



CITY OF HENDERSONVILLE DOWNTOWN EVENTS TEAM

Zoom

Thursday, January 07, 2021 – 9:00 AM

AGENDA

1. CALL TO ORDER

2. APPROVAL OF MINUTES

A. Events Team Minutes from November 12, 2020

3. AGENDA ITEMS

A. Rhythm & Brews Update

- a) COVID Contingency
- b) Sponsors
- c) Programming

B. Farmers Market Update

- a) 2020 Annual Report
- b) 2021 Budget
- c) Vendor Rules and Info

C. Bearfootin' Art Walk Update

D. Love Hendo Saturday Update

4. ADJOURNMENT

5. ADA NOTICE

The City of Hendersonville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or an accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.



EVENTS TEAM MINUTES: November 12, 2020

Historic Downtown Hendersonville Vision Statement: Downtown Hendersonville is a national leader in providing the authentic small-town urban infrastructure and character needed to support and interweave a vibrant entrepreneurial environment with urban livability.

Zoom Meeting

Members Present: Stacy Fields, Ron Kauffman, Walt Slagel, Jack Maniscalco, Mark Pavao, Bryan Byrd

Staff: Meredith Friedheim, Jamie Carpenter

9:00: Call to Order

9:02am

9:00 – 9:05: Approval of October Minutes

Unanimously Approved

9:05 – 9:15: Team Business

1) Events Team Makeup: Added new members Mark Pavao and Bryan Byrd

9:15-10:30: Ongoing and Upcoming Events Planning & Production:

1) Bearfootin' Art Walk

a) Recap of 2021 auction: \$84,109 raised at auction on October 24 – deemed a success. This was a \$26k increase from 2019. Coordinating 2021 bear signups now; early discussions about how to incorporate the successes of the 2020 auction into 2021. Possible factors contributing to positive outcome in 2020 were: a) bidding online that lasted for almost a month, b) bidding allowed on all bears up to the finish line could have driven up prices, c) COVID created a scenario where people were more willing to give. One idea for next year is a black-tie ticketed event with music, food and alcohol where bidding still takes place online.

2) Hendersonville Farmers Market

- a) Preliminary survey results (customer, vendor, volunteer, property owner): Majority of results were positive; vendor takeaways are to create a vendor advisory committee, might want to change market hours, and do more farm visits to ensure legitimacy of products. Customer feedback is to add more food trucks for next year.
- b) Upcoming Holiday Markets: Going to have heavier ratio of crafts to food products
- c) Vendor advisory committee: Events Team was in support of creating a vendor advisory committee to provide input on policies and issues for the overall benefit of the market.

3) Whoo Love Hendo

a) Downtown merchants holiday promotion: Downtown merchants are planning on a who-ville themed holiday promotion called Whoo Loves Hendo throughout the month of December. Events Team discussed ways to cross promote for holiday markets.

4) Rhythm & Brews

a) 2021 possible modifications due to Covid-19: Based on the current environment it's not plausible to plan on a normal R&B event. Staff plans to move forward with a hybrid music event that coincides with Love Hendo Saturday. Events Team discussed not using the name Rhythm & Brews because it is not the same event. Next step is for Events Team to join with merchants on their



weekly happy hour call to discuss potential continuation of Love Hendo Saturday into 2021 and how to incorporate a beer garden and a more hyped-up live music plan than what occurred at 2020 Love Hendo Saturdays.

10:30: Adjourn

10:09am

2020 ANNUAL REPORT

By facilitating a direct relationship between producers and consumers, Hendersonville Farmers Market contributes to the success of local growers and entrepreneurs, expands access to farm-fresh foods, and creates a vibrant and diverse community gathering place in the Historic Seventh Avenue District.



