

Boyne City Farmers Market

Market Manager Duties

Independent Contractor to act as **Market Manager**

Hours: approximately 10-15 hrs/week

Position start date: April 1, 2010

Contract Amount: Negotiable

Requirements: Valid driver's license, availability to use licensed vehicle, capable of moving tables and similar weights

Description

The Boyne City Farmers Market is a weekly community gathering place where shoppers purchase fresh produce, flowers, food products, and homemade crafts directly from local producers. The market is held in Boyne City's Veteran's Park on Wednesdays and Saturdays from 8am-12pm May through October.

The Boyne City Main Street Program manages the market through its Farmers Market Committee.

The Market Manager is responsible for the operation of the farmers market including coordination, set-up, operation, and promotion. The Market Manager is also responsible for pre- and post- season tasks and communication with vendors, volunteers, and the Farmers Market Committee. The Market Manager will be an independent contractor reporting to Main Street's Program Manager and will perform most administrative duties from the individual's office or home location. The majority of duties will be conducted during the market season from May through October. Additional pre- and post- season duties will be conducted as needed during the off-season.

Market Day Operations:

- Arrive at market one hour before opening during peak season – June through first week of September and 30 minutes before opening other times of the season – April, May, September and October.
- Serve as the point person for market operations and provide the highest level of customer service to shoppers, vendors, and volunteers at the market.
- Coordinate the efficient operation of the market including, but not limited to:
 - set-up and take-down of market;
 - place signage directing to market;
 - assign vendor spaces and collect vendor fees;
 - organize music, entertainment, and other activities during the market;
 - enforce market rules and other pertinent laws and regulations;
 - Attend market committee meetings.
- Maintain all market related records, including income and expenses, vendor lists and addresses, and attendance records.

Other duties:

- Keep track of hours worked at market. Turn in monthly time sheets.
- Prepare monthly reports for Farmer's Market committee. For non-meeting months, report will be emailed to all committee members.

- Coordinate vendor application process.
 - Send applications to returning vendors by January 31.
 - Schedule early craft jury in February with notification by March 15.
 - Returning vendor request deadline is March 15.
 - Vendor space assignments by April 15.
- Review and make recommendations to the Farmers Market Committee regarding the existing operating plan including season length, vendor mix, volunteer duties, advertising, vendor relations, special events, market layout and community relations.
- Communicate with City staff on issues related to the market. Share all written vendor complaints with Main Street manager.
- Maintain positive working relationships with vendors, customers, governmental agencies/officials and volunteers.
- Seek input from market participants (vendors, customers, volunteers, Farmers Market Committee members, Chamber, and City) in order to resolve problems effectively.
- Meet with the Farmers Market Committee to provide progress report and address concerns or opportunities.
- The manager makes sure that problems with product quality, complaints, deceptive advertising, or unwelcome visitors are dealt with quickly and fairly.
- The manager interprets, implements, and enforces all rules and regulations pertaining to the running of the market in a fair and equitable manner.
- The manager should be aware and familiar with all safety, health, and other regulatory codes and will help educate vendors about their responsibilities.
- The manager will visit and inspect vendors' farms or production sites when their product legitimacy is in question. Mileage will be paid to manager for inspection visits. Reimbursement rate will be same as paid by City of Boyne City.
- The manager issues warnings and takes appropriate action against participating sellers who violate the rules and other applicable regulations and laws. The market manger has the power to immediately suspend or remove any vendor for any health, safety, and liability risks caused by any single violation.
- Regularly meets with the Farmers Market Committee and Main Street Program Manager.

Knowledge, Skills, and Abilities:

- General knowledge of agriculture and farmers markets.
- Excellent communication and interpersonal skills.
- Strong familiarity and demonstrated skill in working with people of diverse backgrounds.
- Demonstrated skill in recruiting and working with volunteers.
- Ability to be flexible and work independently.
- Ability to perform all tasks related to physical set-up and take-down of each market.
- Ability to maintain accurate data on the computer.
- Ability to respond to problems quickly, efficiently, and appropriately.
- Desire to meet challenging situations with enthusiasm and to utilize creative solutions in meeting those challenges.
- Holds a valid drivers license and owns a licensed vehicle

Last updated: February 2010