



136 North Monroe Street  
Waterloo, WI 53594  
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[www.waterloowi.us](http://www.waterloowi.us)

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## A MEETING OF THE STREET MARKET MANAGER SUBMITTAL REVIEW COMMITTEE 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:** THURSDAY, October 27, 2016  
**Time:** 6:00 P.M.  
**Location:** COUNCIL CHAMBERS, MUNICIPAL BUILDING, 136 N. MONROE STREET

1. CALL TO ORDER, WELCOME AND ROLL CALL
2. REVIEW OF A STREET MARKET MANAGER PROPOSAL AND POSSIBLE RECOMMENDATION TO A JOINT MEETING OF THE COMMUNITY DEVELOPMENT AUTHORITY AND COMMUNITY DEVELOPMENT COMMITTEE
  - a. Mary Peschel
3. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
4. ADJOURNMENT

Mo Hansen  
Clerk/Treasurer

The four person Street Market Manager Submittal Review Committee is a volunteer working group. It reports to the Community Development Authority. It was created by a show of hands of interested individuals at a 2016 joint meeting of the Community Development Authority (CDA) and the Community Development Committee (CDC). Members: Nicole Tuttle (CDA); Keri Sellnow (Economic Development Strategic Plan Steering Committee); Jeanette Petts (CDC) and Sue Moe (CDA)

Posted and Emailed: 10/25/2016

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.

**Good evening and thank you for coming tonight.** We have a series of questions to ask you in regards to the Market Manager position you have applied for. In the posting for the position, we listed 8 job qualifications and we will be focusing on those.

**1. Must be the greatest Champion for the Market**

Please tell us why you are the greatest Champion for the Waterloo Street Market?

**2. Proficiency in using spreadsheets to maintain data**

What is your experience with spreadsheets and databases? Please be sure to include specific software programs, how proficient you are and how many years you have used the program(s).

**3. Ability to work creatively and independently**

Please give us some examples of your creativity and your thoughts on working independently.

**4. Good communication skills, organizational skills and dispute resolution skills**

Please explain communication methods that you use regularly, tell us about how you will organize yourself as the Manager of the Market and give us a few examples of when you have used your dispute resolution skills.

**5. Experience working with budgets and financial documents**

Please tell us about experience you have with budgets & financial documents.

**6. Experience with creating marketing materials**

Please tell us about your experience with creating marketing materials and where you obtained this experience.

**7. Fundraising and/or grant writing**

Tell us about your fundraising & grant writing experience and abilities. Include where you obtained this experience and give one example of a campaign that was successful in its effort (where a goal was obtained)

**8. Knowledge of social media as a promotional tool (knowledge of administrating Facebook)**

Please tell us about your knowledge of social media promotional tools. Please explain each tool, how long you have used the tool and what it was you have promoted in the past.

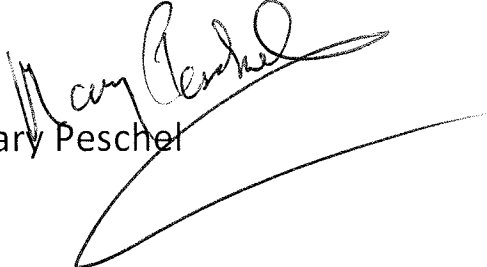
Waterloo Community Development Board

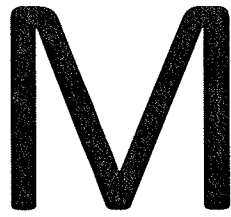
October 21, 2017

It is with enthusiasm and commitment I submit my name for Market Manager. I have lived in Jefferson County for a fair amount of my life. I graduated from Waterloo High School. I have served on the County Board, Board of Directors for Rock Lake Manor, and have been active in my faith community. My greatest achievement was running for mayor of Waterloo as a write in candidate. We did not win but we had fun, raised the consciousness of the Waterloo voters and achieved over 200 votes at election time. Along with this I have worked with Farmer Markets in Dane and Waukesha County for over 20 years.

Thank you for reviewing my application. If hired I will not disappoint you as your Waterloo Champion.