71
TOTAL
VENDORS

21 REGULAR
MARKETS

2 HOLIDAY
MARKETS

\$17,164

CASH VALUE
TOKENS DISPENSED
VIA CREDIT/DEBIT



\$9,246

CASH VALUE
TOKENS DISPENSED
VIA DOUBLE SNAP



\$26,410

CASH VALUE
TOKENS
DISPENSED

300 TOTAL VOLUNTEER HOURS



AN AVERAGE SATURDAY AT HFM

900 CUSTOMERS VISITING

30 VENDORS SELLING

\$25 SPENT BY EACH CUSTOMER

36% CUSTOMERS VISIT WEEKLY

90% CUSTOMERS LIVE WITHIN 15
MILES OF DOWNTOWN

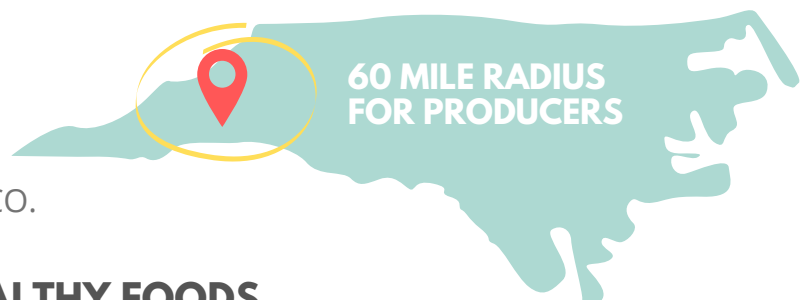
VENDORS

As a producer-only market, everything sold at Hendersonville Farmers Market is offered by the farmers and artisans who help sustain the culture, economy, and environment of our region. If a vendor did not grow or produce their product, they cannot sell it here. This ensures the freshest and highest quality product for our consumers, who can find out exactly where their food came from and how it was grown or raised. More than 70 vendors participated in the 2020 Hendersonville Farmers Market, all of whom produce within a 60-mile radius of Hendersonville.

14 FIRST-TIME FOOD VENDORS

23 FULL SEASON VENDORS

85% VENDORS WITHIN HENDERSON CO.



**60 MILE RADIUS
FOR PRODUCERS**

ACCESS TO HEALTHY FOODS

SNAP benefits are exchangeable at the market for tokens. Thanks to regional partner Appalachian Sustainable Agriculture Project (ASAP), Hendersonville Farmers Market was able to offer a Double SNAP program to eligible customers.

10 CUSTOMERS USED THE DOUBLE SNAP PROGRAM PER MARKET

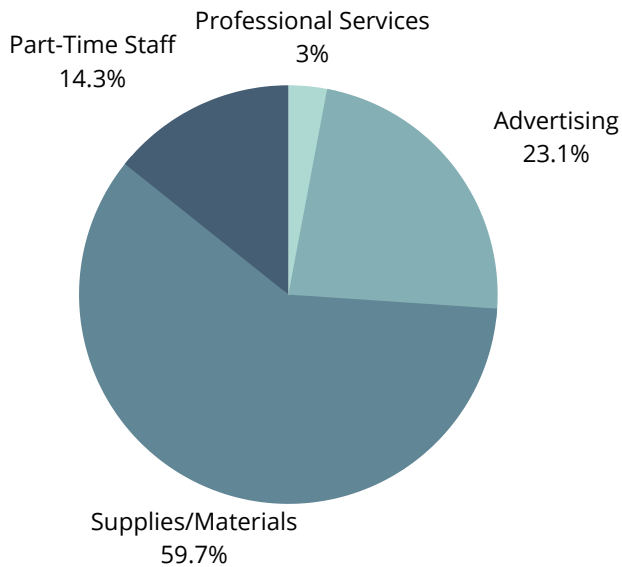
\$40 AVERAGE CASH VALUE DISPENSED PER TRANSACTION

\$4,623 REIMBURSED BY ASAP FOR DOUBLE SNAP PROGRAM

FINANCIAL OUTLOOK

Item B.

