

Parks & Recreation Advisory Board Meeting

The Zebulon Parks and Recreation Advisory Board will meet Tuesday, January 19th at 6pm. This meeting will be held virtually. The public may access the meeting remotely as noted below.

To watch, please visit our Public Input Meeting Page: <https://publicinput.com/W4447>

To participate by phone: **855-925-2801** Meeting code: 7986

- This is a toll-free number.
- When calling, you will hear a prompt to enter your project code. **Enter 7986**
- If you call in during the meeting, you can simply stay on the line to listen to the meeting.
- To leave a voice message, press *2 (star, then the number 2).
- You can also request to speak by pressing *3 (star, then the number 3). You will be placed in the speaker queue while continuing to hear the meeting audio until it is your turn to speak.

To participate by email: U753@PublicInput.com

Meeting Agenda

1. Call to Order
2. Approval of Agenda
3. Public Comment: Public comments are limited to 3 minutes by phone or 400 written words by email. Anyone wishing to speak must enter the speaker queue or leave a voicemail by 5:50 PM. Emailed comments must be received by 3 PM in order to be read into the minutes of the meeting.
4. Consent
 - a. Adoption of Minutes
 - i. December 21st, 2020
5. New Business
 - a. Cost Recovery Policy
 - b. Farmer's Market Guidelines
6. Open Discussion
7. Staff Updates
 - a. Department Update
 - b. Next Regular Meeting: Monday, February 15th, 2021
8. Adjournment

**Zebulon Parks & Recreation Department
Advisory Board Meeting
December 21st, 2020**

The Zebulon Parks and Recreation Advisory Board met Monday, December 21st at 6pm. This meeting was held virtually. The public could access the meeting remotely as noted below.

To watch, please visit our Public Input Meeting Page: <https://publicinput.com/D7837>

Board Member Attendance: Erica Parsons, Garrett Underhill, Brandon Wiggins, Andi Wrenn, Debbie Wheless, Dexter Privette, Allen Boyette

Meeting Agenda

1. Call to Order

Start – 6:00 PM

Erica Parsons called the meeting to order

2. Approval of Agenda

1st - Brandon Wiggins

2nd - Dexter Privette

All Voted In Favor

3. Public Comment: Public comments are limited to 3 minutes by phone or 400 written words by email. Anyone wishing to speak must enter the speaker que or leave a voicemail by 5:50 PM. Emailed comments must be received by 3 PM in order to be read into the minutes of the meeting.

Example of a public comment through voicemail provided by Sheila Long to show Advisory Board the procedure if someone were to leave a message for public comment.

Hannah Blische read the following message out loud: *“Good evening Advisory board members. Just wanted you to experience what it would be like if someone left a voicemail for you using this platform, and I also wanted to take the opportunity to share. My thanks to each of you for your support of our Parks and Recreation Department and Recreation in our community this year and wish you a merry Christmas. Happy New Years and happy holidays. Thank you.”*

4. Consent

- a. Adoption of Minutes

Erica Parsons called for a motion to adopt the minutes.

- i. November 16th, 2020

1st - Andi Wrenn

2nd - Dexter Privette

All voted in favor.

5. Presentations/ Work Session

a. FY 2020 Budget Preparation

Sheila Long: The Town Manager has shared budget instructions with staff for the upcoming fiscal year. Staff has begun the process of developing our budget recommendation. Focus areas for our department to date include:

- Continued implementation of initial master plan findings
 - Staff reorganization
 - Marketing & communication
 - Expand routine maintenance and small park improvement projects
 - Downtown events
 - Expand programs beyond the Community Center
- Recognize impacts of COVID-19
 - shift in community interest in the arts
 - comfort level for programs/events with larger participation and less opportunity to social distance.

Are there any areas, programs, and park improvement projects you would like for us to further consider and research as we develop the budget?

Erica Parsons asked what types of art programs we are looking to add.

Sheila Long: We currently provide a variety of art activities for different age groups and plan to continue offering a variety of programs for all age groups.

Erica Parsons asked about cost concerns for families following COVID and if it is a possibility to offer discounts to families with more than one child etc.

Sheila Long: The board may need to review the fee schedule. This can be discussed at the meeting in January if necessary.

Andi Wrenn asked about having more physical fitness classes socially distanced in the gym. Sheila said staff has mapped out the community center and created a plan to keep everyone safe while exercising and participating in activity in the gym. After restrictions changed, they found a safe way to continue to hold classes in the side rooms. But as we grow and our class sizes grow we plan to utilize the gym space more.

