

THE MERIDIAN MAIN STREET MARKET

Guidelines 2021

33 E. Broadway Ave. Meridian, ID

Welcome to Meridian Main Street Market located at 33 E. Broadway, Meridian, Idaho. The Meridian Main Street Market upholds the age-old tradition of the consumer meeting the producer in a vibrant marketplace where community residents can purchase healthy foods and handcrafted items.

VISION: The Meridian Main Street Market is a community marketplace where local food and agricultural products, along with handcrafted items are available during the season. The Market helps to build personal and community self-reliance.

MISSION: Meridian Main Street Market supports a regenerative, healthy food and agricultural system by operating a vibrant marketplace featuring locally grown and hand-crafted products.

Growing Food • Growing Farms • Growing Community

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Guidelines Highlights This is a quick reference to the most important guidelines of the Meridian Main Street Market. All vendors are required to know and follow all of the MMSM Guidelines.

1. MMSM is a producer only-market. The vendor booth occupant must be

the person/family/employee who are directly involved in the growing or making of products sold. Re-selling products produced by others is prohibited. *Product Guidelines #1, pg.14. 2. Fee structure, payment schedule, and penalties. Fees and Late Fees pgs. 4-6.*

- a. The registration fee is \$50 and due within 24 hours of application being approved. Vendors pay \$35 (adult) \$10 (youth) and the number of Saturdays in the month.
 - b. If a vendor is paying stall fees by the month, they are due, in advance, by the 25th of each month.
 - c. If a vendor is paying by the week, stall fees are due by 12:30 p.m. on the Wednesday before the market date scheduled to attend.
 - d. If payment is not received on time and a reminder has to be issued, the late fee is \$25. No grace period will be given. No stall assignments will be given due Booth fee payment.
3. New Products must be approved by Market Management before being sold at the market. *General Product Guidelines #3 pg. 15.*
4. If a vendor cannot attend a planned market day they must notify management by 10 a.m. on the Thursday before the market or they will be charged for the space. *Vendor Booth Spaces, #6, pg. 6.*
5. Traffic-flow, Unloading, and Loading. *Traffic & Parking Rules pg. 8, Start of Market days, End of Market Days, pg 9.*
- a. All vehicles must enter the lot as directed and follow all unloading and loading rules.
 - b. Vendors' vehicles must be unloaded and removed from the lot before beginning stall set-up.
 - c. Vehicle unloading will be permitted between 7:00 and 7:45 a.m. Any vendor arriving after 8 a.m. must carry all goods and products into the market area.
 - d. Vendors must have booths disassembled and product and equipment ready to load prior to bringing their vehicles into the market area.
 - e. Vehicles are not allowed to enter the lot before 2:00 p.m.

These guidelines are intended to help familiarize vendors with the market and its daily operations. Questions or issues that are not addressed in these pages will be considered on a case-by-case basis.

We look forward to having you join us at Meridian Main Street Market.

Days and Hours of the Regular Season Market

Location: 33 E. Broadway Ave, Meridian, ID - Meridian City Hall Plaza. Broadway between Main and Meridian will be closed off for vendors. Some vendors will be placed in the Plaza of City Hall.

Dates: April 17, 2021 to October 16, 2021

Time: Saturdays 9 a.m. to 2 p.m. - rain or shine

Fees

Booth Fees

Agricultural and Specialty Product Vendors

1. Weekly booth fees are \$35 per booth per week and are due by 12:30 p.m. on the Wednesday before the market day attended. If a booth fee isn't paid by the end of Wednesday, a \$25 late fee will be added for each unpaid market day. No grace period will be given. No booth assignment will be given

2. Monthly booth fees are \$140 per booth if a month has 4 Saturdays or \$175 per booth if a month has 5 Saturdays. In order to receive 15% discount, fees must be received in the MMSM office by the 25th of each month. No grace period will be given.

For example, to receive the discount for May, the May monthly fee must be received in the MMSM office by April 25th.

Food Trucks

1. Weekly fees are \$60 per truck per week and are due by 12:30 p.m. on each market day attended. If a fee isn't paid by the end of the market day, and an invoice has to be issued, a \$25 late fee will be added for each unpaid market day. No grace period will be given.

Community Groups (non-profit groups)

1. Community groups at the market do not pay a booth fee. Community groups must be related to our mission in some way to participate and are only allowed to participate in the market up to three times each summer. Community groups may sell things at the market. But this is to be cleared with the Management Staff prior to applying to the Market.

