



136 North Monroe Street
Waterloo, WI 53594
Phone: (920) 478-3025
Fax: (920) 478-2021
www.waterloowi.us

**PUBLIC MEETING CONCERNING
A PROPOSAL FOR A DOWNTOWN MARKET MANAGER
AGENDA**

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and news media, that a public meeting will be held to consider the following:

Date: MONDAY, JUNE 13, 2016
Time: 6:00 P.M.
Location: COUNCIL CHAMBERS, MUNICIPAL BUILDING, 136 N. MONROE STREET

1. CALL TO ORDER AND ROLL CALL
2. WELCOME, BACKGROUND & MEETING OBJECTIVES, Alder Jeanette Petts
3. REVIEW AND CONSIDERATION OF GROUP CONSENSUS FOR COUNCIL 6/16 CONSIDERATION
 - a. Market Manager Accountability
 - b. Position Description, See Draft
 - c. Budget Outline, See Draft
4. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
 - a. Economic Development Strategic Plan Meeting, June 21, 2016 at 6:30 pm
5. ADJOURNMENT

Mo Hansen
Clerk/Treasurer

Posted and Emailed: 06/10/2016

PLEASE NOTE: It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.

Waterloo Farmer Market

Farmer Market Manager Job Description

About Us

The Waterloo Farmer Market is a producer-only market that operates in downtown Waterloo, WI. The market runs rain or shine every Saturday from 7:00 am to 1:00 pm from May 1st until the last weekend in October. The Market Manager will manage the Saturday operation of the market and will plan for the Market's future growth and development. The Market Manager will be in attendance every Saturday of the Market and will report to _____. A successful Market Manager will be the greatest champion of the market and will be self-motivated, an excellent communicator and have strong organizational skills.

General Duties

- ✓ Enroll vendors and farmers in the market – through seasonal or daily vendor agreements
- ✓ Collect all market fees, maintain an accurate accounting of such fees and deposit into the market account.
- ✓ Arrive prior to the Market and remain throughout the Market day to:
 - Place vendors in stalls
 - Place Market signs and parking signs
 - Ensure all rules and regulations are adhered to
 - Answer questions for vendors and consumers
 - Oversee Market Tent (if applicable)
 - Resolve disputes that arise
 - Maintain safe Market grounds
 - Assure the Market site is clean at closing
- ✓ Recruit, schedule and supervise volunteers at the Market tent (if applicable)
- ✓ Maintain all financial records and provide to _____ on a _____ basis.
- ✓ Communicate Market policies, rules and activities to vendors throughout the season
- ✓ Solicit entertainment for Market days
- ✓ Maintain a database of vendors and their contact information as well as any licenses or permits each vendor may need
- ✓ Work with farm inspectors to collect and maintain inspection records
- ✓ Create weekly social media postings throughout the season (Waterloo Municipal website and FaceBook pages)

Additional Duties

- ✓ Recruit vendors
- ✓ Develop local relationships and acquire feedback from downtown business regarding Market days
- ✓ Develop relationships with other area Market Managers for networking purposes and to acquire feedback and knowledge

- ✓ Fundraise and write grants for future continuation and development of the Market
- ✓ Advertise and promote the Market throughout the year using different types of venues

Job Qualifications

- ✓ Must be the greatest Champion for the Market
- ✓ Proficiency in using spreadsheets to maintain data
- ✓ Ability to work creatively and independently
- ✓ Good communication skills, organizational skills and dispute resolution skills
- ✓ Experience working with budgets and financial documents
- ✓ Experience with creating marketing materials
- ✓ Fundraising and/or grant writing
- ✓ Knowledge of social media interventions (knowledge of administrating FaceBook)

This is a ___ hr/week position in-season, and ___ hr/month position off-season. **(Or stipend)**

Pay is \$_____ per hour. To be paid monthly?

There are no benefits with this position. Start date is _____.

**Waterloo Farmer Market Budget
2016-2017**

	2016	2017	Ongoing
EXPENSES			
Staffing			
20 weeks of market Jul-Oct	4000		
2 months 2016, 4 months 2017	200	400	
			\$10/hr x 20 hrs/wk x 20 wks =
			\$10/hr x 10 hrs/month x 2/4 months=
			0 volunteer-based
Office Expenses			
Misc. copying	200	50	250
Office supplies	75	0	50
Marketing			
Street banner	150	0	0
Flyers	400	0	400
Sandwich Board signs	400	0	0
Other sign(s)	100	0	0
Promotion			
Business promotion			
Special events			
Music			
Magician, Clown, etc			
Market Tent	400		0
Total Expenses	5925	450	700
INCOME			
Vendor Fees	600		1000 approx. 10 vendors
Promotion Fee	300		500 10 weeks
Donations			
In-kind			
Cash	100		200
CDA Budget	4925	450	5375
Total Income	5925	450	1700