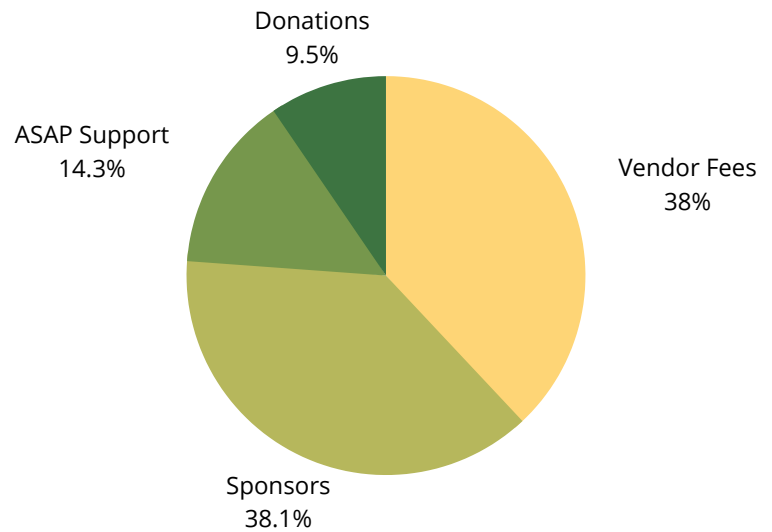
TOTAL EXPENSES: \$6,711*



***IN-KIND CONTRIBUTION: \$11,606**

Market Manager

TOTAL REVENUE: \$10,485



"We love it. We appreciate it. We believe it strengthens local farmers and our community and we cannot wait for next year. Thank you for a professional, pleasant and profitable experience."

LOCAL VENDOR



"I loved meeting locals, listening to the live music, and getting delicious food. The SNAP program made it possible for me to buy fresh fruits and veggies to cook that I otherwise wouldn't. Everyone was always so kind and wonderful. I can't wait to come see y'all again when the Market reopens!"

REGULAR CUSTOMER

MARKET GOVERNANCE & STAFF

Hendersonville Farmers Market is operated by the 501c3 nonprofit Friends of Downtown Hendersonville. The Downtown Advisory Board governs the nonprofit and oversees various committees, including the Downtown Events Team. The Downtown Events Team is charged with long- and short-term planning and execution of the Hendersonville Farmers Market.

The Friends of Downtown Hendersonville is staffed by the City of Hendersonville Community Development Department's Downtown Division. The Downtown Events Coordinator serves as the Market Manager of Hendersonville Farmers Market. During the 2020 season one cashier was contracted to work at the market.

COMMUNITY PARTNERS

The following partners provided support in the form of funding, consulting, technical services, networking opportunities, vendor recruitment, and more during the inaugural season of Hendersonville Farmers Market.

- NC Cooperative Extension - Henderson County Center
- Appalachian Sustainable Agriculture Project
- Henderson County Farmers Market Coalition
- Henderson County Partnership for Health's Committee for Activity and Nutrition

SPONSORS

PRESENTING SPONSOR:



COMMUNITY SPONSORS:



CONTRIBUTING SPONSOR:



Item B.



2021 HFM Budget

Friends of Downtown Hendersonville

Financial Statements in U.S. Dollars

2021 Depot Market Revenue

Reserved Vendor Fees (15 @ \$125)
 Tailgate Vendor Fees (10 @ \$70)
 Limited Vendor Fees (15 @ \$75)
 Craft Vendor Fees (10 @ \$75)
 Day Vendor Fees (30 @ \$15)
 Nonprofit Vendor Fees (15 @ \$10)
 Young Entrepreneur Vendor Fees (5 @ \$10)

Total Vendor Fees

Grant/Support Funding
 Sponsorships
 Donations/Merchandise Sales

Net Sales

\$1,875.00	
\$700.00	
\$1,125.00	
\$750.00	
\$450.00	
\$150.00	
\$50.00	
	\$5,100.00
\$10,000.00	
\$1,000.00	
	\$16,100.00

