



## 2022 Outdoor Market

### CONTACT INFORMATION

<b>Executive Director Main Street Monroe, Inc.</b>	<b>Jordan Nordby</b>	<b>608 328-4023 Monroemainstreet.org</b>
<b>Main Street Monroe Representative</b>	<b>OPEN</b>	

#### Vendor Subcommittee Members

<b>President</b>	<b>Rhonda Urban</b>	<b>608 669-2709</b>
<b>Vice President</b>	<b>Tom Miller</b>	<b>608 329-4421</b>
<b>Secretary</b>	<b>Laura Eckroat</b>	<b>413 219-5904</b>
<b>Member at Large</b>	<b>Suzanne Koch</b>	<b>608-214-6225</b>
<b>Entertainment Director</b>	<b>OPEN</b>	
<b>Member at Large</b>	<b>Jason Sharp</b>	
<b>Member at Large</b>	<b>Jesse Wellington</b>	

## **Monroe Farmers Market 2022 Rules, Regulations & Policies (Revised 02/21/2022)**

The Main Street Monroe Farmers Market is open to vendors who desire to sell their own products of quality and value. It is a producer-only market. All products sold at the market are required to be handmade, homegrown or value-added, incorporating raw materials.

### **DATES OF OPERATION:**

The 2022 market opens Wednesday, May 4, 2022 and on all subsequent Wednesdays and Saturdays thereafter through October 29, 2022 (subject to weather and Covid guidelines). No market will be held on September 17<sup>th</sup> due to Cheese Days.

### **HOURS OF OPERATION:**

Saturdays – 8:00 a.m. to 1:00 p.m. on the North side of the Courthouse Square  
Wednesdays – 12:00 to 3:00 p.m. on the West side of the Courthouse Square

### **REGISTRATION INFORMATION:**

Registration for the upcoming season will begin immediately  
Please sign and date the application and the Hold Harmless Agreement – you may want to keep a copy for your records  
Completed applications and payments may be mailed to:

Main Street Monroe, Inc. (second floor of WI Bank & Trust)  
1717 10<sup>th</sup> Street  
Monroe, WI 53566

### **RESOURCE CONTACT INFORMATION:**

DATCP 1-608-224-4923 [www.datcp.state.wi.us/](http://www.datcp.state.wi.us/)  
Licensing Requirements – Labeling - Food Safety  
Weights & Measures - 1- 608-224-4938  
WIC Program - 1-608261-8867  
Wisconsin Department of Revenue - 1-608-266-2772  
Wisconsin Nursery Grower/Dealer Information - 1-608-224-4572

## **General Rules and Regulations**

Each prospective vendor must complete and return the attached registration form, hold harmless agreement, and the vendor category/product list. Note that the form asks that you identify all products. This information will be used to assist the subcommittee in determining whether the products are appropriate for the market, to promote them, and to educate customers.

The vendor may sell only homegrown or handmade products using raw materials. No products may be purchased from another source and brought in under a participating vendor's name and resold.

- 1.** The Monroe Farmers Market Subcommittee retains the right to refuse any vendor or product deemed not to meet minimum standards.
- 2.** It is the responsibility of each vendor/producer to abide by all federal, state, and local regulations which govern the production, harvest, preparation, preservation, labeling, and/or safety of products offered for sale at the market. Product liability insurance is the sole responsibility of the vendor producer.
- 3.** The vendor/producer is responsible for obtaining all licenses or permits required for the sale of his/her product(s) to the public. Each vendor must supply appropriate forms for kitchen certifications, state permits, and all legal documents with this application.
- 4.** One-week notice is requested for approval, paperwork clearance and location placement. Participation by a vendor with less notice will be permitted only at the sub-committee's discretion.
- 5.** The market subcommittee or an appointee thereof has the right to conduct an inspection of the production areas of any products sold by a vendor/producer. The vendor/producer will be given a 48 hour notice prior to an inspection, along with the reasons for such inspection. Failure to allow such an inspection will constitute a violation of the rules and regulations. Sanctions may include a written warning, suspension or expulsion from the market, with or without a refund of all paid fees.
- 6.** Market management has full authority to enforce all rules and regulations within the market area. Failure by vendors/producers to comply with any rules and regulations may result in the forfeiture of privilege as a participant in the market for a length of time determined by market management.
- 7.** Participation in the market by non-profit organizations and charities will be decided by the market subcommittee and Main Street Monroe's Board of Directors on a case-by-case basis. Requests from special interest organizations will not be considered; visible donation containers for such entities are not permitted.
- 8.** Subcommittee Members will serve a two year commitment. All voting of subcommittee Members will occur during the Fall Vendor Meeting with terms beginning November 1<sup>st</sup>. The chair and secretary subcommittee positions will be elected during even-numbered years and the vice president and committee member at large subcommittee positions will be elected during odd-numbered years. In weeks prior to each Fall Vendor Meeting, nomination ballots will be distributed to all active full Season Vendor companies. Once the nominations have been collected, ballots will be distributed to active full Season Vendor companies, one vote per Market Stall. Ballots will be counted by two (2) subcommittee member's (not up for re-election), and a vendor. The results will be revealed during the Fall Vendor Meeting.
- 9.** If a subcommittee member is unable to fulfill his/her two-year term, an interim replacement will be appointed by a simple majority vote by the subcommittee until the end of the officer's original two-year term.