6. New Business

a. January Meeting Change

Sheila Long: The Parks and Recreation Advisory Board meeting is held the third Monday of every month at 6 PM. Every January, this meeting falls on Dr. Martin Luther King Jr. Day. It is customary to move the meeting to the next business day or the following Monday.

Staff's recommendation is to change The January meeting to Tuesday, January 19th.

Erica Parsons moved to change the January regular meeting to Tuesday, January 19th

2nd - Brandon Wiggins

All voted in favor.

7. Open Discussion

Andi Wrenn discussed utilizing Instagram to reach a younger audience and using paid advertising to reach more people. Sheila Long noted that we have an Instagram account for Zebulon Parks and Recreation, Public Input will help us to utilize the paid advertisements to reach a more specific audience or demographic. Erica Parsons shared an example of social media influences, Zebulon Pottery advertised a food truck setup outside of their business and she went and supported them after seeing the post on Instagram. Garrett Underhill mentioned opportunity to link social media accounts. Andi Wrenn shared interest in holding a food truck rodeo or bike parade.

Erica Parsons asked if we have any outdoor movies or bingos planned. Sheila Long noted that staff are currently assessing our Winter programs due to COVID changes. We are looking to hold a movie later in the Spring when the weather is nicer and more people may be interested in attending. We have decided to close the community center and suspend programs through January 19th to keep everyone safe in an anticipation of COVID cases following Thanksgiving.

Andi Wrenn asked how the Santa Letters and Toy Drive went. Sheila noted that the toys were donated to Share His Glory organization and 375 toys were collected. Only 35 letters were submitted which is a lot less than our normal participation numbers, not sure why this number was low this year

Allen Boyette noted that he saw the construction of the Weaver's Pond greenway and said it is looking great!

8. Staff Updates

a. Department Update

- Winter Market
 - 2 weekends
 - Held in the Alley on Arendell
 - Had a great turnout.
 - Had a lot of great conversations with vendors, market customers, and downtown business owners regarding the Alley Space. Everyone is extremely excited about the improvements in downtown and how great the space looks. They cannot wait to have more events in the alley and in downtown Zebulon.
- Community Center
 - Fitness Classes & Memberships: we have seen a drop in numbers since the latest Executive Order requiring masks while working out. Fitness Room memberships are starting to build back up
- Parks
 - Park Signs: Installed signs at Little River and Wakelon Elementary. Cleaned Park sign at Wakelon.
 - Winter Projects
- Administration

- After review of the first 3 chapters of the Master Plan, we asked the consultants to pause to address some concerns. The draft was good, but we have a high expectation. We don't want to sacrifice quality over meeting a deadline.
- Economic Development
 - Presented to the Board of Commissioners about the Farmer's Market's role in economic development in Zebulon.
- b. Next Regular Meeting: proposed Tuesday, January 19th at 6 PM
- c. Annual Retreat: January TBD

As in past years, we intend for this meeting to just be a Saturday morning meeting. Working with Dr. Jason Bocarro from NCSU to do a training based on the book Reframing Organizations by Bolman and Deal. If you would like to read it, let me know.

9. Adjournment

Erica Parsons called for a motion to adjourn the meeting.

1st - Brandon Wiggins

2nd - Garrett Underhill

All voted in favor.

Topic: Cost Recovery Policy

From: Parks & Recreation Staff

Prepared by: Sheila Long, Parks & Recreation Director

Background

At the December Advisory Board Member, staff was asked to look into the Cost Recovery Policy to consider opportunity to provide financial support for families with multiple children.

The advisory board previously reviewed and discussed staff's proposed Cost Recovery Policy in 2019. This policy serves as a guiding document for staff when setting fees for recreation programs.

Staff recommends two updates to the Cost Recovery Policy:

- Section 9:
 - Add family participation as a consideration for setting fees and charges.
 - Program fees may be set in a manner that gives a family rate versus individual rate to make the opportunity more affordable for families. Families with multiple youth participants in need of financial assistance should refer to section 11.
- Section 10:
 - Revise and add Scholarships information to identify the Parks and Recreation Department as the manager of scholarships and how to apply.

Discussion

The board will discuss staff's recommendation to update section 9 and 11 of the Cost Recovery Policy.

Sample Motion:

"I make a motion to adopted the Cost Recovery Policy as presented."

Attachment

Cost Recovery Policy



Department of Parks & Recreation
Standard Operating Procedure: Cost Recovery

Topic: Department Policy: Cost Recovery

Prepared by: Sheila Long, Parks & Recreation Director

Recommended by Parks & Recreation Advisory Board: ____/____/____

Section 1. Purpose

The purpose of this policy is to provide general guidelines for establishing fees and charges for parks and recreation department operations and ensure efficiency and accountability for services, programs, events, and rentals (Program).

