

VILLAGE OF HOMEWOOD



BOARD AGENDA MEMORANDUM

DATE OF MEETING: September 24, 2024

To: Village President and Board of Trustees

Through: Napoleon Haney, Village Manager

From: Terence Acquah, Assistant Village Manager

Topic: Creation of a Part-Time Market Coordinator Position

PURPOSE

Village staff is pleased to announce the establishment of a part-time Market Coordinator position within the Village Manager's Office. The Farmers Market has faced some stagnation since the onset of the COVID-19 Pandemic. Prior to the pandemic, the market featured a wide variety of fresh produce, meats, baked goods, and ready-to-eat items, but the market's vendor participation has since shifted to craft vendors and other makers.

Over the last few years, staff has gathered feedback from residents, vendors, and the Board regarding strategies to revitalize the Farmers Market. As a result, it has been determined that the operation, which is currently coordinated by a contracted seasonal position, should be brought in-house under staff's oversight. The newly created part-time Market Coordinator will be responsible for growing, stabilizing and overseeing the Farmers Market while supporting other Village events under the oversight of the Events Manager.

PROCESS

Like many events following the COVID-19 pandemic, the Farmers Market has encountered difficulties in regaining its momentum. The reality is that farmers markets are ever-changing and require a great deal of passion and effort throughout the year to grow and thrive. Without regular reprogramming, vendor recruitment, and a genuine enthusiasm for the market, it can be challenging to maintain a vibrant atmosphere.

The Village currently contracts the services of an individual to manage the Saturday Farmers Market (15 total), and the Winter Farmers Market (5 total). The agreement is effective January 1, 2024 to December 23, 2024. The Farmers Market Manager works under the Village's Event Manager, and is responsible for all aspects of coordinating the Saturday Farmers Market, and the Winter Farmers Market including setup, vendor procurement, etc. The Farmers Market Manager receives \$19,450 annually.

Staff plans to allow the current seasonal Farmers Market Manager to fulfill the existing contract. Before the contract expires, the Village will post an opening for the new part-time position titled

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“Market Coordinator.” The shift to a functional part-time position will provide enhanced accountability and management, enabling the Village to restore the market to its former success. With focused attention and passion, staff is confident that the Farmers Market can reclaim its prominent place in the community.

This position will be an entry-level role designed to provide critical vendor recruitment and retention, administrative, and operational support for the Homewood Farmers Market. The Market Coordinator will also assist in coordinating some of the activities and support functions assigned by the Event Manager. The coordinator’s main focus will be:

- to reinvigorate and enhance the Farmers Market by creatively redeveloping and managing the market, while overseeing and ensuring the market’s success and long-term sustainability.
- to oversee vendor management as well as produce vendor recruitment and retention.
- to take the lead with Market communications and marketing initiatives in conjunction with Village staff.

The anticipated starting salary for the part-time position will be \$29,250 a year, depending on the experience level of the applicant.

The position may require a maximum number of 25 work hours per week during event season (May through October). However, for special events there may be instances where more than 25 hours for the week may be needed. The successful candidate will be required to work regular business hours, weekends, occasional evenings, and assist the Event Manager as needed throughout the year with other Village events. The candidate will be expected to work in the office and in the field.

Moving forward, this new position will be appropriately budgeted from year to year.

OUTCOME

The creation of the new part-time Market Coordinator position will aid in the revitalization of the Farmers Market and assist with other community events.

FINANCIAL IMPACT

- **Funding Source:** N/A
- **Budgeted Amount:** N/A
- **Cost:** N/A

LEGAL REVIEW

Not Required

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RECOMMENDED BOARD ACTION

No action required.

ATTACHMENT(S)

- Contract for Farmers Market Managing Services
- Market Coordinator Job Description
- Market Coordinator Job Posting