## 2022 VENDOR FEES

<u>Fee Includes 1 table</u>	Paid Before April 1st	Paid April 1st or after	Annual Vehicle Fee
Season – Two days each week per stall	<b>\$135</b>	<b>\$185</b>	-
Season – One day per week per stall	<b>\$100</b>	<b>\$150</b>	-
Daily Vendor fee (no cap) per stall	<b>\$20</b>	-	-

### VENDORS

There are 51 markets to the season with 26 Wednesday markets and 25 Saturday markets. A vendor registering as a season vendor does not have to be at every market day during the season.

**A daily vendor** registers by submitting an application one week before the vendor wants to start participating in the market. The vendor only needs to fill out one application per season but pays (with no cap) the daily fee each time the vendor participates in the market. Spaces for the Saturday market will be assigned after 7:15 a.m. the morning of the market.

### VENDOR STALLS

#### CANOPY STALL

- 12' x 12'
- Parallel to curb on Courthouse side of traffic lane
- Pull vehicle up to curb at a 90 degree angle
- Set up canopy directly behind vehicle
- Additional helpers or vendors are to park their vehicle on South or East side of square leaving spaces on North and West side of square open for customers.

### ARRIVING AT YOUR STALL

- Season Vendors will set up in the order of their arrival
- When you arrive at the market, you will set up next to the last vendor in your section.

### VENDOR CONDUCT:

1. Vendors' children less than six (6) years old must remain within their parents' stall unless accompanied by an older, responsible person. Children from 6-12 years must behave appropriately; otherwise, they must remain in their parents' stall.
2. Vendors younger than 16 require the presence of an adult at all times (state law)
3. Vendors are not allowed to bring personal pets to the market
4. Vendors are to remain set up until market time ends, unless prior arrangements have been made with the subcommittee designee
5. Fraudulent, dishonest, or deceptive merchandising will be grounds for forfeiture of the privilege

of doing business at the market

6. All vendors shall conduct themselves in a manner that is courteous to other vendors and the public. Vendors, as integral representatives of the market as a whole, are expected to adhere to acceptable business principles in matter of personal conduct and appropriate person integrity at all times. This involves sincere respect for the rights and feelings of fellow vendors, customers, and management. Inappropriate behavior, including, but not limited to obscene, abusive, threatening, sexual and discriminatory language or behavior will not be tolerated

### **MARKET PARTICIPATION:**

1. Vendors must be at their Stalls by 7:30 a.m. on Saturdays and 11:30 a.m. on Wednesdays
2. If an absence becomes necessary, the vendor must notify the market contact by 8:00pm the night before the market
3. Vendors must pack-up their stalls so that the parking spaces are available to the public no later than one hour after the market close per our use agreement with the city
4. All tents and canopies must be weighted down with at least 25 lbs. on each leg from set up to tear down or you will be asked to take it down
5. Stalls must be kept organized and products should be clean and attractively presented
6. All vendors must stay within the allotted stalls and may not encroach into the right of way
7. Main Street Monroe collects market sales data for USDA requirement
  - Data collection is anonymous in that identity is NOT recorded or associated with actual sales
  - All vendors must submit a complete and accurate sales slip for at the end of each market
8. The subcommittee or designee has the authority to extend or shorten market hours (inclement weather, special events) as deemed appropriate and beneficial
9. Monroe promotions may request vendors' involvement, support and/or products through the use of coupons, produce baskets, and other types of customer appreciation strategies

### **DISCIPLINARY ACTIONS:**

1<sup>st</sup> offense: Verbal Warning

2<sup>nd</sup> offense: No participation at next two (2) markets

3<sup>rd</sup> offense: Not allowed to vend for completion of market season, no refunds  
Disciplinary action that results in forfeiture of market participation may be appealed to the Market subcommittee to present information and reasons that the vendor believes were not adequately considered.

Main Street Monroe, Inc, via its executive director and board of directors, reserves the right to change, amend, modify, and suspend the previously listed disciplinary actions as needed.



## 2022 Registration/Agreement Form

2021 Vendor? Yes \_\_\_\_\_ No \_\_\_\_\_

Update contact information. Then sign and date

Farm or Business Name: \_\_\_\_\_

Vendor 1 Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Line Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Vendor 2 Name: \_\_\_\_\_

*Contact information if different than Vendor 1*

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Line Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Please list your authorized helpers: (Only authorized helpers on this list will be able to sell.)