Section 2. Definitions

Cost Recovery

The method to recovering an expenditure which a business takes on.

Cost Recovery Pyramid

The creation of a cost recovery philosophy and policy is a key component to maintaining financial control, equitably price offerings, and identifying core programs, facilities and services for an agency.

Direct Costs

Those costs which are easily and clearly identifiable to the cost objective (program, service or facility).

Indirect Costs

Costs that benefit more than one cost objective and must be allocated proportionally.

Section 3. Frequency of Policy

A review of this policy should be conducted and appropriately updated every three years. Fees and charges (Section 12) should be reviewed annually to determine if adjustments are required.

Section 4. Public Access to Fee Information

Parks & Recreation Cost Recovery Policy and the Fees and Charges Policy will be available for public access through the Town Clerk's Office.

Section 5. Types of Fees

Admission Fees

Charges made to enter a facility, tournament, performance, or 1 time program occurrences. Examples include: Yoga, Zumba, etc.... In these cases a single flat rate is charged for each age group as necessary. This will allow the cash management process to be effective, efficient, and customer friendly. Fees should round to the nearest whole dollar including tax.

Rental/Permit Fees

Fees for the privilege of exclusive use of facilities, amenities, or equipment. Fees should round to the nearest whole dollar including tax. Non-resident rates apply.

User Fees

Fees charged for non-exclusive use of facilities, amenities, or programs. Fees should round to the nearest whole dollar. Non-resident rates apply.



Sales Revenue

Revenues obtained from the operation of stores, concessions, etc... Fees should round to the nearest whole dollar including tax; however, due to the nature of concessions sold exceptions can be made.

Section 6. Determining Cost Recovery Levels

In order to set cost recovery levels, the following considerations should be made:

- Nature of services
- Proportionate and reasonable costs related to the programs
- Sensitivity to the market for programs
- Federal, state, or county agency use
- User offers reciprocal fee waiver for the City
- Applicable to town and departmental goals
- Community versus individual benefits

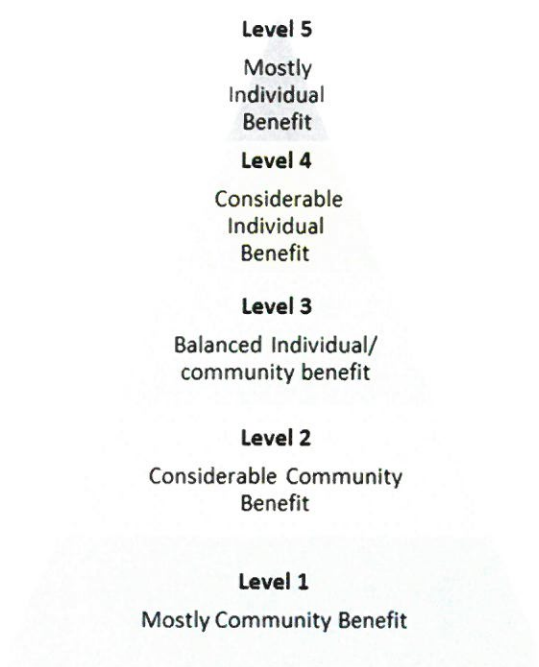
Section 7. Cost Recovery

The department sets revenue and expense goals annually during the budget process. In order to be efficient and sustainable, it is necessary to recover a percentage of cost for some programs offered by the department. Programs are evaluated based on the criteria outlined below.

Cost Recovery Pyramid

Programs will fall into 1 of 5 levels based on their benefit to the community versus the individual. The recovery rate assigned to each level is an expectation under optimal conditions. The department recognizes that additional internal and external factors may adjust a program's cost recovery.

Programs not currently operating in the optimal level should work to move to a cost recovery percentage within the assigned level over time. Staff must be conscious of long standing programs that are of great benefit to the community and town residents as to not take drastic measures to fulfill expectations.



