

**TO: Honorable Mayor and City Council**  
**FROM: Dave Maroney, City Administrator**  
**SUBJECT: 2019 Permit for Artisan Plaza/Cannon Falls Downtown Farmers Markets**  
**DATE: April 16, 2019**

## **BACKGROUND**

For the current year the Artisan Plaza Farmers Market and Cannon Falls Downtown Farmers Market are proposed to operate as a single Farmers Market from two locations. This unified market will be co-managed by Dianne Howard and Michelle Sandeen. The seasonal fee for market participation will be \$100.00 per vendor; with drop-in vendors charged \$15.00/day. Paid vendors will be allowed to float between markets on any given Saturday and if they have available staff, will be allowed to vend at either or both markets. The seasonal fee will also cover any festival participation at either market location for 2019. The Food Aggregation Program/CSA Sales will still take place at the Artisan Plaza Market as that is the location which was licensed by the MN Department of Agriculture.

## **REQUESTED COUNCIL ACTION**

The City Council is requested to review the enclosed Artisan Plaza/Cannon Falls Downtown Farmers Markets information and approve issuance of a **Farmers Market Permit** for the newly unified 2019 Artisan Plaza/Cannon Falls Downtown Farmers Markets.



**2019 Artisan Plaza/Cannon Falls Downtown Farmers  
Markets**

**VENDOR APPLICATION**

*(Please submit this application, the ST19, \$100.00 vending fee, and all other applicable forms to the agent of the Artisan Plaza/Cannon Falls Downtown Farmers Markets: The City of Cannon Falls, 918 River Road, Cannon Falls, MN 55009).*

**YOUR BUSINESS NAME:** \_\_\_\_\_

**MN State Tax ID Number, (if applicable):** \_\_\_\_\_

**BUSINESS OWNER'S NAME:** \_\_\_\_\_

**PRIMARY SELLER'S NAME:** \_\_\_\_\_

**PRIMARY SELLER'S EMAIL:** \_\_\_\_\_

**PRIMARY SELLER'S ADDRESS:** \_\_\_\_\_

\_\_\_\_\_

**PRIMARY SELLER'S PHONE NUMBER:** \_\_\_\_\_

**PRIMARY MARKET LOCATION (i.e. Artisan Plaza or Downtown or both):** \_\_\_\_\_

\_\_\_\_\_

*PLEASE NOTE: If you are selling produce, food product or other homemade farmers market items at the Artisan Plaza/Cannon Falls Downtown Farmers Markets in Cannon Falls, you are required to be approved, as well as have the required forms submitted and the corresponding fee paid. Thank you!*

\_\_\_\_\_

*\*\*I understand that it is my own responsibility to carry general liability insurance and product liability insurance. Artisan Plaza nor the City of Cannon Falls will provide this coverage.*



*I AGREE that submittal and payment of the enclosed application, entitles me to vend at either the Artisan Plaza Farmers Market or the Cannon Falls Downtown Farmers Market or both.*

*I AGREE that Artisan Plaza/Cannon Falls Downtown Farmers Markets are not liable for any injury, theft or damage to either buyer or seller or their property arising out of or pertaining to preparation for or participation in the Artisan Plaza/Cannon Falls Downtown Farmers Markets whether such injury, theft or damage occurs prior, during or after the farmers market.*

*I AGREE to indemnify and hold Artisan Plaza and the City of Cannon Falls as well as Artisan Plaza/Cannon Falls Downtown Farmers Markets harmless for and against any claims for such injury, theft or damage.*

*I AGREE to produce, prepare, display and store all produce in accordance with applicable MN Department of Agriculture, MN Department of Health, and Goodhue County Health Department guidelines and regulations.*

*\*\*Vendors selling baked goods, canned goods or pickled foods are required to be registered with the State of Minnesota Department of Agriculture and as an agent for Artisan Plaza/Cannon Falls Downtown Farmers Markets, the City of Cannon Falls will require that you provide a copy of your certificate to keep on file prior to selling said items.*

*\*\*Farmers selling eggs from their own flock should be registered with MDA as a small flock producer. Eggs must be held and transported at 45 degrees or less.*


*DATE: \_\_\_\_\_*

*VENDOR SIGNATURE: \_\_\_\_\_*

\*\*\*\*\*

*THANK YOU FOR APPLYING TO BE A VALUED VENDOR AT OUR MARKET! We appreciate your interest in joining us. Your application will be reviewed and upon acceptance, you will receive notification via mail or email.*

*Dianne Howard: 651-764-0150 or [dhoward@cannonfallsmn.gov](mailto:dhoward@cannonfallsmn.gov)  
Michelle Sandeen: 507-319-6555 or [msandeen@cannonfallsmn.gov](mailto:msandeen@cannonfallsmn.gov)  
Co-Managers for The Artisan Plaza Farmers Market & The Cannon Falls Downtown  
Farmers Market*



**The Artisan Plaza Farmers Market** will run from June 1<sup>st</sup> – October 26<sup>th</sup>: 7:30 a.m. – 12:00.  
**The Cannon Falls Downtown Market** will run from May 4<sup>th</sup> – October 26<sup>th</sup>: 7:00 a.m. – 12:00.

