

Farmers Market Manager Report for 01/20/2022 Board Meeting

by Charlie Reed

Vendor News:

New: Beba's Salsa, Decadent Saint Winery

Market News:

Obviously the biggest news for the market has been the sudden renovation project. To recap:

- On 12/28, CODS Maintenance told me by phone that boulders would be placed at the East corner of the market to block vendors from parking in the wet drainage areas. This seemed reasonable given the ongoing issue with vendors parking in proximity to the VFW's monument.
- On 12/29 when starting market set-up, a crew was placing boulders along the entire length of Mercer to the parking lot entrance. This caused an immediate crisis, affecting vendors' ability to unload vehicles or work from them, as they'd been doing for at least the last three years. Johnna and I made a snap decision to make booth spots first-come/first-serve and to help vendors unload. Johnna went above and beyond to help the market run smoothly, and vendors were understanding of the situation and helpful as well.
- The following week, grading was done along Mercer to help with drainage.
- I placed a lower limit on registration for the 1/5 market to ensure conditions were safe for unloading and loading in the more concentrated entrance. I asked CODS Maintenance to remove the telephone poles dividing the field from the lot, which would allow vendors who need to work from the vehicles to have a place.
- The 1/5 market went well. With the exception of special needs, I did not assign booth spots, prompting vendors to come earlier to claim spots. This worked. Additionally, vendors assisted each other in loading/unloading. Nikki helped as well. At set up and breakdown, Johnna and I were very much occupied with helping vendors
- The graded area was seeded with Aquasod.
- The 1/12 market went well, though the entrance was slightly more congested. To boost the market back to full capacity, Kelly OK'd the purchase of two Gorilla Carts to assist and expedite loading/unloading.
- On 1/14, CODS Maintenance sent photos of tire tracks on the Aquasod and let us know that the telephone poles would be returned and that they were not to be moved. This eliminated vehicle access to the park area.
- This impacts the market in a number of ways:
 - Eliminates two vendors who work from their vehicles (Blanco Cowboy Kettle Corn and Jake & Blues Raw Dog Food). They can not set up in the parking lot as that creates a traffic/customer safety issue.
 - Places strain on elderly vendors (Tolly, Bloomin Basket), who will now need to carry their wares.
 - Funnels all vendors through the small gap at the main market entrance, creating potential for stress and dangerous conditions through log-jamming.
- For the 1/19 market, I again reduced the registration cap to 34 vendors. This created a waiting list of seven vendors, after I had to make the heartbreaking call to inform Lawrence Coffee that we could not provide a place for him at this week's market. He is an enduring presence, much beloved by the community, and just a joy to have. He did not take the news well.

- We will evaluate, assess, and identify ways to open/close more efficiently, which should allow us to run at higher capacity as farmers begin returning next month.

New Vendor Applications

I have stopped accepting new vendor applications. The website has been updated to reflect that. I am turning away 3-5 prospective vendors per week.

Website

Speaking of the Website, CODS Communications today (1/18) granted Johnna and I access to make edits to the site. I'll be proposing broad changes in next month's meetings, but will be making minor updates and upgrades beforehand.

Vendor & Customer Attendance, Total Sales, and Avg Sales (data below):

I will let the data below tell the story. With the loss of both volunteers to vacations, Covid, and other obligations, Johnna and I were occupied with market operations, which included directing traffic for the first time. We were not able to keep accurate customer counts with the clicker.

Lights: It is still getting dark by 6:15. The two sets of work lights we purchased are working well to illuminate the parking lot, though the loss of Christmas lights in trees has made the park completely dark. Many vendors bring their own lights.

12/22 Market

Normally I'd have started my report with this recap. It was a beautiful market to be a part of. Two sisters with the DS Youth Orchestra played classical holiday music to open the market and took a place by the tree at the rear of the market to continue playing and receiving donations. Volunteers Debbie and Sofi arranged Christmas Carols and giveaways for children. It was a warm, beautiful day all around.