Pyramid Level	Level of Community Benefit	Types of Programs	Level of Direct Cost Recovery
Level 1	Mostly community benefit	<ul style="list-style-type: none"> • Support Services • Inclusionary Services • Community Wide Events • Open Park Usage 	0-10%
Level 2	Considerable community benefits	<ul style="list-style-type: none"> • Beginner classes, workshops, and clinics • Recreation athletic league • Volunteer programs 	11-40%



Department of Parks & Recreation
Standard Operating Procedure: Cost Recovery

Level 3	Balanced Individual/community benefit	<ul style="list-style-type: none"> • Intermediate classes, workshops and clinics • Camps, Before and After School Care • Rentals (Non-Profit)* 	40-69%
Level 4	Considerable Individual Benefit	<ul style="list-style-type: none"> • Competitive- Classes, workshops, and clinics • Restricted Leagues and Tournaments • Senior Programs & Day Trips 	70-99 %
Level 5	Mostly Individual Benefit	<ul style="list-style-type: none"> • Chartered Trips • Equipment Rentals • Permitted Services • Rentals (private)* • Tenant Leases • Merchandise • Concessions/Vending • Private lessons/programs 	100+%

*Refer to Section 11.

Section 8. Nonresident Rates

To increase the benefit to residents, the nonresident rate shall not exceed \$20 higher than the resident rate for programs. Programs such as Weight Room and Get Fit Pass have lower non-resident rates as identified in the fee schedule. Nonresident rates for rentals are to be charged as identified in the fee schedule. By increasing nonresident participation, overall cost can decrease therefor allowing residents to pay lower rates and increase opportunities for programs to meet cost recovery expectations.

Section 9. Setting Fees & Charges

Fees and Charges are set annually through the budget process and are approved by the Board of Commissioners. Staff must recommend fees and charges based on the following considerations:

- Cost Recovery Level classification
- Determining the direct cost of the Program
 - Facility
 - Supply, Equipment, Materials, etc...
 - Instruction, Official, Staff, etc...
 - Advertising
 - Special Services: insurance, transportation, admission, etc..
 - Printing, mailing, etc...
- Current market rate of a similar Program in close proximity. Conduct a comparison of 1-3 similar programs and adjust accordingly.
- Determine nonresident rate.
- Consider partnerships.
- Community sentiment & expectations
- Political & social will



Department of Parks & Recreation
Standard Operating Procedure: Cost Recovery

- Equity in pay opportunity and ability to pay
- Family participation*

*Program fees may be set in a manner that gives a family rate versus individual rate to make the opportunity more affordable for families. Families with multiple youth participants in need of financial assistance should refer to section 11.

Section 10. New Program Start Up

Staff must follow trends and are encouraged to develop new programs that will benefit the community. New programs create opportunities to maintain higher levels of community satisfaction. Cost Recovery may be phased in due to developmental and start-up costs. These programs should be able to feasibly meet the appropriate level in a timely manner. Those not able to do so should be reevaluated before continuation.

Section 11. Fee Waivers & Scholarships

A fee waiver may be deemed acceptable and in the best interest of the town in certain circumstances. The following criteria sets a standard for consideration of fee waivers:

- Programs related to charitable, not-for-profit activities or services
- Programs directly related to the City's Operation
- Programs that support environmental activities
- Programs that are initiated or requested by the Board of Commissioners, Management, or Parks and Recreation Department Head to meet the town's strategic plan and other town identified goals.

Fee waivers must meet 1 or more of the above criteria for consideration of a fee waiver.

Scholarships

Financial challenges should not prevent a participant from benefitting from department Programs.

Scholarship opportunity information should be made readily available to customers/participants.

Scholarships are managed by the Parks and Recreation Department. Requests for sponsorships should be made prior to the deadline for any program by completing the program sponsorship request form.

Rentals (Non-Profit)

Reduced rental rates for 501c or school organizations are available.

- 501c/school organizations in partnership with the Town of Zebulon: Town resident rate less 50%
- 501c/school organization free event: Resident rate less 40%
- 501c/school organization ticketed event: Resident rate less 30%

Requests for reduced rental rates must be submitted in writing no later than 60 days before the event date. Please include:

1. Rental Application
2. Free or ticketed event?
3. 501c documentation
4. Detailed explanation of how the event will benefit Town of Zebulon Residents directly

Rentals (Private)

Reduced rates may be considered for extended term rentals. Such consideration is given to those organizations that are implementing recreational activities in line with the town and recreation department goals. Such consideration must be requested in writing and should reflect a minimum participation fee that is consistent with regional industry standards.



Department of Parks & Recreation
Standard Operating Procedure: Cost Recovery

Section 12. Fees & Charges

Fees and charges should be reviewed annually to determine if adjustments are required. These charges are to be submitted via the annual budget cycle and approved by the Board of Commissioners.

Topic: Farmers Market Guidelines

From: Parks & Recreation Staff
Prepared by: Hannah Blische, Recreation Assistant

Background

The Farm Fresh Market is on an annual cycle. At the end of each season, the department staff reviews the season to identify necessary changes for the next season. Hannah Blische is the market manager and will review recommended changes. A quick overview of significant changes are noted below.

