

Happy Vendors, Happy Managers

Communication as a tool for success

With

Ivy Fox & Caleb Johns



We are



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Seattle University District Market Manager



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Vashon Farmers Market Manager

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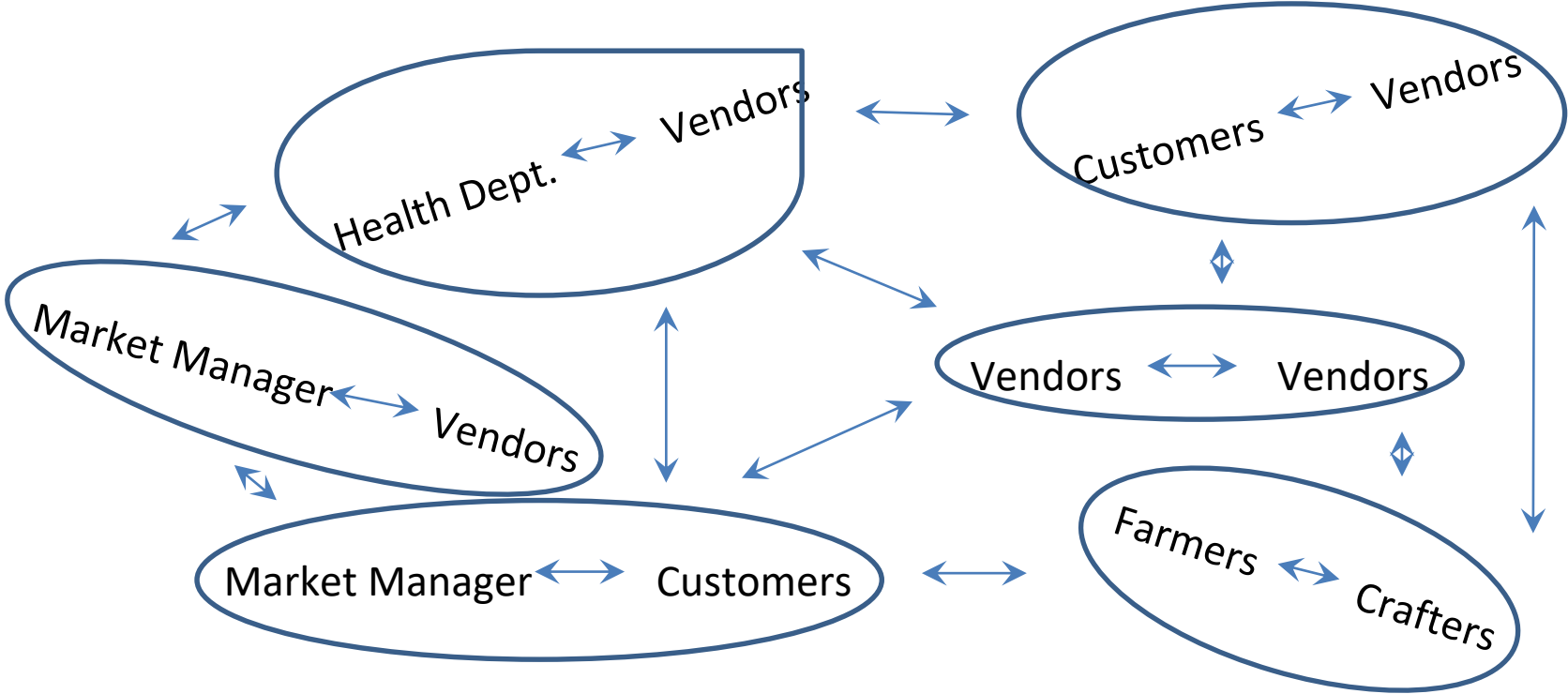
We believe that knowledge of the structure of your market can make it more successful.

And

We believe that markets are based on
myriad interactions.

Improve the value of these interactions and you improve the value of your market.

Interactions happen between everyone



There is synergy and power in this
Chaos

It is what makes markets amazing

“The whole is greater than the sum of
its parts”*

*Aristotle

This ties into systems theory.

Systems theory identifies the
importance of

A critical minimum structure

What is a critical minimum structure?

The point at which the parts of your system flow at the optimal rate.

Identify Your minimum critical structure

1. Who are the stakeholders in your system (internal and external: such as vendors and health dept.)?
2. What are your operational requirements (what you can't do without; such as schedule, rules, layout, policies and procedures)?
3. How do you receive feedback?
4. When do you adapt?

Lets apply this to a Market

Example 1.