2021 Depot Market Materials Costs

Site Signage
 POS (second one)
 Equipment and Materials

Cost of Market Materials

\$1,000.00	
\$750.00	Split this with R&B or put in Friends?
\$2,000.00	
	\$3,750.00

Operational Income

\$12,350.00

2021 Depot Market Expenses

Advertising
 Entertainment and Professional Services
 Staff - On-Site (Contract)
 Merchandise
 Permits, Insurance & Bank Fees

Total Expenses

\$8,500.00

Net Operating Income

\$3,850.00

2021 Downtown Program In Kind

Downtown Events Coordinator Staff Time

\$12,000.00	~30% of salary
	\$12,000.00
	(\$8,150.00)

Total Organizational Expenses**Net Income (Loss)****Other Income**

Initial Balance
 Interest Income

Total Other Income

\$0.00	
	\$0.00
	(\$8,150.00)

Net Income (Loss)



Hendersonville Farmers Market Vendor Rules and Information

Our Mission Highlighted areas = new or changed info

The mission of the Hendersonville Farmers Market is to operate a world-class market that contributes to the success of local producers and growers, expands access to farm-fresh foods, and creates a vibrant and diverse community gathering place. It is the intention of the market to support local products that are

homegrown or handmade.

This is a living document. Vendors will be updated if any changes are made mid-season. All vendors are required to read and be aware of the information entailed before application approval each year.

Market Location

Hendersonville Farmers Market is located at the Historic Train Depot on 650 Maple Street in Hendersonville's Seventh Avenue District.

Market Dates/Times

Hendersonville Farmers Market operates every Saturday from the second Saturday in May through the last Saturday in October. Additionally, there are two holiday markets surrounding Thanksgiving and early December.

Hours are 8 a.m. until 12:30 p.m., rain or shine.

Governance and Management

Hendersonville Farmers Market is operated by the 501c3 nonprofit Friends of Downtown Hendersonville. A board governs the nonprofit and oversees various committees, including the Downtown Events Team. The Downtown Events Team is charged with long- and short-term planning and execution of the Hendersonville Farmers Market. A Vendor Advisory Committee, consisting of seven vendors, meets quarterly and reports to the Downtown Events Team.

The Friends of Downtown Hendersonville is staffed by the City of Hendersonville Community Development Department's Downtown Division. The Downtown Events Coordinator serves as the Market Manager of Hendersonville Farmers Market.

Vendor Categories and Target Makeup

Vendor Categories:

Growers – produce, plants, flowers

Animal Products – meat, dairy, honey, eggs, fish

Foragers – wild herbs, mushrooms

Baked Goods – breads, pastries, sweets, etc.

Consumables – value added food products such as jam, relish, kombucha, coffee, spices, pasta, kimchi, fresh beverages such as juice, cider or smoothies

Prepared Food – mobile food unit, food cart or prepackaged food that is served to eat on-site

Artisan – handmade items such as pottery, woodwork, jewelry, bath and body products, household products, metal works, photography, knit and needle work, candles, etc.

Target Vendor Makeup: Local farmers form the core of our market and we limit other vendor types in proportion to the number of active farmers vending.

50% Growers, Animal Products, Foragers

35% Baked Goods, Consumables, Prepared Food

15% Artisans

Vendor Booth Pricing Options for 2021

Reserved Season Vendor - \$125

Must commit to at least 20 of the 28 market dates to receive an assigned space for the full season at the market. The Market Manager reserves the right to adjust assigned spaces throughout the season.

Double Space - \$50

Reserved Season Vendors may add an adjoining assigned space in order to expand their booth.

Limited Season Vendor - \$75

Must participate in at least 10 and no more than 19 of the 28 market dates. Limited Season Vendors will be in semi-regular spaces, with the possibility of being moved around as needed.

Artisan Season Vendor - \$60

Must participate in at least five and no more than 10 of the 26 regular market dates, or no more than 12 dates when two dates are Holiday Markets. Artisan Season Vendors will be in semi-regular spaces, with the possibility of being moved around as needed.