Vendor Booth Spaces

1. Market Management will determine booth space locations and number based on availability. Every effort will be made to keep vendors in their desired spot if they attend the market regularly.
2. Returning vendors will have the first right of refusal of their space.
3. Booth spaces are non-transferrable and may not be sub-let.
4. Booth spaces will be issued in increments of approximately 10' x 10'. Market Management may ask vendors to expand their display area as deemed appropriate to improve the appearance of the market.
5. Vendors may not use more than 2 feet outside of their booth space for display. Vendors with displays and/ or tables set outside of their booth in any direction will be required to pay 1/2 booth space fee of \$25 per week.
6. If a vendor will be absent, notification must be given to Market Management by 10:00 a.m. on the Thursday before the market to allow for reassignment of space. **If the vendor does not provide notification of an absence, the vendor will be charged the regular rate for their space.**
7. Vendors not claiming reserved space or not contacting Market Management by 8:15 a.m. on the market day will not receive credit for their booth that day.
8. Pre-paid booth fees will only be eligible for credit upon approval of Market Management for cases of emergency, crop or product failure or other extenuating circumstances.

Market Appearance

1. Vendors are responsible for keeping their booth spaces clean and attractive

during market hours.

2. Product or empty boxes may not be stored on benches, sidewalks or the pedestrian area. All walkways and benches are public spaces and must be kept clear.

3. Vendor tents must be 10'x10'. Exceptions are at the discretion of Market Management.

4. At the end of the market day vendors are responsible for cleaning their booth space and removing their own refuse, boxes, signs and unsold product. All vendors must bring a broom and trash receptacle to aid in clean-up of their booth space.

Signs

1. All vendors must have signage at their booth identifying themselves or their business, and their location. All signage and product sampling must be contained within the vendor's booth space.

2. Signage must not obstruct the view or interfere with neighboring vendor spaces or walkways.

Safety and Emergencies

Customer and vendor safety is of the utmost importance. The following safety measures must be followed for booth setup and teardown.

1. All signage and display material must be appropriately secured.
2. Vendor displays must not endanger or obstruct customers, other vendors or the flow of market traffic.
3. All booths must be anchored so the tent will not blow away or cause a hazard during a weather or wind event at the market.
4. All vendors using flame to cook food or as a heater must always have a fully charged fire extinguisher in their booth.
5. Common sense and courtesy must always be observed. 6. Be especially aware of:
 - a. Vehicle loading and unloading.
 - b. Correct practices for parking while unloading.
 - c. Vehicle movement throughout the Market during setup and teardown times.
7. Incidents resulting in personal or property damage will be the sole responsibility of the offending vendors. The market is not responsible for damages due to vendor negligence, weather, or customers. Any incident involving personal injury or property damage must be reported to Market Management immediately.
8. In case of emergencies at the market call 911 and notify the Market Manager or other market staff immediately.

Market Traffic and Parking Rules

Parking 1. The market has reserved parking for vendors on the South side of City Hall (Labeled Employee Parking) and also parking across Meridian street. The market procures this area for vendor parking to make more spaces available for customers near the market.

2. *Vendors must park in the designated parking.*

3. Trailer parking is also in this lot.

4. There will be no charge for parking at this time.

Vendor Loading and Unloading

1. It is essential that extreme caution is exercised in the market area due to the high amount of pedestrian traffic and vehicle traffic on surrounding streets.

2. The speed limit in the market is 5 mph.

3. Do not block alleys, public roadways or parking lot entrances before, during, or after the market.

Start of Market Days

1. All vehicles must enter the lot as directed and follow all unloading and loading procedures.

2. Vehicle unloading will be permitted between 7:00 am and 7:45am.

3. Vendors' vehicles must be unloaded and removed from the market area prior to any booth setup.

4. Any vendor arriving after 8:00 a.m. may not drive their vehicle into the market area to unload

5. Vendors with trailers must unload before 7:30 a.m. or at the discretion of

Market Management.

End of Market Days

1. No vehicles will be allowed into the market area before 2:00 pm or at the discretion of Market Management. If market entrance access is unavailable, continue circling the block until it opens. Do not block traffic or enter the lot without permission.
2. Vendors must have booths disassembled and product and equipment ready to load prior to bringing their vehicles into the market area.