Stakeholders = Vendors, government agencies, customers, sponsors, market staff, neighborhood business, etc

Operational Requirements=permits, bookkeeping, staffing, market policies and procedures

Means for feedback = concern forms, vendor and neighborhood surveys, weekly reports, social media, email, phone and comment cards

Systematic Adaptation = strategic planning, market committee, flexibility built into market policies

Identifying your critical minimum structure allows you to leverage changes to achieve the optimal outcome.

But what about all those
interactions

We can add value to interactions
by improving their quality and
impact.

Interactions can become
relationships

Interactions become relationships
through intention and empathy.

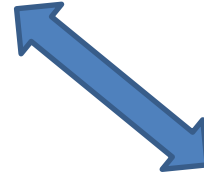
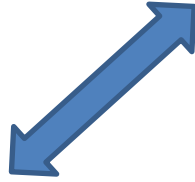
And we need good systems to
make that a regular possibility.

Strong markets require strong
relationships

And

Strong relationships require strong
systems

Strong Markets



Strong Relationships



Strong Systems

Strong Relationships require

- Clear Expectations
- Trust
- Opportunities for feedback
- Clean Communication
- Honesty
- Respect

Systems help markets

Set clear expectations

Establish trust

&

Provide a means for feedback

Clean Communication
Honesty
& Respect

Are more personal

Procedures (another kind of system)
allow us to

- **Acknowledge power dynamics**
- **Identify and respect diversity**
- **Take care of our own personal growth and skills**

These are all necessary and interconnected.

Stakeholders
Requirements
Feedback
Adaptation

Critical
Minimum
Structure

Expectations

Systems

Interactions

Relationships

Synergy

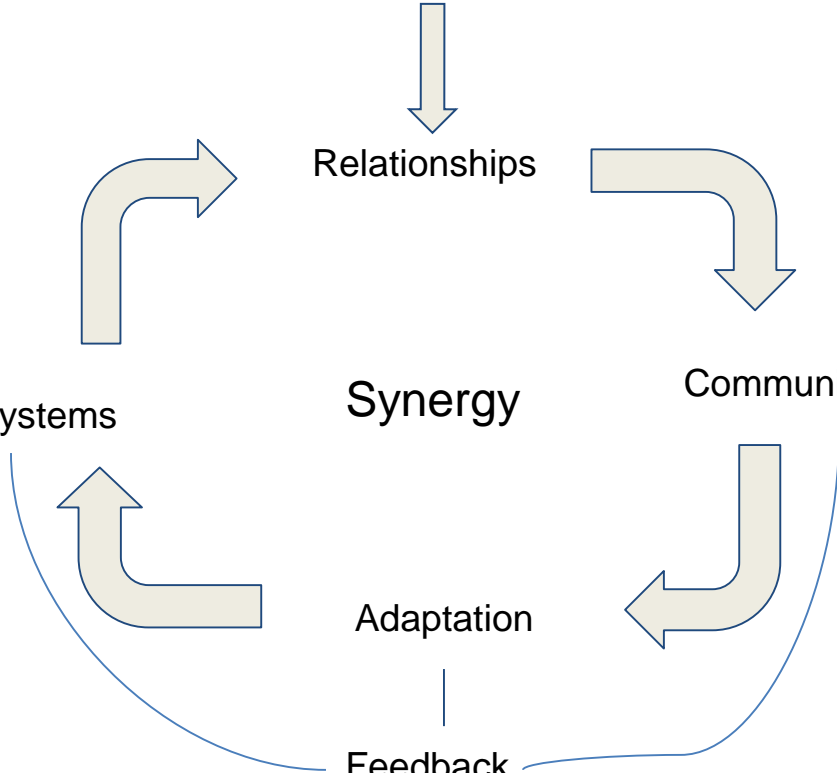
Adaptation

Feedback

Power Dynamics
Diversity
Personal Growth

Communication

Trust
Respect
Honesty



Tools to make this happen:

Customer Concern Form

Your name: _____

Market at which concern arose: _____

What is your basic concern or complaint (25 words or less)?

On what date did this occur? _____

Please describe in more detail your concern and/or complaint, if necessary.
(You may use the back of this sheet too.)

Would you like us to respond and contact you? If so, please provide your name and contact information here (phone, email):

Today's Date:

You may give this to any NFMA staff person, or fax to 206-632-5976, or email nfma@seattlefarmersmarkets.org. We will make every effort to respond to you in a timely manner.

Vendor Concern Form

Your Name: _____

Farm and/or Business Name: _____

Market Location: _____

Summary of concern and/or complaint (25 words or less):

Date of incident: _____

Please describe in more detail your concern and/or complaint. Be as specific as you can and explain how this affects the operations and goals of the Market (you may use the back of this sheet, if necessary).

Signature: _____

Today's Date: _____

You may give this to any NFMA staff person, or fax to 206-632-5976, or email nfma@seattlefarmersmarkets.org. This form will be reviewed by the NFMA staff and/or Board of Directors. Your name/business will be kept anonymous at the Board. We will make every effort to provide a written response within two weeks.