Day Vendor - \$15 per market

Day Vendors will not be in an assigned or semi-regular location. Artisans may sign up for no more than five dates as a Day Vendor, or up to seven when two dates are Holiday Markets.

Nonprofit - \$10 per market

Nonprofits can use the market as an opportunity to build awareness by setting up a booth. There is a limit of three markets per season. Nonprofits may display handmade or locally produced goods for suggested donations only. If selling things for a set price, the nonprofit must sign up as a regular vendor.

Nonprofits that are not selling items for a direct price and offer an activity at the market may have their vendor fee waived.

Young Entrepreneur - \$10 per market

As a service to our community, young entrepreneurs who attend school within the Henderson County School district can reserve a space at a discounted rate.

Small Farm Vendor - \$60

In order to be considered a Small Farm, vendor must farm on one acre of land or less and/or have been operating for less than two years. Must participate in at least 10 and no more than 19 of the 28 market dates. Small Farm Vendors will be in semi-regular spaces, with the possibility of being moved around as needed.

Former Tailgate Vendors

Vendors who participated in HFM at the 2020 Tailgate Rate are eligible for the 2021 Tailgate Rate (\$70 for Reserved Season and \$60 for Limited Season).

Amenities

Vendors needing access to certain amenities such as electricity, shelter or proximity to water source may request such in their application. The Market Manager will grant requests as space allows based on level of need.

Vendor Eligibility and Selection

1. Henderson County vendors are given priority. The Market Manager may pursue needed products from the larger region when a vendor is not available in Henderson County.
2. No more than **15 percent** of any market may be made up of artisans, unless during the Holiday Markets.
3. **Artisan vendors cannot be Reserved Season Vendors. This is to allow a variety of local artisans to be showcased at market throughout the season while meeting the 15 percent limit.**
4. **All artisan products must be handcrafted by the vendor. In order to be considered handcrafted, the item must show evidence of manual skills obtainable only through significant experience and dedication. Artisans offering demonstrations, such as basket weaving, are encouraged. Examples of unacceptable items would be tracings of paint by number, ceramics from commercial molds, wood carvings using duplicating machines, kits in any form, and any other items that do not reflect originality of design. Farm crafts, or crafts that are produced predominantly from materials harvested or grown by the artisan, will be given preference.**
5. Preference is given to vendors that are 100 percent producer or sell products with foods prepared or processed locally.
6. Preference is given to vendors represented at the market by the owner, co-business owner, or family member.
7. The Market Manager and Events Team have the right to deny any applicant.
8. A new member may be put on a waiting list, particularly if he or she wishes to sell an item in a category that is already saturated at the market.

9. Unique payment circumstances and package pricing situations will be handled individually and decided by the Market Manager.

