Happy Vendors, Happy Managers

Communication as a tool for success
With
Ivy Fox & Caleb Johns
Hi

Ivy Fox
Seattle University District Market Manager

&

Caleb Johns
Vashon Farmers Market Manager

We are
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?
Let's 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.
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: ____________________________

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

_________________________ ___________________________
_________________________ ___________________________
_________________________ ___________________________
_________________________ ___________________________
_________________________ ___________________________

Do Vendors all have weights?

_________________________ ___________________________

TOTAL VOLUNTEER HOURS ~ ____________

CUSTOMER COUNTS:

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___
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-profit: ___________________________

Merchandise Sales: $__________

1. __________________________________

Vendor Fees: $__________

2. __________________________________

Market Vendor Sales: $__________

3. __________________________________

= Cars Towed: ______

Music/Tasting/Chef Demo/Special Promotion (circle one): ___________________________

Event Comments: ___________________________

Manager/Staff Notes: ___________________________

Vendor/Volunteer/Shopper Suggestions: ___________________________

CUSTOMER COUNTS:

3:00

3:30

4:00

4:30

5:00

5:30

6:00

6:30

7:00

Total

TOTAL VOLUNTEER HOURS = ______

Bike Benefits: Sold ___________ Redeemed ___________

MARKET SALES

<table>
<thead>
<tr>
<th>Cash Amount</th>
<th>Credit Amount</th>
<th>Merchandise (Items)</th>
<th>Donations Above $10 (Type Gift, NFMA, etc.)</th>
<th>Gift Certificate (Note #)</th>
<th>Staff Initials</th>
</tr>
</thead>
<tbody>
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GC Redeemed (Amount#): ___________________________ TOTAL

HEALTH DEPARTMENT INSPECTOR/NFMA STAFF:

Name ___________________________ Time In ___________________________ Time Out ___________________________ Total Hrs ___________________________

Name ___________________________ Time In ___________________________ Time Out ___________________________ Total Hrs ___________________________

VOLUNTEERS: please print first and last name clearly

(______) (______) = ___________________________

(______) (______) = ___________________________

(______) (______) = ___________________________

(______) (______) = ___________________________

(______) (______) = ___________________________

TOTAL VOLUNTEER HOURS = ______

NAME ___________________________ TIME IN ___________________________ TIME OUT ___________________________ TOTAL HRS ___________________________
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 50-83 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 9:30am 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:

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 (Food 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: SeattleFarmMkt
- Instagram: SEATTLEFARMERSMARKETS

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

From the North
- Take I-5 S
- Take Exit 169 for NE 50th St
- Turn left onto NE 50th St.
- Turn left on Brooklyn Ave NE
- Turn right on NE 52nd
- 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.
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
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
More This

Basically

Less This