VASHON ISLAND FARMERS MARKET WEEKLY REPORT 2016

Date: _____ Weather: _____

VOLUNTEERS: please print first and last name clearly

_____ (:) (:) = _____

_____ (:) (:) = _____

_____ (:) (:) = _____

_____ (:) (:) = _____

_____ (:) (:) = _____

_____ (:) (:) = _____

_____ (:) (:) = _____

TOTAL VOLUNTEER HOURS = _____

Non-profits/Community Booth:

1. _____

2. _____

3. _____

4. _____

5. _____

Do Vendors all have weights?

Health Check _____ Signs Out _____

Music Setup _____ Booth Setup _____

CUSTOMER COUNTS:

Specific Daily Tasks / Notes

9:45 _____

10:00 _____

10:30* _____

11:00 _____

11:30* _____

12:00 _____

12:30* _____

1:00 _____

1:30* _____

2:00 _____

2:15 _____

Total Customers New count _____ Old Count _____

Social Media Post 1 _____ 2 _____ 3 _____ 4 _____ 5 _____

Vendor Bio:

Vendor Product Photo _____ Vendor Portrait Photo _____

Band Name: _____ Time: _____ Contact # _____

Special Event Title: _____ Time _____ Contact # _____

Lost Item(s): _____ Name: _____ Phone: _____

Found Item(s): _____ Name: _____ Phone: _____

LAKE CITY FARMERS MARKET WEEKLY REPORT 2017

Date: _____ Weather: _____

Vendors: _____ Market Staff: _____ In: _____ Out: _____

Customers: _____ Market Staff: _____ In: _____ Out: _____

Volunteers: _____ Market Staff: _____ In: _____ Out: _____

Volunteer Hrs: _____

EBT Sales: \$ _____ Non-profits: _____

Merchandise Sales: \$ _____ 1. _____

Vendor Fees: \$ _____ 2. _____

Market Vendor Sales: \$ _____ 3. _____

Music/Tasting/Chef Demo/Special Promotion (circle one): _____ # Cars Towed: _____

Event Comments: _____

Manager/Staff Notes: _____

Vendor/Volunteer/Shopper Suggestions: _____

Lost Item(s): _____ Name: _____ Phone: _____

Found Item(s): _____ Name: _____ Phone: _____

CUSTOMER COUNTS:

3:00 _____

3:30 _____

4:00 _____

4:30 _____

5:00 _____

5:30 _____

6:00 _____

6:30 _____

7:00 _____

Total _____

HEALTH DEPARTMENT INSPECTOR/NFMA STAFF:

Name _____	(:) _____	(:) _____	=	Total Hrs _____
Name _____	(:) _____	(:) _____	=	Total Hrs _____

VOLUNTEERS: please print first and last name clearly

_____	(:) _____	(:) _____	=	_____
_____	(:) _____	(:) _____	=	_____
_____	(:) _____	(:) _____	=	_____
_____	(:) _____	(:) _____	=	_____

TOTAL VOLUNTEER HOURS = _____

Bike Benefits: Sold _____
 Redeemed _____

MARKET SALES

Cash Amount	Credit Amount	Merchandise (Items)	Donations Above \$10 (Type GFF, NFMA, etc.)	Gift Certificate (Note #)	Staff Initials
TOTAL					

GC Redeemed (Amount/#): _____ **TOTAL** _____

SATURDAY – UNIVERSITY DISTRICT Farmers Market

Location: 5031 University Way NE (between NE 50th St & NE 52nd St)
Market dates: Year-round Market Hours: 9am – 2pm
Market Phone: 206-769-6572 Market Manager: Ivy Fox

MARKET PROFILE

The University District Farmers Market has been open since 1993 and has grown with the Washington farm direct marketing movement. The market averages over 4,500 shoppers each week including dedicated weekly customers, UW students and restaurant chefs. There are 60-83 vendors set up on University Way ("The Ave") depending on the season. From April-November, the market extends 70ft north of the 52nd intersection. The market moved from its original location in the South University Heights parking lot to the street in 2013 due to the construction of a city park in the old location.



OPERATION GUIDELINES

UDFM Manager Booth

- Located on University Way near the intersection of NE 52nd St.
- Small satellite information booth is located at the corner of NE 50th during market only.
- If you do not have a space assignment, please stop by the Manager Booth or look for the manager.

