

Market Work Plan: Opening, Week Before Closing & Closing Columbia City Farmers Market

February

Permitting

- Apply for Columbia Park Permit (provide Janet with a market map) (Janet)
- Check on Permit status (fire, park use, street closure, hd, gas tank, etc)? (Janet)
- Send Street Closure Authorization forms to adjacent properties with deadline (TDS, Southside Commons) – give to Janet for permit application (MM)
- Check application status for FMNP/WIC? (Janet)

Marketing

- Check in with office staff about staffing, poster re-printing, merch, events (MM)
- Do merchandise inventory and place order for whatever merchandise we need (MM)

Operations

- Determine needs for signage (parking, exits, bathrooms...) - order from Tina, Ballard Outdoor or National Barricade. (MM to CL)
- Check in with Kids Tent coordinator racheleharrison@gmail.com about season regarding interest and to update forms (MM)

Vendors

- Finalize market schedule and permits to sell (MM)

Special Circumstances

- Meeting with PCC re: CCFM Redevelopment
- Meeting with School re: CCFM/school garden plan

March

Permitting

Marketing

- Order 450 3-up flyers from Janet (MM)
- Coordinate the putting up of Rainier Ave Banners (14) w/George (679-2945) -split billing with CCBA (MM)

Operations

- Send Gleaning Agreements to all three food banks – confirm dates (Janet)
- Send Utilities Agreement to South Side Commons (MM)
- Contact businesses for Parking Sponsorships (MM)
- Set up Santican: United Site Services 832-3023 acct# PNW-04733: Ask to “chain to utility pole between park and alley.” End service in Fall. (MM)
- Set up Garbage, Recycling bags and pick up: Waste Management 762-3000
- Set up Compost Bin and pick-up: Cedar Grove Compost
Casey Funke | Delivery and Sales Specialist | Cedar Grove Composting | office - 206.832.3000 | cell - 206.491.5427 | casey.funke@cgcompost.com

Vendors

- Send out Permits to Sell- March 1st
- Remind vendors to apply for FMNP/WIC by April 1st

Special Circumstances

April

Permitting

- Ask HD to send a list of all the permits they have for CCFM – Check vendor permit spread sheet and call all who still need a permit to avoid late fees(MM)
- Secure Commissary Agreement with La Medusa or Columbia City Bakery(MM)

Marketing

- Drop off flyers/Coloring Contests Orca and Graham Hill Elementary with a few posters – call first(MM & CL)
- Poster CC and surrounding neighborhoods (Beacon Hill, Mt Baker, Seward Park, north Rainier...) See if Regina is still available to vol: 725-8137 (MM & CL)
- Remind neighboring businesses “no exit to Edmunds from 12-8pm.” (MM)
- Print “Please don’t hang on rails” signs for Southside commons. (MM)
- Inform SSD tenants and Southside Commons of market. (MM)
- Attend CCBA marketing Committee (last Tuesday of the month) and the CCBA general meeting (first Tuesday of every month) to pass out posters (MM)
- Press releases – send out two weeks before opening day (CL & JH)

Operations

- Contact AM Sign people Damani (861-5247) and Jacob (774-216-1131)(MM)
- Coordinate WIC dates (they’ll contact us) (MM)
- Refresh on-site dots (MM)
- Hang banners on FHS fence facing Rainier – Check with Molly for banners (MM)
- Inventory shed: tents, demo equip, first aid, signage, seating, weights...purchase new or borrow from other sheds. (MM)
- Service fire extinguisher – bring to office(MM)

Vendors

- Vendor Layout (MM)
- Redo Envelopes with seasonal percentages(MM)

Week before opening day:

Permitting

Marketing

- Send CCBA and Rainier Valley post reminders(MM)
- Facebook updates

Operations

- Tuesday before Opening Day: Place SDOT No-Parks along Edmunds with sign in file (MM)
- Flier cars on Edmunds
- Call the School for the Blind to remind them that the South Sidewalk closes on Wednesdays (206-906-5500)
- Thursday before Opening Day: hang banner on SDOT fence on MLK by CC Light Rail station facing west and one across the street facing east on MLK(MM)

Vendors

- Call all vendors: market hours, location, load in time, parking and fees, WIC/FMNP, what to bring answer any questions...(MM)

Special Circumstances

CLOSING

Permitting

Marketing

- Thanks neighborhood partners and volunteers and helpers with merch, flowers, market bucks, etc. *a few weeks before the market closes*
 - *Southside Commons*
 - *Interagency Academy*
 - *Construction Company: SD Deacon*
 - *Neighbors*
 - *Sign people*
 - *Parking sponsors*

Operations

- Cancel all seasonal accounts (garbage, recycle, compost, Sani-Can...)
- Remove all banners after last day and give to Molly to update
- Note any known shed inventory needs
- Remove banners, clean, return to office for updates

Vendors

- Send a thank you email out to vendors with reflection on season and thoughts for for next season.

Special Circumstances

Updated Fall 2018 - Saved in CCFM market file and Procedures.