Market Rules Violations

The Market Management has the ultimate on-site authority and will enforce all rules of the market. If a vendor fails to comply with these rules or any pertinent supplemental guidelines Market Management will address the issue with the vendor and determine the course of action to resolve the issue and prevent recurrence.

Penalties are applied and enforced by Market Management and may include a verbal warning, written warning, additional fees, suspension or expulsion from the market.

Any problems or disputes should be reported to the Market Management by providing a written statement of the issue.

Vendors have the right to one appeal to the Market Management and the Management has the final say in all penalty decisions.

General Market Rules

1. All vendors must comply with all applicable City, State and Federal laws.
2. No pets of vendors or entertainers are allowed in the market area.
3. No smoking is allowed within the market area.
4. No amplified music or other sound is allowed within the market area other than what is provided by the market during market hours.
5. No alcoholic beverages are allowed at the market, except for beverages provided by wine, beer or cider vendors for sampling.
6. Vendors may not discriminate on the basis of race, color, creed, sex, religion, physical ability, sexual orientation, gender identity, age or nationality.
7. Children of vendors must be closely supervised. The market is not responsible for their safety.

Market Responsibilities

The Meridian Main Street Market is committed to creating a diverse marketplace of the highest quality. In order to support our vendors in this effort, MMSM and the Market Management will provide the following:

1. Special Event Permit and/or lease contracts for the market season.
2. Limited electricity, if available; advanced arrangements must be made with Market Management.
3. Trash receptacles.
4. Facilitation of any special site requirements or street closures for the market.

5. Advertising and promotional support throughout the market season.
6. General liability insurance to cover the overall market. This insurance does not cover vendor product or equipment.
7. Facilitation of vendor submission of ST-124 and other forms required by the Idaho State Tax Commission.
8. Market Management will provide information to by using the website (www.meridianmainstreetmarket.com), email, our newsletter, and at workshops hosted by the market.
9. The market does not discriminate on the basis of race, color, creed, sex, religion, physical ability, sexual orientation, gender identity, age or nationality.

Vendor Responsibilities

1. All vendors are required to know and follow the rules covered in this document and any pertinent supplemental vendor guidelines distributed by Market Management.
2. *At least one producer, owner, a member of their family or employees who are directly involved in the production of the products available at the market are required to attend their booth for the entire market day. Exceptions must be approved by Market Management. By 10 a.m. on the Friday before the market day.*
3. Vendors are responsible for obtaining all permits, licenses, and/or inspections applicable to their product and business (i.e. Health Dept, USDA, State Tax, IRS, etc.).

4. Appropriate permits and/or licenses must be posted each market day, and copies must be provided to Market Management upon request.

a. Vendor's State Tax ID must be downloaded to the Market Management website (managemymarket.com). Per Idaho State Law, all vendors must fill out form ST-12. Failure to do so could result in suspension from the market until the completed form is received.

5. All vendors must hold an insurance policy for their business of at least \$1,000,000 listing MMSM as an additional named insured and supply a copy of their business insurance verification with their application annually.

6. Vendors requiring scales must use scales certified for sales.

7. Vendors coming to the market with children must be considerate of their neighboring vendors and customers.

8. Vendor behavior must remain professional and courteous at all times. This means no cursing, derogatory language, or discussing topics that may make others uncomfortable.

9. Generators are allowed on a limited basis. All generators must be quiet enough to prevent disruption of normal market activities. Whether or not a generator is too loud is determined by Market Management.

10. The reselling of products at the market is prohibited unless specifically permitted by Market Management and will not be tolerated. *Any vendor reselling products without permission will be removed from the market for the remainder of the season. Any suspicion of unpermitted reselling should be brought to the attention of Market Management immediately.*

Gross Sales Reporting

The Meridian Main Street Market collects gross sales data and shopper counts from vendors to better understand our economic impact. Groups that use the information gathered by MMSM include city, state and federal agencies and our insurance provider. We recognize the sensitivity around gross sales reporting by vendors. In order to maintain vendor confidentiality, we follow these procedures:

1. Vendors are required to submit completed gross sales forms for each market day attended. Reports for each month are due on the first market day of the following month.
2. Forms may be submitted to market staff on the website - managemymarkt.com on or before the first Saturday after the end of a month in which the vendor attended a market day.
3. *Any published statistics are given in totals only and vendor names are never mentioned.*

