we had hoped, 82% of sales on average, approximately 10 vendors chose not to come to market, all 4k of customer vouchers were redeemed, redemption of vouchers seemed to be concentrated by distribution sites (Cass St. bridge, Boardman river bridge)
 - iv. Feedback will be relayed to Jean Derenzy
 - v. Potential to pursue grant funding with partner organizations to support smart commute to market incentives

5. Programming Committee Update

- a. Farmers Market Brunch Review
 - i. Rad-ish has purchased a food truck, Bubbie's Bagels has signed a lease on a brick and mortar space
- b. Cooking Demonstration
 - i. TLD is working with chefs to encourage more education (rather than just sampling) during demos
- d. Wednesday Market Review
 - Feedback is mixed, customers seem to enjoy it, vendors seem concerned about relocating (some concerns with vendors on southern side and sun affecting their product)

6. Vendor Visits

- a. Undertoe Farms
- b. Green Morning Farm
- c. Northern Growin' Farm

- d. Modern Bird
- e. Bloom Wildcraft
- f. Batter: Remixed
- 7. Future Committee Meetings
 - a. Programming
 - i. Wednesday Review
 - ii. End of Season Meeting
 - b. Operations
 - i. Rules Review
 - 1. Cut Flower Vendors
- 8. Public Comment
 - a. Farms, Food and Health Conference Sept. 26-29
 - b. SHFM vendors invited to Expo (free, open to the public, ok to sell non ready to eat items) Email Meghan for more info (meghan@groundworkcenter.org)
 - c. Contact Meghan if you or your staff would like a free ticket to the Friday, Sept. 27 evening keynote (\$25 value)
- 9. Adjournment (9:51am)

a. Motion: Lori Buchanb. Second: McDermott

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VENDOR VIS	SUMMARY SUMMARY
Vendor Name: Nancy Nacci	Visitors: Kevin Query Sue Kurta Elizabeth Dunham
Farm/Operation Name: Silver Stor	Date of Visit: 10/9/2019
Address: Crock 11002 Craig Rd. TC	Time Arrived: 2'10 Time Departed: 2'36

SUMMARY

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

Som herbs in gardens outdoors and ingredients and packaging materials indoors. All seemed sufficient and matched application. Vendor also helps produce maple syrup.

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 visit not covered by this report. (For example: changes in the operation anticipated by the producer)

Vendor:	Visitor:	Date:	PG 1

	VENDOR	VISIT	PROTOCOL	**************************************
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Before the Visit 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.

NA

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

00

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

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Was the visit?	Vendor	present	for	the Yes	entire	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

Vendor:______ Date: ____ PG 3

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Visitor:

Vendor:

PG 4

Date: ____

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Were the washing/packing facilities s sufficient for the operation? Yest	eem No□		
Were the storage facilities seem sufficient for the operation?	No□		
(For Ca	tegory 2 Vendo	ors)	
Receipts provided from local Vendors verify their percentage? Yes□	nog	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 tapplication consistent with the	the		

Vendor:	Visitor:	Date:	PG 5

No□

Yes

operation?

A	
Additional I	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 Market consistent with acreage and	
We, Nancy Nacaj Eliz (Vendor) (SEEDS Repre	esentative, Third Party Verifier, & Advisory Board Representative)
do hereby affirm that all of the information been reviewed and verified to be accur-	mation on the Visit Report has ate as of today's date.
Please list information that could not and issues of concern.	be verified during the visit
By signing this, we affirm that this Visit was comple Protocol agreed to by all parties and will be return Signature of Vendor	signature of 3rd Party Verifier Signature of Advisory Board Representative

Vendor:

Visitor:_____ Date: ____ PG 6

VENDOR VI VISIT	SIT PROTOCOL
Vendor Name: Leelanau Savory	Visitors: Kerin Sie
Farm/Operation Name: Leelanne	Date of Visit: \ 0/9/2019
Address: Sovers	Time Arrived: 1.30
	Time Departed: 1:40

SUMMARY

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

we visited the openhouse, space is quantito are adequate for market. Also brings basil to market, may add herbs in future.

