Kitsap Regional Farmer's Market Association Operating the Port Orchard Farmers Market



# **Market Manager Contract**

#### Market Manager Job Description

The Market Manager operates under the supervision of the president. The Market Manager reports to the KRFMA Executive Committee (aka the Board). The manager works closely with the Promotions Committee and Board to develop and implement the market's outreach plan, special events, and respond to issues that arise during the course of operations. The manager is expected to run the market within the budget and work with the Board to develop recommendations to the membership for handling significant variances.

The Manager is responsible for on-site management during market season, as well as a number of necessary preseason and post-season tasks. This is a physically demanding job and requires:

- Ability to meet the physical job requirements of the position i.e. lift 50 pounds, handle exposure to elements, be standing or walking for long periods (all day)
- Must have access to reliable transportation, large enough to transport market canopy and supplies and store all market supplies at their residence.

#### Specific responsibilities of the Market Manager include the following:

#### MARKET MANAGEMENT RESPONSIBILITIES

#### **Member Vendors:**

- Oversee the membership/vendor application process including fielding phone calls from prospective vendors, determining vendor eligibility, processing applications and fees, process & approve stall reservations and maintaining written records, copies of contracts, etc.
- Develop the best possible vendor mix for the market by balancing farm, craft, and prepared food Vendors, per WSFMA guidelines and what our customers want.
- Maintain wait list for vendors & fill as openings occur.
- Create and maintain the Market Stall Assignments Map and vendor stall assignments and reservations.
- Ensure that all vendors have secured the required permits and have a copy of the Vendor Guide. Insure they follow market Procedures, Market Rules & ByLaws as outlined in the Vendor Guide.
- Visit farms or other vendor location as necessary.
- Maintain positive, non-discriminatory relations with market vendors.
- Manage requests from not-for-profits to participate at markets.

## **Budget & Finances:**

- Develop annual market budget along with KRFMA Executive Committee (Board) and Budget Committee
- Submit all market expenses and bills to KRFMA Board Treasurer .
- Collect, deposit and record Vendors' fees and submit to the POFM Treasurer.
- Promptly submit expenses and invoices to the Treasurer, and keep expenses within approved budget amounts.

#### Website:

- Coordinate with the website manager to update POFM website regularly
- Coordinate the vendor database maintenance with the KRFMA Secretary

## Permits, Licenses & Memberships:

- Maintain all appropriate permits and licenses for the Market, including WSFMA membership & insurance, City Permits, WSDA required documents, WA Liquor Board, Health Dept., etc.
- Respond to Market issues with local and state agencies.
- Manage all on site aid programs such as WIC/Senior/Food Stamp Programs. Attend any required training.
- Hiring and managing personnel needed for daily operations as specified in the Budget.
- Train and supervise Market volunteers, interns or staff. Verify time records.
- Prepare market staff midseason & end of season Job Review and present to the Board.

## Maintain Written Records of:

- Vendor documents application, contract, permits
- Keep current original permits and insurance certificate in the Market Manager Record Box, and send copies to the President and Secretary. Mail copies of insurance certificate to any Certificate Holders.
- Issues or problems with vendors or customers.
- All juried vendor decisions.
- The logistics of the Market Manager job, such as hours worked, and on what.
- Vendor Health Department records as required by law
- All vendor permits required for the Market
- Managers Weekly Market Report, which includes Customer volumes, Weekly Stall fees, sales reports (count, enter, and analyze data; monitor year-to-date figures with prior year; and report results at board and market member meetings)
- Maintain Market data and update Market databases.
- Collect and codify vendor sales reports and transmit totals to KRFMA Board.
- Prepare monthly reports (May Sep) and end of season (Oct) Market report for the KRFMA Board.

## Attend:

- Executive Committee (Board) meetings to give a detailed report on the farmers market & any issues.
- Promotions, Budget & Planning Committee meetings to plan and implement events, and to set market goals
- Washington State Farmers Market Association annual conference (January) & report to the Board. Other WSFMA sponsored events at request of the Board.
- As needed for administration or promotion of the market: City of Port Orchard Council Meetings, Bay Street Merchants Association Meetings, Chamber Meetings or Events, other community or business associations.

# Develop and maintain good relationships with:

- The KRFMA Executive Committee and Promotions Committee
- Local community organizations, businesses, and general Port Orchard community
- County health department and Port Orchard Council and Mayors office.
- Market vendors and shoppers
- WSFMA

# Other:

• Other duties to assure the smooth operation of the market may be assigned by the KRFMA Board with a majority vote

# **RESPONSIBILITIES FOR MARKET DAY**

- Put "no parking" and other market signs / billboards out on Thursday before Saturday market days.
- Be on site from 6:00 am until 3:30pm each Saturday
- Set up and take down Market tent, tables, signs, road blocks, and other Market day items.
- Ensure that all facilities, equipment and utilities are in working order.
- Create site layout and assign vendor placement.
- Supervise events, entertainers.
- Enforce Market Procedures and Rules, local and state sanitation and food safety guidelines, and other

laws and regulations. Maintain public safety.