Product Guidelines

1. All products must be grown, raised, produced, caught, gathered, designed or made by the person selling at the market. *At least one producer owner, a member of their family or employees who are directly involved in the production of the products available at the market are required to attend their booth for the entire market day.*
2. Vendors are required to submit a complete list of all products they wish to sell at the market with their application.
3. New products or additional products from existing vendors will be allowed for sale at the market only upon approval from Market Management. *A written description of any new product must be submitted to Market Management one week in advance for approval. Submitting this description does not guarantee that the product will be accepted. Market Management will grant or deny approval within two working days of submission.*
4. Admission of any product will be based on the present competitive availability of that product as determined by Market Management. Monopolies and gluts should

be avoided.

5. The use of locally-grown ingredients is encouraged. Vendors are urged to provide appropriate signage to advertise their use of these ingredients.

Vendor Categories and Products

Agricultural Vendors

1. Agricultural Vendors are market vendors that sell mostly raw or modified agricultural products that they grow from seed or breeding stock like fresh fruits, vegetables or plants, or fresh or frozen meat.

2. Agricultural vendors may sell specialty products, both food and non-food if the product is from raw ingredients grown on their farm.

3. All agricultural vendors must raise 100% of the agricultural products, available at their booth on a market day, on land they own or lease.

4. Agricultural vendors must provide information to the market, when requested by Market Management, pertaining to their farm's production capabilities.

5. All agricultural vendors will report on their application form any agricultural products purchased by their farm for the intent of resale or for which the potential of resale exists.

Agricultural Product Guidelines

1. Agricultural products at the market include fruits, vegetables, flowers, bedding plants, beef, poultry, fish, eggs, milk, cheese, and bee products.

2. Bedding and landscape plants and flowers must be either propagated by the vendor from seed, cuttings, bulbs or plant divisions or have been substantially increased in value under the vendor's care.
3. Meat, egg and milk vendors must meet the current requirements of the USDA and ISDA and only sell their products in approved packaging.
4. Containers holding farm products that are typically eaten raw, like leafy greens, must never be set directly on the ground unless the container has no holes to admit dirt and contaminants.

Specialty Product Vendors

- 1. Specialty Product Vendors are businesses that sell specialty foods or non-foods that are made by the business from ingredients or materials that are significantly changed in form or value in the products sold at the market.*
- 2. All Specialty Product Vendors must create and make all of the products, available at their booth on a market day, on land they own or lease with equipment they own or lease.*
3. Specialty Product Vendors must provide information to the market, when requested by Market Management, pertaining to their business's production capabilities.

Specialty Food Vendors

1. Specialty Food vendors sell foods prepared for off-site consumption.
2. Specialty foods must be prepared in a commercial or certified kitchen, with the exception of Cottage Foods that follow Cottage Food guidelines.
3. If any vendor wants to sell a cottage food at the market they must complete

and submit a risk assessment form to their local health department and provide a copy to Market Management signed by their health department approving the product as a cottage food.

4. All specialty food vendors must offer at least one product that uses locally produced goods as the main or featured ingredient.
 - a. Vendors are encouraged to increase the amount of locally produced ingredients in their products each season.
5. The market is obligated to promote healthy, locally produced food.

Alcoholic Beverage Vendors

- 1. Alcoholic Beverage vendors sell alcoholic beverages like beer, wine or cider.*
- 2. Alcoholic Beverage vendors may be considered Agricultural Vendors if they grow a majority of the ingredients on land they own or lease in a majority of their products available at the market.*

Specialty Non-Food Vendors

- 3. Specialty non-food vendors sell products that are not edible products and generally serve a utilitarian or aesthetic purpose.*
4. Priority will be given to vendors who use locally-grown raw materials.

Specialty Product, Specialty Food & Specialty Non-food Guidelines

1. Specialty products are raw or pre-processed goods whose value has been increased through the addition of ingredients or processes that make them more readily useable by the consumer. There are two categories of specialty products: Food and Non-Food.

2. All Specialty Products sold at the market must be produced by the vendor.

Vendor's work must dominate the final product. Raw ingredients must be significantly altered and/or enhanced by the vendor.

