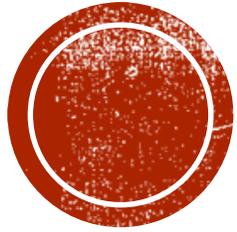




VENDOR INFORMATION MEETING

2020 Market Season

March 4, 2020



AGENDA

Introductions

Fees

Seasonal Calendar

Market Layout

Market Rules

Application Process

Q&A

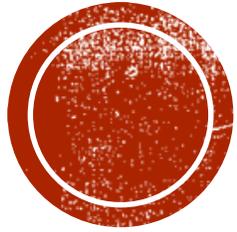


INTRODUCTIONS

- **Market Manager**
 - Kelly Phipps (LPFMManager@gmail.com)
- **Town of La Plata Staff**
 - Danielle Mandley, Director of Legislative Services (dmandley@townoflaplata.org)
 - Jeanine Harrington, Director of Planning Services (jharrington@townoflaplata.org)
- **Charles County Department of Health**
 - Lisa Laschalt, Director, Environmental Health
- **Charles County Economic Development Commission**
 - Martin Proulx, Agriculture Business Development Manager

MEET THE MARKET

Part 1: What is the Farmers Market?



- **Local Farming Outlet**
- **Community Event & Gathering Place**
- **Town-Sponsored Event**
- **Tourist Destination**
- **Small Business Incubator**
- *Shopping Center*
- *Homeowners' Association*
- *Learning Experience*
- *Local Government*
- *Group Project*

Mission Statement: To provide a marketplace dedicated to the sale of local and regional agricultural products, home-baked foods, and handcrafted items; to promoting and supporting the region's agricultural heritage and independent small businesses; and to establishing a foundation for building partnerships among farmers, agriculturalists, consumers, and the business community.

WHAT DOES THE MARKET MANAGER DO?

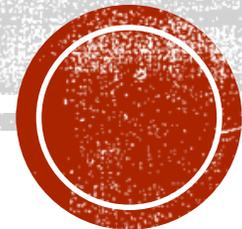
- **Appointed by the Town of La Plata**
 - Represent Town government to Market
 - Represent Market to Town government
 - Monitor Market operations
 - Code & rule enforcement
- **Work with vendors**
 - Recruit vendors
 - Process & approve vendor applications
 - Monitor vendor compliance with rules & regulations
 - Vendor disputes
 - Share resources
- **Public Relations**
 - Customer relations
 - Represent Market to community organizations and government agencies
 - Social Media
 - Conventional Media
 - Promotions
- **Work with Market committees**



WHAT DOES THE TOWN OF LA PLATA HAVE TO DO WITH THE FARMERS MARKET?



- Town Code
- Permit Issuance
- Logistics
- MOU with Charles County
- Dumpster
- Porta-potty
- Supplies & Equipment
- Reproduction
- Purchasing
- Safety equipment



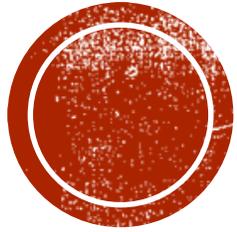
COMMUNITY RESOURCES



- Charles County Economic Development/Agriculture & Small Business
- Charles County Department of Health
- Maryland Department of Health
- Southern Maryland Agricultural Development Commission
- Small Business Development Center (College of Southern Maryland)
- University of Maryland Extension
- La Plata Business Association
- Maryland Farmers Market Association
- Farmers Market Coalition



WHAT FACTORS AFFECT THE MARKET?