- Oversee vendor loading and unloading of vehicles and enforce the off-site vendor parking. Oversee outside access to the market site by other vehicles.
- Handle emergencies, complaints, and customer requests.
- Contact police department on morning of market if unauthorized vehicles need to be towed.
- Collect stall fees and vendor sales slips. Process food stamp payments, vouchers, process EBT.
- Deposit all monies collected to the bank and send the deposit receipt to the Treasurer the week following each Market.
- Perform closing duties at end of day, including storing any signage, equipment and Market supplies
- Complete Market Day report and forward to the KRFMA Secretary within 5 days.

### MARKETING & OUTREACH RESPONSIBILITIES

The Market Manager is responsible for promoting the Farmers Market on a weekly and general basis.

- Act as primary public contact for the Port Orchard Farmers Market with the membership, agencies and community.
- Actively recruit new vendors with emphasis on local farmers and food providers.
- Actively recruit live entertainment (musicians, magicians, etc)
- List the Farmers Market in various local advertising Calendars local newspapers & Special Publications (such as Westsound Home & Garden), and online calendar listings.
- Maintain memberships in organizations that benefit the market (Chamber, Puget Sound Fresh, etc)
- Oversee the E-newsletter and publish regular editions. Actively recruit the public to join the Farmers Market email list at the Market.
- Develop media contacts, handle media relations.
- Develop press releases, advertisements, posters, etc.
- Post market activities & dates on appropriate websites such as POFM's website, Port Orchard Chamber of Commerce, City of Port Orchard, etc.
- Develop and maintain social media sites to promote the Market.
- Arrange with Fire Dept. for Market Banner to be hung on Bay Street end of April (reserve in the fall)
- Actively recruit community members to join the market and/or volunteer.
- Perform other outreach and marketing as determined to meet market goals.

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# Market Manager Contract

This is an "at will" contract and either party may end the contract with written notice.

I (Market Manager) agree to the following:

- To be paid a starting hourly wage of \$\_\_\_\_, payable monthly.
- To work an average of 20 hours per week or less (unless given advance approval of the Executive Committee) from the months of April through the end of October for the purpose of managing the Port Orchard Farmers Market on Saturdays and all related work necessary for the continued operation of the market. This is calculated as 12-14 hours per week needed to operate & attend the Saturday market day, with additional hours for training, administration and marketing.
- To reduce my work hours to no more than 40 hours/month during the off season months of November through March, or as instructed by the Executive Committee.
- To use my own vehicle for the transportation of market equipment and materials and store these at my residence (or other agreed on location) when not in use. I agree to carry my own liability insurance on the vehicle in use for the market.
- I agree to have the Executive Committee perform a background check and understand employment is subject to satisfactory results.
- I agree to hold all market business in strict confidence and will not directly or indirectly disclose or use any Confidential Information, except as required in the performance of my duties as Market Manager.

The Executive Committee (aka Board) agrees to:

- Reimburse or pay for approved travel expense. Mileage will be reimbursed for travel to locations outside of Port Orchard and will be at the current IRS Standard Mileage Rate. Reimbursement will be paid once a month. Reimbursed expenses also include lodging for the WSFMA Annual Conference. All travel is to be approved in advance by the Executive Committee.
- At least two reviews each year of the Market Managers performance as an incentive to grow and improve the revenue and success of the market. The first review will be done before July 30th, with the second review to be done no later than November 30<sup>th</sup>. Vendor comments may be solicited to assist the Executive Committee in this evaluation.
- Depending on the results of the July and November performance review, (at the start of the year OR at the anniversary of this contract) the Market Manager may be given an hourly wage raise up to \$14 per hour after the first year and up to 6% in subsequent years. The Manager may also receive performance bonuses at the direction of the Executive Committee not to exceed \$2,500 annually.

This agreement is entered into on \_\_\_\_\_ of \_\_\_\_\_ 2012 by

Executive Committee President

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#### **GRANTS & SPONSORS DIRECTOR**

The Grants & Sponsors Director shall:

- Actively seek out and apply for grants for the benefit of the market.
- Actively seek out and obtain corporate or other sponsorships and donations to increase market income to pay operating costs and to help fund entertainment and special events.
- Administers all grants, sponsorships and donations to ensure compliance with the terms, including reporting and auditing requirements.

#### TERMS:

These activities are outside the scope of the duties of the Market Manager and, if performed by the same person employed as Market Manager, not included in any hourly or salary compensation paid to the Market Manager. These activities are voluntary and done solely at the discretion of the Director.

Most of these activities will occur during the off season (Nov – Mar) but may be done at any time.

The Director will obtain approval of the Executive Committee before soliciting Grants, Sponsorships or donations from any business, person or association, to ensure terms and sponsors approached are a good fit and in line with POFM philosophy and goals.

#### **COMPENSATION:**

As grant terms vary widely, compensation to the Coordinator will be negotiated and agreed to between the Coordinator and Executive Committee prior to applying for the grant.

Upon successfully soliciting and after the market has received \$1,000 in sponsorships and/or cash donations, the market will pay the Director 25% for new sponsorships and 10% for renewing sponsorships.

Other sponsorships or donations, such as "in kind" or of a non-cash nature, are to be pre-agreed to between the Director and Executive Committee on a case by case basis.