Vendor Rules

1. Vendors must only bring fresh, quality items to the market.
2. Vendors are prohibited from selling imported or secondhand items.
3. Vendors cannot be franchises.
4. Vendors must only sell products listed on their application. Requests to sell a new product must be submitted at least one week prior to sale to be approved by the Market Manager.
5. With specific permission, vendors may carry and sell a food or produce item for another vendor. Requests to carry a product must be submitted at least one week prior to sale to be approved by the Market Manager.
6. Pricing for all sale items must be listed clearly and legibly.
7. Vendor parking is located at the Henderson County Courthouse at the intersection of Pine Street and Fourth Avenue. Vendors who park in any area immediately surrounding the market will be subject to the violation procedure (see Violations).
8. Vendors are individually responsible for setup, cleanup and safe operation of their space.
9. Tents and umbrellas must be weighted at all times with at least five lbs. per tent leg.
10. All market vendors are required to participate in the market's token program. Customers can retrieve tokens at the information booth using a credit or debit card. Credit/debit tokens are in increments of \$5, for which vendors can give back cash change. Additionally, there are \$1 SNAP tokens, but vendors may not accept these as payment unless it is for an eligible food item.
11. In addition to cash and tokens, vendors may accept payment via personal card reader, PayPal, Venmo, etc.
12. Vendors must be set up and ready to sell with their vehicle out of the market no later than 7:45 a.m. and may not begin breakdown until 1 p.m., even if sold out of items.
13. Vehicles are not allowed into the market for breakdown until all customers have vacated the premises.
14. No refunds will be issued after the start of the season. Missed market days will not be refunded or credited.
15. Vendor fees must be paid in advance or prior to 8 a.m. on the day of attendance.
16. In order to avoid large deviations between attendance promised and actual attendance, vendors are required to carefully plan and commit to dates that they sign up to be at market.
17. Vendors must provide notice for a market absence by midnight the Thursday before the scheduled market date. This rule applies to vendors making cancellations due to inclement weather. A first-time failure to notify the manager before this deadline will warrant a warning from the market manager. Failure to notify the Market Manager before the start of the market will be counted as a violation (see Violations). Notification to the Manager can be made via text, email or voicemail. Excused emergency absences are allowed on a case-by-case basis as approved by the Manager.
18. Hendersonville Farmers Market is a rain or shine market. The Market Manager reserves the right to cancel the market due to dangerous weather conditions and will notify vendors in that event within a reasonable time frame. The policy for cancellation by the Market Manager is 48 hours in advance of the scheduled market.

19. Vendor pets are not allowed at market.
20. Vendors must wear shoes and a shirt.
21. There is no tobacco use allowed inside the market, including vape, chew and tobacco products of any kind.
22. Booth spaces may not be sublet.
23. Vendors are responsible for their own personal and product liability insurance.
24. Vendors must use truthful and accurate descriptors (organic, sugar free, natural, etc.) to market their products. The Market Manager reserves the right to compel changes to questionable marketing claims.
25. Sales of alcohol by permitted entities (wine, beer and cider) must be by the bottle or can only. Consumption of alcohol is limited to tastings only, and open containers of any kind are not permitted outside of the market premises.
26. Hendersonville Farmers Market requires that all vendors comply with standards of professionalism that promote open communication, mutual respect, and the best interest of the market. Disruptive actions or remarks that undermine the shared success of any or all vendors are unprofessional and unacceptable.

SNAP Tokens and Eligible Food Items

As part of the token program which vendors are required to participate in, individuals participating in the federal government's SNAP/EBT program may retrieve and use \$1 tokens at the market. These tokens are clearly marked and may only be used on eligible items defined by the USDA. When in doubt about whether an item is eligible, ask the Market Manager. **Please read the below rules regarding SNAP.**

1. Change cannot be given for SNAP tokens.
2. SNAP tokens can ONLY be used to purchase the following:
 - a. Household foods: fruits and vegetables; meat, poultry and fish; dairy products; breads and cereals
 - b. Bakery cakes, cookies and pastries
 - c. Spices and condiments for cooking
 - d. Cold drinks are ONLY eligible if they are sealed and meant for home consumption. This includes juice concentrate (i.e. elderberry syrup)
 - e. Seeds and plants for FOOD plants ONLY (plants that will later be harvested for food)
3. SNAP tokens CANNOT be used for any of the following:
 - a. Hot coffee, cider or tea
 - b. Any and all nonfood products including pet food, crafts, hygiene products, etc.
 - c. Alcohol or tobacco products
 - d. Hot food prepared to eat onsite, such as food truck foods or any ready-to-eat food prepared off site (any food cooked before or after purchase)
 - e. Supplements, vitamins, first-aid products
 - f. Inedible gourds or pumpkins
 - g. Gift baskets that contain both food and nonfood items and the value of the basket consists of over 50 percent nonfood items

4. If a vendor attempts to turn in SNAP tokens for reimbursement when he or she does not have SNAP-eligible items for sale, the amount will not be reimbursed. This is in accordance with federal law.

Inspection and Certifications

Hendersonville Farmers Market is not responsible for vendors in violation of licenses, permits, certifications, inspections, or sales taxes.