**With paid application** you will be considered a vendor of both markets and will be able to float between the two markets on any given Saturday; or if you have the available staff, you may choose to vend at both markets.

**Drop-in vendors** will be charged \$15.00 a day, up to the \$100.00/seasonal vending fee cap, for multiple drop-in days. **Youth vendors—16 and under will be free.**

**Assigned spaces for 2019:** The first vendors to complete their application and make payment will get the first pick of assigned vending spots for 2019. Please note, the Primary Market Location on the front of the application will be the market that you will be able to declare an assigned spot in. Unless you commit to both markets, full-time, you will not be able to declare assigned spots in both.

**If you have to leave early on market day**, we ask that for that day only you locate your spot in an area that will not disrupt your fellow vendors and their business when you leave.

**Absent/tardy policy:** Vendors will be required to call/text or email their market manager if they will be absent, late in arriving, or if they will have to leave early on market day. This is very important to avoid vacancies in the market, which could affect your fellow vendors' daily business. (Penalty for not notifying a manager would be loss of vendor's assigned spot for 2019 after two infractions.)

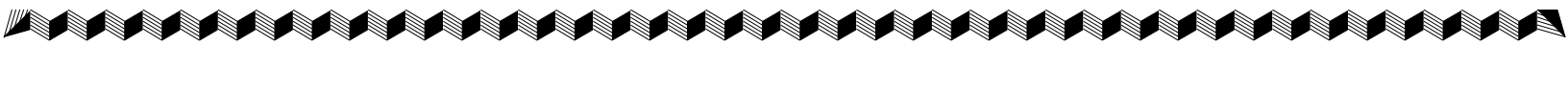
**Food Aggregation Program/CSA sales:** This option will be available through the Artisan Plaza Farmers Market as they are licensed for the program by the MN Department of Agriculture. If you attend a GAP training, you will meet the requirements to be a participant. (Please contact Dianne or Michelle for more information if you are interested.)

**Flyer Advertising.** We will implement these monthly and for festival events. If you can assist in distribution to other areas, please let us know.

**Advertising:** We will implement newspaper advertising at least once a month and for festival events. We will also advertise on Facebook weekly and will do personal ads for anyone who provides us with their information prior to market days. In addition, we will advertise on Channel 12, CF Local TV station.

**Festivals:** Currently we have two festivals planned at the Artisan Plaza location. Any vendor who has paid their seasonal vending fee can participate in these festivals for free. We will keep you posted as these events get closer.

**Once a month:** Both the Artisan Plaza Farmers Market and the Cannon Falls Downtown Farmers Market will be allowed to have a non-farmers market (home business) vendor at their market to boost exposure; \$15/fee. (During festival events, these numbers may be greater). Please be sure to notify the manager in advance of the date(s).





### VENDING RULES:

*\*All food items sold at the markets must be homegrown and/or homemade by the vendor, (no reselling)—exceptions must be approved by the market managers. PERMITTED ITEMS:*

- 1. Vendor grown fresh fruits and vegetables.*
- 2. Vendor grown herbs and spices.*
- 3. Vendor produced farmstead products.*
- 4. Vendor grown bedding plants, hanging and potted plants, and cut flowers.*
- 5. Vendor grown dried flowers or plants.*
- 6. Craft items if they are designed and made by the seller. Exceptions will only be made once a month and on festival days for home-based businesses.*
- 7. A copy of the vendor's Cottage License, where applicable, will need to accompany the market application.*
- 8. Youth vendors 16 and under will be allowed to vend for free.*
- 9. All vendors must keep their area neat and clean while selling. They are also responsible for their vending area being clean before leaving the market. No left over produce, litter, or garbage may be place in the Artisan Plaza or City refuse receptacles. The market managers are responsible for assuring that the markets are kept clean and free of refuse or debris.*

*\*All items must be produced, processed, prepared, displayed and stored in accordance with the MN Department of Agriculture, MN Department of Health and the Goodhue County Health Department guidelines.*

### MARKET CONDUCT RULES:

*\*We discourage smoking in the market for everyone's comfort*

*\*Please no obscene language.*

*\*No selling of produce under false information. i.e. variety, organic or bought to be resold.*

*\*MN law discourages dogs from farmers markets for others safety, with the exception of service dogs.*

*\*Vendors must provide their own tables, chairs, awnings, stand signage, etc.*

*\*Vendors are responsible for daily set-up and cleanup of their stalls and its surrounding area.*

*\*Absolutely no dumping of unsold produce in Artisan Plaza or City refuse receptacles.*

*\*Please no downplaying of other grower's quality, pricing or product.*

*Pricing your product: Gross undercutting hurts everybody. Do not be afraid to ask your neighboring vendors what they are charging for similar products.*

