



Stoneham Farmers Market Roles and Responsibilities

Updated September 10, 2024 Version 1

Stoneham Farmers Market Mission Statement:

*To make accessible top quality local produce and farm products and other local vendor products to the residents of Stoneham and surrounding towns. We strive to showcase the **community programs** in Stoneham and encourage the values of healthy eating and active lifestyles through children's activities and music. By gathering on town common each week of the market, we work toward **fostering a sense of community**.*

Committee Members (all volunteer positions):

Lauren Murphy - Market Manager & Vendor Engagement

Lelia Pascale - Co-Market Manager & Other Category Vendor Engagement

Katie Harrigan - Committee Member - Digital Content/Website

Lindsay Laughlin - Committee Member - Food Access/Nutritional Incentives

Open Position - Committee Member - Community Outreach/Programming

Open Position - Committee Member- Newsletter & Other Marketing

Open Position - Committee Member - Farmers Market To-go

Volunteers (non-committee):

Connie Pascale

Eileen Mullen

Committee Member Roles and Responsibilities

All members of the committee are dedicated to working collaboratively to uphold the goals set forth in the mission statement. All ideas are welcome and all roles and responsibilities should be continually updated/improved as needed.

Market Manager and Co-Market Manager (Managers):

The Market Manager and Co-Market Manager (referred to as Managers) are responsible for the overall success of the market and providing guidance, as needed, to committee positions. Managers are generally willing to help with whatever needs to be done to ensure a successful market.



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Responsibilities:

- actively recruit sponsors for the market
- determine eligibility of the vendors
- actively recruit new vendors to expand the variety of products for sale
- collect fees from vendors and maintain accurate records of payment
- assign selling spaces (if needed)
- be knowledgeable of supply and demand conditions and their direct effect on produce prices
- ensure all applicable licenses, permits, and insurances are filed with relevant agencies. Insist all sellers obtain appropriate permits. Be knowledgeable about where to refer a vendor in need of permits or registrations
- advertise and promote the market (promote freshness, quality, and value) using various advertising opportunities
- ensure only high quality produce is provided. Monitor each farmer's products.
- assure the market is operated in a timely and efficient manner. Establish and enforce regular hours of operation
- settle or prevent disputes among the farmers as well as disagreements arising between shoppers and farmers in a friendly, courteous, and consistent manner.
- have clear emergency procedures in place for accidents, medical emergencies, safety or crime issues, severe weather, or natural disasters. Establish a chain of command for emergencies.
- continually evaluate the markets' strengths and weaknesses. Conduct customer surveys, track overall sales, and monitor for potential improvements in daily logistics, outreach efforts, and product selection
- work with committee members to review, update, or create market rules, strategies for future growth, and partnerships with other organizations
- engage committee members and utilize their strengths and interests to ensure a successful market

Committee Members:

Committee member roles and responsibilities may include marketing, operations, vendors, entertainment, health and nutrition, fundraising, grant writing, and special events. Committee members (and Managers) are generally willing to help with whatever needs to be done to ensure a successful market. Committee members are also responsible for recruiting vendors whenever possible.

Committee members must be able to commit to scheduled volunteer hours, depending on role or responsibility. If working at the market, committee members must be dedicated to giving shoppers and community members a great experience and will come to the market to help with whatever needs to be done.



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Roles and Responsibilities:

“Other” Category Coordinator - This committee member or members is/are responsible for coordinating **artists/crafters, musicians, and children’s activities** for the season.

-Artists/crafters pay the standard table fee to be at the market and must submit an application, following the guidelines set forth in the application materials. All goods they plan to sell must be handcrafted or “made” by the artist/crafter in order to be accepted into the market. Artists/crafters must be approved by the Managers.

-Musicians and Children’s Activities will be coordinated for each week (as budget allows) at the market. A budget will be provided by the Managers for musicians and children’s activities which ideally maximize attendance while minimizing costs. This Member will be responsible for submitting invoices to the Town Accountant for any hired vendor as per the policies of the Town.

Digital Content Creator - This committee member is responsible for social media posts/digital advertising on Facebook, Instagram, and other digital advertising locations. Post will be made at the beginning of each market week and promotions will continue throughout the week. “Vendor Spotlights”, highlighting vendors throughout the season, as well as general market promotions (value vs. price, “freshness, quality, and value”, price comparisons, etc.) will also be created throughout the season. Prior to posting at the beginning of each market week, this member will confirm with Market Managers and other committee members what vendors and activities will be at the market that week, and will then create promotional posts that outline what is at the market each week. If this committee member attends the market, they will be responsible for posting throughout the market day to promote market vendors and activities. If they are not at the market, another member will assume this responsibility.

Website Moderator - This committee member is responsible for maintaining a useful and visually pleasing website to attract vendors and patrons to the market. This role will include maintaining appropriate contact information, links to vendor applications, vendor policies, updating volunteer opportunities, etc., and creating content that promotes the value of coming to the farmers market.

Food Access/Nutritional Incentives Program Coordinator - This committee member is responsible for learning about and implementing (if possible) the available food access programs that are available through the State of Massachusetts. This includes, but is not limited to, SNAP, SNAP Match, HIP, Senior Bucks and WIC Coupons. Some vendors at the market accept these incentives; however, this member is responsible for possibly implementing these benefits through the market itself. This will include outreach to organizations such as the State of Massachusetts, Mass Farmers Markets, Project Gratitude, and other organizations that provide funding, training, and equipment. This may include funding requests and researching and submitting grant applications or other assistance that may be available to the market to implement these programs. This committee member will also determine if a “matching” program should and could be implemented using Stoneham Farmers Market funds and what that would entail. This member will advise the committee on the challenges/benefits of implementing these programs, if they recommend pursuing them, and organize training for other committee members, as needed.

Special Events/Community Program Development Coordinator - This committee member is responsible for coordinating special events. Examples may include, but are not limited to, a market cafe or cooking demos through UMass Extension Nutrition Education, etc. This role will also include community program engagement and coordination with events [that may already be scheduled] in the



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community (i.e. Chamber of Commerce concerts/beer gardens, school performance outreach, etc.). Other ideas may include cross-promotional activities with the Chamber of Commerce and local businesses, dance party with DJ, theme days (“Dog” days of summer, dog parade, babies, etc.)

Newsletter/“Other” Marketing Coordinator - This committee member will be responsible for maintaining and updating an email newsletter based on email addresses collected during markets or other events. The newsletter will include, but not be limited to, a listing of vendors, special events, promotions, and general updates from the market. This may also include recipes, “letter from the market manager”, vendor spotlights, etc. This committee member will also prepare marketing materials either for handing out at the market, submitting to newspapers, handing out to local businesses, as well as writing letters to the editor, etc., or any other marketing strategy they want to employ (other than, or in conjunction with the Digital Marketing Coordinator and Managers). These are considered to be in addition to general marketing materials that the market already purchases (i.e. magnets, signs, bookmarks).

Farmers Market To-Go Coordinator: This committee member will be responsible for promoting and creating farmers market to-go bags for customers that wish to pay for a bag of farmers market goods for that week but are unable to attend the market. Bags will be available for pick-up at a time and place coordinated by the committee member. Pricing will be determined based on availability of goods and each bag will be curated to include food for a specific recipe or type of meal, etc., based on the design of the committee member.

Volunteers:

- duties can be varied but may include market setup and take-down, giving vendors breaks, promoting the market, collecting data, customer service at the market table, and more
 - must be dedicated to giving shoppers and community members a great experience and will come to the market to help with whatever needs to be done
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Resources:

- <https://farmersmarketcoalition.org/>
- <https://www.massfarmersmarkets.org/>