

ROCKLAND FARMERS' MARKET GUIDELINES
(Updated March 5, 2005)

ARTICLE ONE: ORGANIZATION

The name of this organization shall be the Rockland Farmers' Market Association.

- (a) The Rockland Farmers' Market Assoc. shall have the following officers:
 - (1a) President (2a) Market Master (3a) Secretary/Vice President (4a) Treasurer
- (b) A voting quorum shall be comprised of at least 50 % of the membership.
- (c) The President shall vote only to break a tie.
- (d) Before these guidelines shall be amended, an official notice must be sent to all members notifying them of the meeting at which guideline changes shall be voted upon.

ARTICE TWO: PURPOSE

The Association has been organized on a not-for-profit basis for the following purposes:

- (a) To provide a capability for mid-coast Maine farmers and related product vendors to offer their products directly to the consumer.
- (b) To establish and maintain operating standards for, and representation of, members that will inspire public confidence in the farmers' market concept.
- (c) To provide organization with publicity and by other techniques to assist in promoting the sale of Maine products at the market.

ARTICLE THREE: LOCATION AND TIME

The membership shall designate the market location, the opening and closing dates of the market season and the days and hours of the market by majority vote.

ARTICLE FOUR: ATTENDANCE

- (a) Members are expected to attend all scheduled market days in those markets where he/she is a vending member. If unable to be present, they are expected to notify the market master prior to the start of that market. If a vendor is absent for three consecutive times without just cause, he/she is subject to review by other members.
- (b) Members are expected to stay until "close of market" on each market day unless they are "sold out".
- (c) Members may arrive prior to opening time for the purpose of setting up their displays but should not sell until the official opening time. However, members are expected to be ready to sell at the official opening time.
- (d) Members are expected to attend all pre-season meetings which are scheduled as follows: the 3rd Thursdays of January, February and March with snow dates of the following Thursdays.
- (e) Members are expected to participate in all market activities.

ARTICLE FIVE: MEMBERSHIP

- (a) A member of the Rockland Farmers' Market Association shall be any production unit that has been accepted into this organization, has paid annual membership fees and abides by the market guidelines.
- (b) Membership in this organization is open to producers without regard to race, creed, sex or age.
- (c) Application for membership shall be open to Maine residents, ie: farmers, local meat,

- poultry and dairy producers, local fishermen or distributors of Maine seafood products; producers of value-added items such as baked goods and preserves, craftspeople, etc.
- (d) All members from the previous season who are in good standing and have attended at least 80% of the season's markets, and who wish to continue in the market, will submit their annual application at January meeting.
 - (e) New applications shall be reviewed during the February business meeting.
 - (f) Applications submitted by prospective members shall be voted upon when the following criteria has been met: sufficient space is available to allow an additional vendor; a review of the current products and application wait list has been accomplished; the prospective member has provided a presentation his business (this may require a site inspection); and has completed an interview with the Association membership.
 - (g) The application form shall not be changed without membership approval.
 - (h) New members are provisional members until completion of their first market season and approval of the majority of members at the first preseason business meeting (the following winter). Provisional members have no voting rights.
 - (i) One vote per member is allowed.
 - (j) Simple majority votes carry any motion.

ARTICLE SIX: DUES

Annual dues for full time membership are payable as follows:

- (a) Dues must be paid in full by the last 'preseason' meeting.
- (b) The dues total will be determined annually by the membership based upon the market's budget needs plus an additional \$40 per year. Members will receive a \$20 per meeting credit for each business meeting attended up to a total of \$40. The 'meeting attended' tally will be provided by the secretary to each member at the last preseason meeting in order to determine that member's amount due. Any member unable to attend a meeting may send a representative. Each member shall be allowed to miss one of the preseason meetings without being charged the 'missed meeting surcharge.
- (c) Dues for part time or seasonal membership will be \$40 -\$60 as determined by the membership annually.
- (d) Each new application will include a \$5 nonrefundable application fee.
- (e) When a new applicant is accepted for the full season, that person's full dues for the season are payable within ten (10) days of acceptance.
- (f) All dues are nonrefundable and cover from opening to closing of the market.
- (g) Full time members accepted during the course of the season will pay the full season's rate.

ARTICLE SEVEN: STALLS

- (a) The number of available spaces will be determined annually by the membership.
- (b) All spaces will be of equal size as determined by the membership. In some cases, certain vendors, because of their space needs, may or will be required to pay for two contiguous spaces by arrangement with the membership.
- (c) No more than 50% of spaces will be comprised of one type of product.
- (d) Part time spaces may be available, space permitting and membership agreeing (see Article Five) for any four consecutive week period and will be open to any acceptable vendor on a first-come-first- served basis.
- (e) Full time members have priority over part time vendors.
- (f) Members are expected to maintain a neat and tasteful display. Each member is required to clean up his/her space at the end of the market day.