Unloading and Loading

- The street closure begins at 6am and ends at 4pm and no later. All vehicles and vendor equipment must be cleared or placed in the parking lane only
- No moving vehicles within the market between 8:30am and 2:15pm.
- Breakdown is not allowed before the market closes at 2pm.
- Vehicles enter at the North end of market at the intersection of 52nd St. and University Way NE

Loading Diagram:



- 1) Vehicles drive (→) Southbound on University Way
- 2) Drive in the LEFT lane for the NORTH half of the market
- 3) Drive in the RIGHT lane for the SOUTH section of the market
- 4) The other lane is used for parking during load-in and load-out (■)

Parking

- One vendor vehicle space will be assigned to you at a nearby lot, as space allows. If you do not already have a parking spot, please check-in with the manager.
- Vendor staff and extra vehicles must park more than 3 blocks away to allow for shopper access to the market.

Restrooms

- We rent vendor and customer bathrooms inside the University Heights Building just west of the market. There are single stalls located on each floor and there are several Men's stalls located in the basement.

Water

- Non-potable water is available from the garden hose on the East side of the University Heights Building to the North of the stairs. Additional water can be used from the rainwater catchment containers also located on the East side of the building.

Food Bank Collection

- The University District Food Bank picks up donations from vendors each week at 2pm.

ATM

- *The Market Information Booth cannot accept Debit/Credit cards, only EBT/SNAP (Egg Stamps) cards.*
- *The closest ATM machine is located at the U-Way grocery located on the NE corner of 52nd and University Way. Additional ATMs are located in the Safeway, Walgreens and several banks south on University Way (the Ave.)*
- *The majority of vendors accept Debit/Credit.*

Social Media

- Facebook: [UniversityDistrictFarmersMarket](#)
- Twitter: [SeattleFarmMkts](#)
- Instagram: [SEATTLEFARMERSMKTS](#)

Weather-related cancellations

All NFM markets are open rain or shine. However, since markets are held in open-air venues, we reserve the right to close a market if it is determined that severe weather conditions could compromise the safety of vendors and shoppers. See our vendor rules for guidelines.

DRIVING DIRECTIONS

From the South

- o Take I-5 N
- o Take exit 169 for NE 50th St
- o Stay left for NE 50th St and merge onto 7th Ave NE
- o Turn right onto NE 50th St.
- o Turn left on Brooklyn Ave NE
- o Turn right on NE 52nd
- o Enter market at NE 52nd St and University Way NE

From the North

- o Take I-5 S
- o Take exit 169 for NE 50th St
- o Turn left onto NE 50th St.
- o Turn left on Brooklyn Ave NE
- o Turn right on NE 52nd
- o Enter market at NE 52nd St and University Way NE

I email this weekly to every vendor and make it available online for vendors and customers



Farmers Market Vendor Placement – August 20th, 2016

Vendors must be setup by 9:50am and wait to breakdown till 2:10pm

- | | | |
|----------------------------|--|-------------------------------|
| 1 Sun Island Farm | 18 Seattle Canning Co | 34 Monica Grijman LMP |
| 2 Cornerstone Farm and Dai | 19 "Qual"ity Seafood Ltd | 35 Aislinn Designs |
| 3 Burton Hill Farm | 20 ALL THINGS RICH | 36 The Mighty Truffle |
| 4 Burton Hill Farm | 21 Rex's Sharpening Service | 37 Calico Gardens |
| 5 Plum Forest Farm | 22 Patty's Tamales | 38 The Country Store & Farm |
| 6 GreenMan Farm | 23 Lisa B's Sweets & Treats | 39 The Country Store & Farm |
| 7 Harbor Home Farm | 24 Midlife, Crisis Farms | 40 Old Guys with Lathes |
| 8 Cedar Spring Farm | 25 Vashon Island Baking Cor | 41 Old Guys with Lathes |
| 9 Pacific Crest Farm | 26 Dragon's Head Cider | 42 Empty Nest Studio |
| 10 Reimagine Booth | 27 Carol's Massage | 43 Made In Paradise Rockworks |
| 11 Helix Farm & Fibers | 28 Nothing Lasts Forever He
Designs | 44 Great Stuff |
| 12 Christina Creates | 29 Viga Booth | 45 NP- Coop Preschool |
| 13 Localvore Lit | 30 moondance | 46 Viga Kids Booth |
| 14 TreanWare | 31 Bliss Organix | |
| 15 King Caramel | 32 Ball Girl | |
| 16 Vashon Brewing Compan | 33 Vashon Island Baking Cor | |
| 17 Delicious Health | | |

Self Care

It is absolutely necessary to have good boundaries
and good systems for caring for you

That is another whole workshop

But
One thing we can offer

World Cafe

Everyone writes a LOVE letter.

Answer these questions and we will mail you your letter in 6 months.

1. What are your top 5 attributes?
2. What is your favorite part of your job?
3. What is something you do to take care of yourself?
4. What is your goal for this year?

In Conclusion

Basically

More This



Less This