- **Vendor Needs**
- **Vendor Conduct**
- **Customers**
- **Safety**
- **Aesthetics**
- **Traffic Flow (People & Cars)**
- **Accessibility**
- **Farmers Market Trends**
- **Town Vision, Codes, & Council**
- **County, State, & Federal Regulations**
- **County Economic Goals**
- **Weather**
- **Competing Events**



Wednesday Market

Saturday Market

MARKET LAYOUT

2020 Season



	Daily*	Seasonal**
Wednesday	\$10	\$75
Saturday	\$20	\$105

*Increased

**No change

MARKET FEES

2020 Season

SEASONAL CALENDAR



- Market Season: Apr. 4 – Nov. 30 (1st Saturday of April - Saturday immediately after Thanksgiving)
- Hours
 - Wednesday 8-3 (change from last year)
 - Saturday 8-2 (change from last year)
- University of Maryland Extension
 - Master Gardeners
 - Food Supplement Nutrition Education
- 3rd Saturday – Craft Central
- 1st Saturday, every other month – Art Takeover by Shop 53



SEASONAL CALENDAR

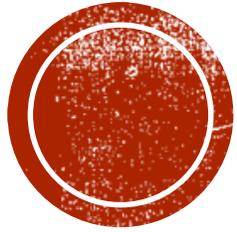


- Opening Day (Apr. 4)
- Buy Local Challenge (Jul. 18-26)
- Farmers Market Week (Aug. 2-8)
- Small Business Saturday (Nov. 28)
- Holidays on Market Days
 - 4th of July (Saturday)
 - Veterans Day (Wednesday, Nov. 11)
- Promotions on the fly
 - Vendor Specials & Crossover Collaboration
 - Appreciation Days: Teachers, Nurses, First Responders, Mothers, Fathers, Grandparents...
 - National [food/drink] Days/Weeks



MEET THE MARKET

Part 2: What's New at the Market?



- **Code Changes**
- **Committees**
- **Layout**
- **Rules**

CODE CHANGES

- Market Manager Title
- Authority to form committees as needed to govern the Market
- Increase in fees for daily permits



COMMITTEES



- **Market Steering Committee**
 - Community Representative: Craig Hower
 - Community Representative: Jessica Conjour, University of Maryland Extension/FSNE
 - Vendor Representative (Farm/Produce): Dawn Bowling, CH Bowling Produce
 - Vendor Representative (Food Trucks): Ron Waltemyer, Ohana Snow Shaved Ice
 - Vendor Representative (Other): Cindy Mulliken, Mully's Brewery
- **Rules & By-laws**
- **Community Outreach**
 - Information booths
 - Sponsorship opportunities
- **Events**
- **Vendor Representative Elections: Apr. 18**





