



## **2008 Snoqualmie Farmers Market Responsibility of Contractor**

The Mission of the Snoqualmie Farmers Market is to provide the community and those surrounding the community with fresh, locally grown/organic/sustainable farm products while providing area farmers with an outlet for their crops/products which they grow/raise themselves. To also provide a central location for local Crafters (Artisans) so they may sell the items that are solely hand-crafted, hand-produced and created by them. By bringing our Local Farmers, Artisans and Food Vendors together each week and providing everyone a safe, family-friendly, fun-filled Community gathering for all ages, will not only encourage growth for surrounding businesses but will encourage tourism for the City of Snoqualmie. In addition and most importantly, it is the goal of the Snoqualmie Farmers Market to also seek to educate the public about the importance of our local agriculture and the value found in our rich farming heritage and to encourage healthy eating by purchasing directly from the local farmer.

Bringing people together for a weekly Farmers Market helps promote a greater sense of community, serves as an educational forum to all ages, and helps encourage local business development. The Snoqualmie Farmers Market is and will continue to be a “Juried” event from this day forward. This ensures integrity, balance, purpose and the reasons behind the title “Farmers Market”. It ensures that only the best will be offered at the Snoqualmie Farmers Market and in turn the Market will retain a high standard of quality for all.

### **Responsibilities and Roles of the Market Director (a Contracted employee)**

The Market Director serves a significant role in the success of the market. This individual represents the market in a professional capacity within the community as well as with vendors, government, and non-profit agencies. The Director is responsible for the day-to-day operation of the Market and is also the liaison between Market operations and the City of Snoqualmie and those who are volunteer members of the Farmers Market Steering Committee (known as FMSC - community volunteers (unpaid). The Market Director is responsible for helping the FMSC and the City of Snoqualmie plan each new season. The Budget is prepared and reviewed by the Committee at the end of each Market Season, in order to prepare and plan the following season.

In the 2008 season, the Market Director will continue laying the foundation for the future Farmers Market in the City of Snoqualmie. Creating reports and reporting back to the City of Snoqualmie throughout the Market Season will ensure continued cooperation and communication between all entities within the City of Snoqualmie. The FMSC, including the Market Director will be the designated JURY for any and all Vendors submitting Application for participation at the Market. If there is a tie vote within the JURY as to which Vendor participates, the Market Director will be the final voice in the decision making process and will make the final decisions based on the needs of the Market. The

Market Director and the FMSC will encourage community participation from those who wish to participate as a volunteer during the season.

**The Market Director is responsible for:**

Developing and maintaining good relationships with:

- The Snoqualmie Farmers Market Steering Committee
- City of Snoqualmie staff and electeds
- Community organizations & local churches
- County health department
- Market vendors
- Public

Managing:

- Submittal of all WSFMA, Health Department, insurance and permits
- Advertising
- Vendor Rosters
- Customer concerns and/or vendor complaints
- Market layout and vendor booth assignments
- Volunteer Staff/Farmers Market Steering Committee

Securing:

- All appropriate permits and licenses
- Market site before and after each market day
- Market tables/chairs/equipment to storage.
- Vendor Applications, email and phone inquiries

Advocating:

- For sustainable, local, and organic agriculture.
- For fresh, healthy food to help improve our community's health
- For Farmers and Artisans.

Organizing:

- Community outreach within the Market
- Special events within the Market
- Live music within the Market
- Volunteers (these individuals may take a portion of organizing special music, events (as in Chalk Art, and will be directed by the Market Director and FMSC)

Maintaining:

- Records such as hours worked, customer volumes, and vendor statistics
- Health department records as required by law

Ensuring:

- All vendors have required permits, inspected scales, appropriate weights for booth set-up and hand-washing stations.
- All market expenses and bills are submitted for payment
- Vendor fees/donations are collected prior to the close of the market night, recorded, and deposited the following market day with a report to the FMSC of accounting at the end of the season. End of season individual reporting will be mailed to each Vendor within two weeks of Market Season closure and a final report will be generated for City use and record keeping.
- Policies are enforced, or dismissal notification to Vendor who refuses to comply with Market Rules/Regulations.
- Food bank donations are collected.
- Special facilities such as garbage, first aid, and sanitary facilities are clean and available
- E-newsletter writer has all current event information i.e. Fresh List, Guest Musicians, Children Activity Center, Non-Profits, etc.

Working with the Snoqualmie Farmers Market Steering Committee to:

- Develop the 2008 event schedule and reviewing Vendor Applicants.
- Create promotional campaigns
- Advertisement/Press Releases
- Resolve significant customer and/or vendor problems/complaints
- Plan and execute fund-raising activities

### **Minimum qualifications**

Demonstrated ability to recruit and manage volunteers

Public relations/advertising experience

Experience planning, coordinating and staging events within the confines of the market.

Excellent organizational and written/oral communication skills

### **Additional skills a plus**

Knowledge of King County and State Department of Health regulations

Familiar with WSDA regulations for Farm Direct Marketing

Familiar with the Washington State Farmers Market Association handbook and information

Adept at developing productive relationships/coalitions with special interest groups, such as local restaurants, non-profit agencies, and community groups

Strong connections to local agriculture and familiarity with regional agricultural programs

### **Work hours**

The Market Director must be present for market days, Saturdays beginning June 14 and will continue running each Saturday from 10:00 am – 3:00 pm until October 11. Additional hours outside those times will be scheduled-flexible part-time prior to and after market season depending on the workload for 2008 season. All hours worked for 2008 Season will be recorded for City record keeping and total hours worked will be recorded for final 2008 season report. *The average hours worked by other Market Directors located in other market locations are approximately 8 – 12 hours per week for 36 weeks, up to a total of 400 hours spread from February through the end of market in September.* This is dependant on the size and years of Operation and if the Market is working under a Board, Committee or group. If the Market Director is also the coordinator, the hours worked are increased drastically. Also, required is attendance to the Washington State Farmers Market Association Conference in Enumclaw, January 25, 26, 27, 2008. This conference if required and travel, lodging and conference fee will be billed to city.

### **Compensation**

The contracted position for the Market Director position shall pay a total of \$8,000 for the 2008 Market Season and will be reviewed at the beginning of each new season thereafter. Payments should be set up as the following:

- ▶ \$2,000 shall be paid on or before January 31, 2008
- ▶ \$2,000 shall be paid on or before April 1, 2008
- ▶ \$2,000 shall be paid on or before June 1, 2008
- ▶ \$2,000 shall be paid on or before September 1 2008

All Four Checks should be made out to **Trinity Lavender Farm, LLC (Tax ID# 602 599 290)**

The Market Director will be covered by her own personal medical insurance (King County Blue Shield) while in contract with the City of Snoqualmie for the budgeted 2008 season. Fuel will be reimbursed along with all long distance phone charges/postage and these reimbursements will be submitted prior to each installment.