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 visit not covered by this report. (For example: changes in the operation anticipated by the producer)

Vendor:	Visitor:	Date:	PG 1

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Visitor:___

Vendor:_____

_____ 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

notate. Please also add	d other commentary, as appropriate
Does the Vendor manage all fields/ facilities visited?	No D
Does the address match the address on application?	the No□
Is every crop on the Product list accounted for on the farm? (please att a reviewed product list & photos of eacrop to report) Yes	No□

Vendor:______ Date: _____ PG 3

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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?	

he operation?
Yes Noo

Were the storage facilities seem sufficient for the operation? ${\tt Yes}\,\square$

s No

Kept in freeter at home

(For Category 2 Vendors)

Receipts provided from local Vendors to verify their percentage?

COMMENTS & UPDATES

Yes□

MAC

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

No□

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

No□

Vendor:	Visitor:	Date:	PG 5

Additional Items

COMMENTS & UPDATES

Signature of Advisory Board Representative

Visitor:_____ Date: ____ PG 6

□sales records □shipping records	
Are yields and sales brought to t Market consistent with acreage ar	the Sara Hardy Downtown Farmers
	YesD NoD
We, Warne Eli	Tobeth Dunham
(Vendor) (SEEDS Re	presentative, Third Party Verifier, & Advisory Board Representative)
do hereby affirm that all of the info been reviewed and verified to be acco	ormation on the Visit Report has arate as of today's date.
Please list information that could no and issues of concern.	ot be verified during the visit
y signing this, we affirm that this Visit was comprotocol agreed to by all parties and will be retur	eleted in compliance with the Vendor Visit
Way clese	12-1 92
Signature of Vendor	Signature of SEEDS Representative
	Signature of 3rd Party Verifier

VENDOR VIS	IT PROTOCOL
Vendor Name: Sonja Parchards	Visitors: Sue Kurta Kevin Query Elizabeth Ounhan Date of Visit: 10/9/2019
Farm/Operation Name: Workbor View	Date of Visit: 10/9/2019
Address:	Time Arrived: 3.00
old Mission 3. South Airport	Time Departed: 4.20

SUMMARY

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

Saw Fields, borns, storage, processing, is Kitchen: all were sufficient for quantity brought to 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 visit not covered by this report. (For example: changes in the operation anticipated by the producer)

Vendor: Visit	or: Date	e: PG 1

	VENDOR VISIT PROTOCOL	
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Visitor:___

Vendor:

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 visited?	
Yes Yes	No□
Does the address match the address of	on the
application?	No 🗆
Is every crop on the Product list accounted for on the farm? (please a	attach
a reviewed product list & photos of crop to report)	each No 🗆
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 Vendor:
 Date:
 PG 3

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Visitor:_

Vendor:__

Date: _

PG 4

Any "No"	answers	must b	e explain	ned at t	he right	& it i	s recor	mended	to revi	ew the
Additional	Items	list to	provide	further	documen	tation.	If no	ne is p	rovided,	please
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Were the washing/packing facilities sufficient for the operation? Yes	seem No□	
Were the storage facilities seem sufficient for the operation?	No 🗆	
(For	Category	2 Vendors)
Receipts provided from local Vendors verify their percentage? Yes□	to X	COMMENTS & UPDATES
Facilities up to the capacity for the product brought to market? Year	No□	
If the Vendor grows some of their own product, were the ratios provided or application consistent with the operation?	wn n the NoO	

Visitor:___

Vendor:

____ Date: ____

PG 5

Additional Items	
Please check if any of the following were requested and reviewed, and explain: Dfield activity log(s) Tield inventory sheets Ddocumentation of previous land use Dinput records/product labels Dstorage records Dsales records Dshipping records	COMMENTS & UPDATES
Are yields and sales brought to the Market consistent with acreage and p	
We, Songa Rahash Eliza (SEEDS Represe	entative, Third Party Verifier, & Advisory Board Representative)
do hereby affirm that all of the information been reviewed and verified to be accurate	ation on the Visit Report has te as of today's date.
Please list information that could not be and issues of concern.	be verified during the visit
	ent seg timete uni i de sil
By signing this, we affirm that this Visit was complete Protocol agreed to-by all parties and will be returned Signature of Vendor	ed in compliance with the Vendor Visit to the DDA Office for review. Signature of SEEDS Representative

 Vendor:
 Date:
 PG 6

Signature of Advisory Board Representative