Market Bucks and Vendor Payments:

Market Bucks Tracking

Category	Event Details	Amount	Vendor	Recipient	Date Redeemed	Paid
CoC Welcome Bags		\$5.00	Solaro Estates		2021.10.06	y
Instagram Promo	Eatin' & Sippin' Locally	\$5.00	Momo's Michelada	Natali Oriole	2021.11.22	y
Instagram Promo	Eatin' & Sippin' Locally	\$5.00	Momo's Michelada	Natali Oriole	2021.11.22	y
Instagram Promo	Eatin' & Sippin' Locally	\$5.00	Momo's Michelada	Natali Oriole	2021.11.22	y
Instagram Promo	Eatin' & Sippin' Locally	\$5.00	Go2 Bites	Natali Oriole	2021.11.22	y
Instagram Promo	Eatin' & Sippin' Locally	\$5.00	Go2 Bites	Natali Oriole	2021.11.22	y
Instagram Promo	Eatin' & Sippin' Locally	\$5.00	Touta Biscotti	Natali Oriole	2021.11.22	y
Instagram Promo	Eatin' & Sippin' Locally	\$5.00	Touta Biscotti	Natali Oriole	2021.11.22	y
Instagram Promo	Eatin' & Sippin' Locally	\$5.00	Touta Biscotti	Natali Oriole	2021.11.22	y
Instagram Promo	Lindsay's Apothecary	\$5.00		creatiffly		
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CoC Welcome Bags		\$5.00			2022.01.05	

Social Media:

- Instagram followers up to 2,090 (+50 over last month).

Newsletter:

1. Subscribers: 1,300 (up 26)
2. Open Rate 47-55% (industry avg. 20%)

DSFM Sales Data					
Market Date	12.15	12.22	12.29	1.05	1.12
Vendors	45	47	32	38	40
Vendors Reporting	44	45	1	38	40
Total Sales	20,061.00	20,525.00	2,400.00	14,783.00	15,812.00
Average per Vendor	455.93	456.11	2,400.00	389.03	395.30
Farmers	2,210.00	2,205.00		1,840.00	1,040.00
Ranchers	4,519.00	4,563.00	2,400.00	4,672.00	4,277.00
Crafts	3,138.00	2,253.00		1,240.00	1,390.00
Foods	10,194.00	11,504.00	0.00	7,031.00	9,105.00
Baker	1,460.00	2,123.00		1,176.00	1,884.00
Beverage	2,819.00	1,314.00		1,875.00	1,873.00
Value Add	5,265.00	7,147.00		3,330.00	4,773.00
Pet	650.00	920.00		650.00	575.00
Visitors	375	500	n/a	400	375
Sales per Capita	\$53.50	\$41.05	#VALUE!	\$36.96	\$42.17
Temperature	78	75	80	70	68
Skies	Cloudy	Sunny	Sunny	Sunny	Sunny
Humidity (low=1,med=2,high=3)	3	1	1	1	1
Winds (15 mph+)	20				
Music	J.Rivers	J.Kirk	S.Bourbonnais	B.Slaughter	A.Dormont
		DSYO			

Totals and Averages by Month							
	July	August	September	October	November	December	January
# Markets	4	4	5	4	3	5	2
Vendors	161	148	191	165	126	215	78
Vendors Reporting	159	148	190	165	124	180*	78

Total Sales	\$52,387	\$51,519	\$73,933	\$76,769	\$59,596	\$38,334	\$30,595
Avg. per Market	\$13,097	\$12,880	\$14,787	\$19,192	\$19,865	\$16,264	\$15,297
Average per Vendor	\$329.48	\$348.10	\$389.12	\$465.27	\$480.61	\$451.78	\$392.24
Customers	2107	1634	2187	2250	1425	1750*	775
Per Market	527	409	437	563	475	350*	388
Sales per Customer	\$24.86	\$31.53	\$33.81	\$34.12	\$41.82	\$43.81	\$39.48