(g) No vendor will bring his/her dog to market.

ARTICLE EIGHT: PRODUCTS

(a) All products, which include but are not limited to: vegetables, seedlings, herbs, preserves, fresh cut and dried flowers, meats, poultry, seafood, dairy products, crafts, etc sold at the Rockland Farmers' Market must be grown/raised/ harvested from nature or made by the vendor with the following exception: vendors may arrange to sell specific Maine made or Maine grown products with prior approval of the majority of members as long as these products do not exceed 25% of the vendor's display or on-site availability of product. When possible, vendors should submit their plans to sell "bought in" products with their applications but must have approval one week in advance of offering those products.

(b) Approved "bought in" goods may not compete against other member produced goods of the same kind.

(c) Members wishing to bring new products must so state on their annual applications for review by the membership.

(d) Any misrepresentation of products offered at the market shall be considered cause for dismissal from the organization. Dismissal shall be by majority vote of membership.

(e) Any crafts may not represent more than 25% of the vendor's product line, and should be made from farm produced or natural Maine materials. Consideration will be given to other crafted items as part of the vendor's operation.

ARTICLE NINE: LIABILITY INSURANCE & APPLICABLE STATE LICENSES

All vendors must provide proof of general liability insurance and all needed licenses to the secretary prior to selling at the market. Until copies of such insurance and licenses have been provided, the member may not set up and sell.

ARTICLE TEN: PRESENTATION

(a) Vendors shall present themselves in an appropriate manner and dress. There will be no alcohol consumption or any smoking on the market premises by any member. There will be no un- sportsmanlike conduct and no 'hawking' of products.

(b) Vendors must display farm or business addresses in a prominent manner each market day.

(c) Vendors will provide some means of posting prices of all products offered for sale.

ARTICLE ELEVEN: NON-COMPLIANCE & GRIEVANCES

(a) When a vendor, on any market day, believe that the actions, demeanor or selling practices of another vendor are detrimental to the market, that vendor(s) should verbally notify an officer of the association of their concerns. Upon notification, that officer will notify the association president. The president will call a meeting of the officers and the party with the grievance. (Note: The party with the grievance must have his grievance in writing with copies for this meeting.) At this meeting a course of action will be determined and initiated.

(b) Non compliance with these guidelines by any member may result in the call for a special meeting of the membership. The membership, at that special meeting, may require that the detrimental practices be changed to conform to membership standards or they may require the immediate dismissal of the offending member if so voted by a majority of the market members present at that special meeting.

ARTICLE TWELVE: OFFICERS

(a) This organization shall be administered by a management committee composed of a president, a market master, a secretary/vice president and a treasurer. Each of these officers will be elected for a term of one year at the first preseason meeting by a majority vote of the members present.

(a) The duties of the President will be: (1) to plan and preside at meetings; (2) to enforce the provisions of these guidelines and all other guidelines set forth by the organization; (3) to maintain a 'president's notebook' of minutes and pertinent information for the conduct of future meetings; (4) to determine the need for private voting and to provide voting ballots when deemed necessary; (5) to serve as arbiter when necessary until membership can consider a problem; (6) to call special meetings at his/her discretion with adequate notice to members (usually two

(2) weeks for any market business.)

(b) The duties of the Market Manager will be: (1) prepare a vendor layout plan and present it to the membership for approval; (2) respond to problems associated with market days, ie: event setup hazardous situations, customer complaints, adequacy of temporary market locations, attendance, etc. (3) designate the acting market master in the event he/she cannot be present on market day; and (4) act as the spokesperson for the market.

(c) The duties of the Secretary/Vice President will be: (1) to record the minutes of all meetings and provide the president with copies of same within two weeks after each meeting; (2) to maintain an ongoing list of all members and to provide the treasurer with the planned dates of participation of each. (3) to provide notice of all meetings to members; (4) to act for the president in his/her absence; (5) to maintain an ongoing 'Secretary's Notebook' of minutes, member's agreements, contacts, correspondence. This notebook shall be available at all meetings and markets for inspection of by any member; and (6) to record market and meetings participation by each member.

(d) The duties of the Treasurer will be: (1) to collect all annual fees for membership and temporary members' fees and keep a record thereof; (2) to dispense all expenditures for the organization and maintain a record of these expenditures; and (3) to prepare a financial statement for the first preseason meeting and to keep books open for inspection of any member.

ARTICLE THIRTEEN: COMMITTEES

(a) This organization shall be directed by a management committee consisting of duly elected officers.

(b) Ad hoc committees will be formed at the discretion of the association's officers and / or the general membership as they deem necessary.

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