Note: Vendors must be 16 years or older. For those aged 12 to 15 it is mandatory that an adult be present during vending hours)

1) \_\_\_\_\_

2) \_\_\_\_\_

I would like to vend:

**(Fees for one 12' stall)**

\_\_\_ 2 days each week all market sessions (if paid prior to April 1st) \$135

\_\_\_ 1 day each week all market sessions (if paid prior to April 1<sup>st</sup>) \$100

Day of week: \_\_\_\_\_

\_\_\_ Daily vendor fee (no limit on number of days – no cap) \$20

\_\_\_ Fee paid April 1<sup>st</sup> or after \$50

Usual Market Vehicle (circle size)

**CAR    MINI-VAN    FULL SIZE VAN    SMALL PICK-UP    LARGE PICK-UP**

Do you need electricity (if available)?    \_\_\_ Yes    \_\_\_ No

Number of stalls requested \_\_\_\_\_

Please provide up to two physical addresses for your business' primary point(s) of production if you grow produce, vend value added products, or prepare foods somewhere other than the Monroe Farmers Market. **No P.O. Boxes, please**

Primary production location:	Secondary production location:
Address _____ City _____ State _____ Zip _____	Address _____ City _____ State _____ Zip _____
Farm Business Yes _____ No _____ Acres Owned _____ Acres Leased _____ Acres Cultivated _____	Farm Business Yes _____ No _____ Acres Owned _____ Acres Leased _____ Acres Cultivated _____

Identify the type(s) of products that you will sell at this market in 2020. **Please circle all that apply:**

Produce	Meat & seafood	Dairy	Eggs	Value Added <sup>(2)</sup>	Prepared Foods <sup>(3)</sup>	Plants & flowers	Crafts / Arts / Services	Baked Goods
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**Produce** – Asparagus, Beans, Beets, Bok Choy, Broccoli, Brussel Sprouts, Cabbage, Carrots, Cauliflower, Celery, Eggplant, Garlic, Gourds, Herbs, Kohlrabi, Kale, Leeks, Lettuce, Mushrooms, Okra, Onions, Parsnips, Peas, Peppers, Popcorn, Potatoes, Pumpkins, Radishes, Rutabaga, Spinach, Summer Squash, Winter Squash, Sweet Corn, Swiss Chard, Tomatoes, Turnips, Zucchini, Apples, Berries, Melons, pears

**Meat and Seafood** – Beef, Bison, Chicken, Lamb, Pork, Goat, Fresh Water, Salt Water, Shell Fish

**Dairy** – Milk, Cheese, Yoghurt

**Eggs** – Chicken, Duck, Pheasant, Ostrich, Turkey

**Value added** – Bees Wax, Honey, Milled Grains, Jams & Jellies, Maple Syrup, Pickles, Salsa

**Prepared Foods** – Coffee, Sandwiches, Cream Puffs, Grilled Foods, Salads, Ice Cream

**Plants & Flowers** – Annuals, Cut Flowers, Dried Flowers, Perennials, Seedlings, Vegetable Starts

**Arts Crafts Services** – Aprons, Art Work, Body Products, Books, Candles, Ceramics, Crochet/Knit, Fiber Products, Furniture, Jewelry, Massages, Needle Point, Pet Supplies, Signs, Soap, Quilts, Woodworking

**Baked Goods** – Bars, Cakes, Cookies, Danish, Donuts, Pastries, Pies

**I have read and understand the 2021 Main Street Monroe Farmers Market Rules and Regulations and I agree to abide by said Rules and Regulations at all times while vending at the market.** (Revised: 02/10/2021)

Signature \_\_\_\_\_

Date: \_\_\_\_\_

**Please make checks payable to Main Street Monroe**

Mail Completed Agreement to: Monroe Main Street  
Attention: Monroe Farmers Market  
1717 10<sup>th</sup> Street  
Monroe WI 53566

# HOLD HARMLESS AGREEMENT

## 2022 Monroe Farmers Market

In consideration of participation in the Monroe, Wisconsin – Monroe Farmers Market, undersigned Vendor/Producer hereby agrees to hold the City of Monroe, Main Street Monroe, Monroe, Wisconsin – Monroe Farmers Market and all other Vendor/Producers and their agents, officers, directors and employees harmless from and against any and all claims, causes of action, demands, debts, damages, judgments, costs or expenses (including attorney fees), or other losses of any nature or kind arising from, relating to, or in any manner connected with their Monroe, Wisconsin – Monroe farmers Market activities. Signing this form acknowledges receipt of the DNR Chapter NR 40 rules include in the registration packet.

\_\_\_\_\_  
Name of Vendor/Producer (Please Print)

\_\_\_\_\_  
Signature of Vendor/Producer

\_\_\_\_\_  
Home phone number

\_\_\_\_\_  
Cell phone number