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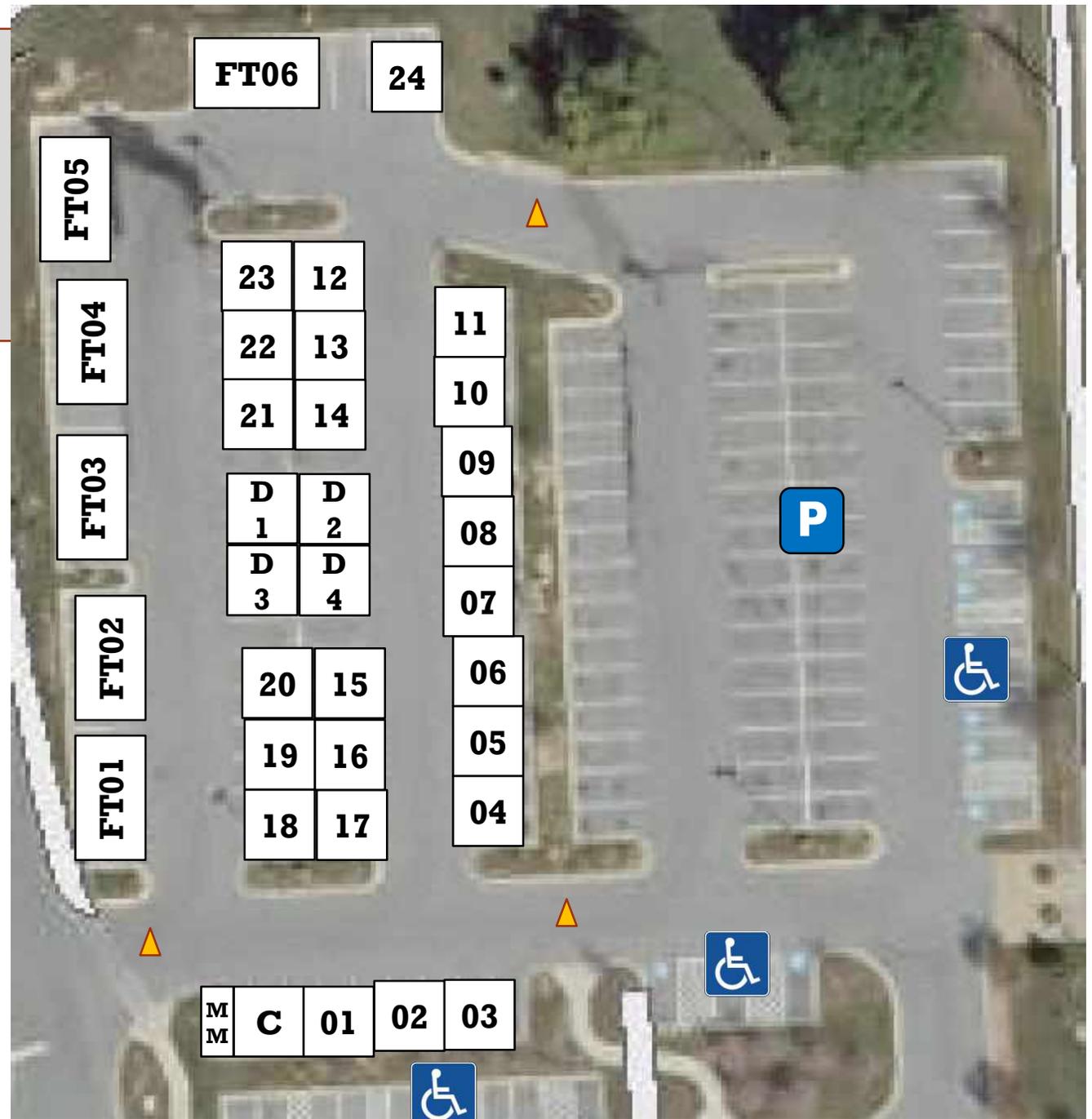
MARKET LAYOUT

2020 Season
Wednesdays



MARKET LAYOUT

2020 Season
Saturdays



RULE CHANGES

- Market hours of operation
- Vendor arrival, parking, & departure
- Vendor stall size standardization
- Photo release
- Noise control
- The entire “Vendor Permit Types” section
 - Permit approval process
 - Non-vendors at the Market
 - Non-profits (information only)
 - Sponsorship opportunities



No changes to:

- Product guidelines
- General attendance policy (3 announced/7 total absences)
- Public safety and hygiene-related rules
- General vendor behavior expectations



APPLICATION PROCESS (Part 1)

1. Do your homework!

- Does your product require permits or licensing?
- Does your process meet Health Department requirements?
- What kind of packaging and labeling is required?
- Just because you can make your product in your home kitchen, it doesn't mean you can sell it to the public.

2. Read the Market rules thoroughly, especially the parts relevant to your product

- Does your product meet our Market's product guidelines?
- PLEASE do not come to Market to see what you can get away with.

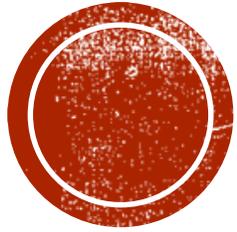
3. Visit the Market & talk with the Market Manager



APPLICATION PROCESS (Part 2)

- 4. Submit Vendor Permit application at least one week prior**
 - Email to LPFMManager@gmail.com
 - Deliver to La Plata Town Hall
- 5. Approval**
 - Daily permits: Vendor Rep/Market Manager + Planning
 - Seasonal: Market Committee + Planning
- 6. Get email notification from Market Manager**
- 7. Pay fees to Market Manager or Town Hall**
 - Cash
 - Check or money order made out to “Town of La Plata”





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