3. *Specialty Food products must be prepared for off-site consumption and include but are not limited to pies, baked goods, condiments, cheese, cured meat, flour, spice mixes, jams, pickles and oils.*

4. *Specialty Non-Food products may include but are not limited to soaps, lotions, cosmetics, medicinal products, wreaths, bouquets, pelts or hides, plant or animal fibers and soil amendments.*

On-Site Food Vendors

1. *On-site food vendors sell food prepared at the market that is ready to be consumed at the market and are a category of Specialty Product vendors.*

2. All on-site food vendors must offer at least one product that uses locally produced products as the main or featured ingredient.

3. On-site food vendors must have a commercial or certified kitchen associated with their business where food preparation takes place.

4. The market is obligated to promote healthy, locally produced food. Vendors must provide products that are as nutritious as possible and represent healthy eating habits.

5. Vendors are expected to present their own unique product. Commercially packaged foods like chips, candy, canned soda, and bottled water will not be permitted to be sold by vendors at the market.

Food Trucks & Food Trailers

1. Food trucks are any self-propelled vehicle that vends food from the vehicle. Food trailers are trailers pulled by a vehicle that vends food from the side of the trailer.
2. All food trucks and trailers must offer at least one product that uses locally produced products as the main or featured ingredient.
3. Food trucks/trailers must have a commercial or certified kitchen associated with their business where food preparation takes place.
5. The market is obligated to promote healthy, locally produced food. Food trucks/trailers must provide products that are as nutritious as possible and represent healthy eating habits.
6. Food truck/trailer vendors are expected to present their own unique product. Commercially packaged foods like chips, candy, canned soda, and bottled water will not be permitted to be sold by vendors at the market.

Community Groups (Non Profit Organizations)

1. Community Group vendors are businesses or organizations that emphasize education, sustainability and community building. Representatives must be sharing information to benefit the community as well as promoting their organization or event.
2. Community Group vendors do not pay a booth fee.
3. If a vendor is selling any product at the market it must be relevant to the event or organization represented at the market and must be pre-approved by Market Management.

Performing Artists

MMSM may maintain locations within the market where performing artists can entertain market shoppers in a fashion consistent with and complementary to the needs of the market's commercial business activities.

1. No devices for the electronic amplification of any sound are allowed without express permission of Market Management. The volume of music or performance must not interfere with verbal communication of the nearest place of business and may be controlled by Market Management.
2. Market Management may suspend or revoke any performance permit secured by fraud, concealment or misrepresentation of fact. If, in the estimation of the Market Management, a performance violates the market rules and regulations or constitutes a hazard to public safety, a performer may be required to end a performance at any time.
3. Donations to performers may be accepted passively in an instrument case or other receptacle provided for that purpose by the performer. The receptacle may

include a written sign, which informs the public that donations are sought. No performer shall actively solicit donations by word of mouth, gesture, mechanical devices or second parties.

4. Prospective performers may contact Market Management if they want to perform at the market.

Vendor Promotional Product Guidelines

1. All promotional products must be approved by the Market in accordance with normal product approval protocol.

2. Promotional products must only promote the vendor's business or promote the MMSM.

3. Displays of these products must not dominate the vendor's booth and Market Management may direct vendors to change their promotional product display to fit the desired market appearance.

Contact Information

Market Managers – CheRee Eveland (208) 918-3480

Or meridianmainstreetmarket@gmail.com

The following information on State agencies is provided to aid vendors in complying with regulations concerning their products. Vendors should contact the appropriate State agency for detailed information.

- Central District Health Department - (208) 375-5211
- Idaho State Tax Commission - (208) 334-7660 - tax.idaho.gov
- Insurance Commission Hotline - 1-800-562-6900 - www.insurance.id.gov
- ISDA Bureau of Dairying - (208) 332-8550
- ISDA Bureau of Weights and Measures - (208) 332-8690
- ISDA Division of Agricultural Inspections - (208) 332-8660
- ISDA Fresh Fruit and Vegetable Division - (208) 332-8670
- ISDA Idaho Preferred Program - (208) 332-8684
- ISDA Licenses and Special Requirements for Specific Products – (208) 332-8500
- ISDA Marketing Department - (208) 332-8538
- ISDA Organic Program - (208) 332-8673
- University of Idaho Food Technology Center
 - Cini Baumhoff - Kitchen Supervisor - baumhoff@uidaho.edu - (208) 795-5331
 - Josh Bevan – Director - jbevan@uidaho.edu - (208) 795-5332