1. Approved applicants are subject to random inspection of his/her farm or place of business.
2. Vendors are responsible for their own personal and product liability insurance.
3. All prepared food items, meat, fish, and cheese sold must meet state and local health regulations including but not limited to the inspection of the vendor's kitchen by NCDA health inspectors, labeling in compliance with the regulations, Meat and Poultry Handler's License, and FDA Short Course Certification for Acidified Foods. Vendors must have a copy of their inspection forms on file with the Market Manager, as well as with them when selling at the market.
4. All vendors must submit a W-9 form in order to participate in the required token program. The W-9 allows our finance department to reimburse vendors for tokens on a bi-weekly schedule.
5. Vendors who use the word "organic" to describe their products or practices must comply with the USDA organic regulations. Vendors of organic items must have a copy of their certification on file with the Market Manager as well as with them when selling at market. Vendors who sell less than \$5,000 worth of produce per year may use the word "organic" in describing produce if the vendor has a signed "Small Scale Organic Grower's Declaration of Exemption" form on file with the Market Manager.
6. Vendors selling wine, beer or cider must provide a copy of an up-to-date permit from the NC Alcoholic Beverage Control Commission and a copy of their liability insurance. Licensees must abide by all applicable regulations and laws including those of the City of Hendersonville and NC ABC Commission.

Food Trucks, Prepackaged Foods, Cooking Demos and Tent Stand Cooking

1. **Mobile Food Units** must submit a copy of their latest inspection as well as a copy of their permit from the Henderson County Health Department. Inspection grades must be 90 or above.
2. **Prepackaged Foods** must come from an NCDA inspected kitchen and cannot be tampered with in any way after leaving the certified kitchen or at market.
3. **Cooking Demos** are permitted without additional licensing, but payment cannot be accepted for food prepared during a demo.
4. **Tent Stand Cooking** is not allowed unless a Temporary Tent Stand permit has been obtained from the Henderson County Health Department 15 days in advance. Local law prohibits Tent Stands from setting up at recurring events such as farmers markets, but it is possible that such a permit could be acquired for special events at the market such as Tomato Day or the Holiday Markets.

Violations

1. Vendors will abide by all market policies, rules and responsibilities outlined in this document and the market application.
2. Violations will be brought to the attention of the vendor by the Market Manager in the form of a written first warning with these guidelines attached. A second violation will result in a second written reminder and one of the following, a) the loss of a scheduled market date, b) a requirement to reapply to be a vendor at the market, or c) the loss of assigned space for a Reserved Season Vendor. A third violation will result in expulsion from the market for the remainder of the year.
3. Severe or repeated violations may result in the vendor being barred immediately from further market participation.
4. Vendor grievances and concerns should be put in writing, include a clear and specific description of the violation, and given to the Market Manager.
5. Third violations of the market rules and all grievances are resolved by the Events Team.

Hold Harmless Agreement

Vendors, as a condition of participation in the market, agree to the following hold harmless provisions: Each vendor participating in the Hendersonville Farmers Market shall be responsible for any loss, personal injury, deaths, and/or other damage that may occur as a result of the vendor's negligence or that of its servants, agents, and employees, and hereby agrees to exonerate, hold harmless, indemnify and defend Hendersonville Farmers Market, its successors and assignees, from and against any and all losses, damages, claims, suits or actions, judgments and costs, and attorney's fees which may arise or grow out of any injury or death of persons or damage to property in any manner connected with the vendor's products, operations, or vending at the Market.

The City of Hendersonville holds general liability insurance for Hendersonville Farmers Market. This insurance DOES NOT cover vendor spaces or products. Vendors must have insurance covering participation in the market. As it is not practical for the market to manage each individual vendor's insurance coverage, this is a self-enforced requirement.

Contact

For any questions, contact Market Manager Meredith Friedheim at 828-233-3205 or mfriedheim@hvlnc.gov.