

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
 - ii. 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 Buchan
 - b. Second: McDermott

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VENDOR VISIT PROTOCOL
VISIT SUMMARY

Vendor Name: Nancy Nacci	Visitors: Kevin Query Sue Kurta Elizabeth Dunham
Farm/Operation Name: Silver Star Cooks	Date of Visit: 10/9/2019
Address: 11002 Craig Rd. TC	Time Arrived: 2:10
	Time Departed: 2:30

SUMMARY

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

Saw 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 VISIT PROTOCOL** =====
===== **VISIT REPORT** =====

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.

N/A

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.

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 visit?

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 visited?

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: _____

Visitor: _____

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 one	11		

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: 2
(Please list markets and frequency of markets in comment section)

COMMENTS & UPDATES

2 Traverse City
Elk Rapids

Number of Employees: n/a

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

Hand managed
Drip irrigation
Organic

Vendor: _____

Visitor: _____

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: _____

Visitor: _____

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, Nancy Nacci (Vendor) Elizabeth Dunham (SEEDS Representative, Third Party Verifier, & Advisory Board Representative)

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

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

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

[Signature]
Signature of Vendor

[Signature]
Signature of SEEDS Representative

[Signature]
Signature of 3rd Party Verifier

[Signature]
Signature of Advisory Board Representative

VENDOR VISIT PROTOCOL
VISIT SUMMARY

Vendor Name: Leelanau Savory	Visitors: Kevin Sue Liz
Farm/Operation Name: Leelanau	Date of Visit: 10/9/2019
Address: Savory	Time Arrived: 1:30
	Time Departed: 1:40

SUMMARY

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

We visited the greenhouse, space & quantity 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 VISIT PROTOCOL** =====
===== **VISIT REPORT** =====

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.

Basil - fresh

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.

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 visit?

Yes

No

Vendor: _____

Visitor: _____

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 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: _____

Visitor: _____

Date: _____

PG 3

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

*commercial
at kitchen*

Were the storage facilities seem sufficient for the operation?

Yes No

*Kept in freezer
at home*

(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: _____

Visitor: _____

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, Wayne Tye
(Vendor)

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

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

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

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

Wayne Tye
Signature of Vendor

Elizabeth Dunham
Signature of SEEDS Representative

Kary
Signature of 3rd Party Verifier

Susan
Signature of Advisory Board Representative

Vendor: _____

Visitor: _____

Date: _____

VENDOR VISIT PROTOCOL
VISIT SUMMARY

Vendor Name: Sonja Richards	Visitors: Sue Kurta Kevin Query Elizabeth Ounham
Farm/Operation Name: Harbor View	Date of Visit: 10/9/2019
Address: Old Mission 3. South Airport	Time Arrived: 3:00 Time Departed: 4:20

SUMMARY

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

Saw fields, barns, storage, processing,
3 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: _____

Visitor: _____

Date: _____

PG 1

===== **VENDOR VISIT PROTOCOL** =====
===== **VISIT REPORT** =====

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.

Did not bring any category one products

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.

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 visit?

Yes No

Vendor: _____

Visitor: _____

Date: _____

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 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: _____

Visitor: _____

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
5	12		

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: 2

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

Wednesday: Sat
TC
Elk Rapids

COMMENTS & UPDATES

Number of Employees: 5

(summer, part-time)

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

Hand harvest
Till & cover for weeds
No irrigation
Hand Bundled, dried,
shaken

Vendor: _____

Visitor: _____

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: _____

Visitor: _____

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, Sonja Richards
(Vendor)

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

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

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

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

Sonja Richards
Signature of Vendor

Elizabeth Durham
Signature of SEEDS Representative

[Signature]
Signature of 3rd Party Verifier

Susan Kuntz
Signature of Advisory Board Representative

Vendor: _____

Visitor: _____

Date: _____