Cheers,

  
Mary Peschel



**Mary F Peschel**

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228 Water Street, Apt. 2b8

Lake Mills, WI 53551

608-219-8095 | marypeschel@yahoo.com

### **Knowledge, Skills and Abilities**

- Effective oral and written communication skills; able to maintain detailed, confidential information and documentation
- Proven problem solving abilities; able to generate, implement, and evaluate solutions to complex problems/situations
- Efficient time management and organizational skills; able to meet project deadlines in a timely manner
- Productive team member with the ability to work independently and lead others to reach organizational objectives
- Skilled in empowering clients to develop and achieve goals

### **Experience**

Community Action Coalition for South Central Wisconsin, Inc., Madison, WI 2008-2014

#### **Outreach Specialist**

- Assisted individuals in establishing and achieving goals for self-sufficiency—housing, employment, healthcare, food and transportation assistance, and education
- Implemented outreach services for Waukesha County

Jim's Cheese Pantry, Waterloo, WI 2003-2008

#### **Sales Associate**

- Oversight of regional and local sales and representatives
- Determined and set pricing on products and services to respond to customer requirements while meeting profit objectives

St. Coletta's of Wisconsin, Jefferson, WI 1993-2003

#### **Case Worker**

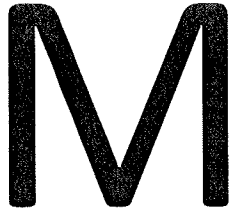
- Developed and implemented the goals of Individual Service Plans—basic living skills, hygiene, recreation and leisure skills, transportation, and other services necessary for success
- Supervised and implemented Job Development, Supported Employment, Adult Education and Sheltered Employment programs

### **Education**

University of Wisconsin—Madison, Madison, WI

**Bachelor of Science—Education for the Developmentally Disabled**

**Cardinal Stritch-Worked towards Business Administration Masters**



ary F Peschel

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228 Water Street, Apt. 2b8

Lake Mills, WI 53551

608-219-8095 | marypeschel@yahoo.com

## References

Martha Parsons  
Former Principal/Teacher  
Waterloo, WI  
920-478-2340

Cindy Eggleston  
Executive Director  
Food Pantry  
Mukwonago, WI  
262-363-4711

Jinx Davis  
Business Owner  
Loveland, CO  
970-663-1200

Andy Pizer  
Business Owner  
Loveland, CO  
970-663-1200

Karol Buckingham  
Vocational Consultant  
Monona, WI  
608-333-9565

## NEWLOO'S NEW STREET MARKET

Newloo is excited to announce a new Street Market. The Newloo Street Market is a producer-only Market that operates in downtown Newloo. The market runs rain, shine, or snow every Saturday from 7am-1pm, May 1<sup>st</sup> until the last weekend in October.

We are looking for Vendors (Individuals, non-profits, retailers, whole sales) interested in joining us. Products we are looking for: fresh fruits and vegetables, fresh dried herbs, fresh flowers/plants. Pumpkins, gourds, squash. Canned preserved fruits vegetables, jams & jellies, preserves, salsas, pickles, dried fruit. Fresh honey, maple syrups, sorghum. Homemade pies, cookies, breads, scones. Beef, pork seafood, chickens, eggs. Award winning cheeses and squeaky fresh cheese curds. Hand made greeting cards, hand crafted jewelry, homemade scarves, paintings.

We are also looking for live music, cooking demonstrations, healthy living tips, and whatever talents would entertain Market Goers. We will have weekly free drawings. And of course Market Munchies; pizza, ice-cream, coffee, water, soda, soup, Doyles Dogs, Smoothies, Kettle Korn.

And most important; we need lots and lots of customers. So mark your calendars and plan on attending the Newloo Market starting May 1<sup>st</sup> 2017. Vendors; first come first serve. Look forward to seeing you there.

For more information see us on face book, e-mail or call --- --- ----, and ask for----.

**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 as a promotional tool (knowledge of administrating FaceBook)

The chosen candidate will be paid a \$4,000. The chosen candidate will also be offered an incentive based on vendor and promotional fees collected.

**DISCLAIMERS**

The City reserves the right to seek clarification on any aspect of a proposal and to remove from consideration any proposal that, in the City's sole discretion, has deficiencies. In addition, the City reserves the right to enter into negotiations with one or more respondents.

**CONTACT INFORMATION**

Contact Clerk/Treasurer Mo Hansen should you have specific questions regarding the information we are requesting. Phone calls or emails are welcomed.

**SIGNATURE SECTION**

Mary Peschel  
Signature

\_\_\_\_\_  
Company Name

Mary Peschel  
Print Name

\_\_\_\_\_  
Company Address

—  
Title

\_\_\_\_\_  
City State Zip

608-219-8095  
Telephone #

\_\_\_\_\_  
Fax #

Proposals must be signed by an official authorized to bind the provider to its provisions for at least a period of 90 days.

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