2020 Market Schedule

Vendor Workshops: Throughout the off season the Zebulon Farm Fresh Market will offer workshops and informational sessions for vendors. Those attending do not have to be a registered vendor to participate and will be open to vendors and staff of neighboring farmers markets. The workshops will be resourceful for small business owners and farmers market vendors. These events will be held virtually unless COVID-19 restrictions allow us to safely meet in person.

- January 27 @ 4 PM - Public Relations Workshop with Kristen Baughman of Tabletop Media
- February 23 @ 4 PM – Product Photography with Christina Wrenn Agricultural Marketing Specialist at NCDA & CS

2021 Vendor Meet and Greet: This networking event will be an opportunity for 2020 season vendors to meet each other, meet Town of Zebulon staff, and learn about the upcoming market season. This event will be held virtually unless COVID-19 restrictions allow us to safely meet in person.

- March 22, 2021 @ 4 PM

2021 Regular Season: The Zebulon Farm Fresh Market will no longer hold a market on the weekend of 4th of July. Looking back through our attendance counts, we have consistently seen a decline in both customer and vendor attendance on this holiday weekend since 2017.

Weeknight Pop-Up Markets: The Zebulon Farm Fresh Market will now offer Wednesday evening pop-up markets once every month April through October. This event will be open to growers, value added food vendors, and craft artisans.

Specialty Market Days: Due to COVID-19 concerns, Specialty Market Days are currently under review. Should any events be added throughout the 2021 season, those that register as Full Season and Half Season Vendors may participate in these events at no additional cost.

Vendor Rules, Regulations, and Information

Craft Artisans: In order to place more of a priority on our grower and value added food vendors and provide a wider variety of craft vendors in a single season, we will be limiting the number of

times craft vendors may participate in a single season. By April 1st, if no other like vendors have expressed an interest in attending, craft artisans will then be given the opportunity to participate in additional market days.

“To eliminate duplicate products on a single market day and to offer all craft artisans opportunities to participate in the Zebulon Farm Fresh Market, Craft artisans may not participate as Full Season Vendors (may not attend every single Saturday in the regular season). Exceptions will be made to this rule when other like vendors have not expressed an interest in participating in the ZFFM. By April 1st, if no other like vendors have expressed an interest in participating, craft artisans will be given the opportunity to participate as Full Season Vendors. If there are an excess number of vendors applying to sell a certain product, a list will be kept of these vendors. These vendors will be contacted in the event of a regular season vendor’s absence.” (Page 2)

Breweries: Local breweries may vend at the ZFFM. Below is a new section of the Guidelines for Breweries wishing to participate.

“Exceptions will be made to the local producer market vendor rule, regarding craft beer breweries. Breweries holding a Brewery Permit with the ABC Commission of NC and a Malt Beverage Special Event Permit may provide samples or sell products at the ZFFM. Breweries must also hold a liability insurance policy in the amount of \$1,000,000 per claim naming the Town of Zebulon as additionally insured. Breweries must provide the farmers market manager with copies of their special events permit and certificate of liability insurance.” (Page 3)

Commercial Vendors: In order to keep our market focused on handmade / grown local products, we will begin limiting the number of days Commercial Vendors may participate in a single season. Those that wish to participate in more than 2 events are encouraged to look into our sponsorship packages.

“Exceptions will be made to the local producer market vendor rule, regarding commercial vendors. The ZFFM does permit commercial vendors. A commercial vendor will only be allowed to advertise their business. They will not be allowed to sell any products at the Market. Commercial vendors may only participate in 2 events per season. If a commercial vendor is interested in attending more events, please reach out to the Market Manager regarding sponsorship packages.” (Page 3)

Space Rental

Tent Rental: The ZFFM will no longer be providing tents for every vendor who participates in our market. The tents take a lot of staff time and energy to set up and tear down during every event. There are very few farmers market that provide tents for every vendor who participates, most require that vendors provide their own tents. After a season review, we found that many of our vendors attend other markets that require vendors to supply their own tent. Therefore, we have decided to require our vendors to supply their own tents, vendors may rent tents from the ZFFM to be used during the market.

Booth Space: The Zebulon Farm Fresh Market will operate outdoors. Vendor fees entitle each vendor to a 10 X 10 foot space. Vendors may rent an additional 10 x10 space for an additional fee. Town of Zebulon staff will be available to assist vendors with tent set and tear down. The vendor must provide their own 10 x 10 foot tent, tables, chairs, table covering, and signage.

Tent Rental: Vendors may rent tents provided by the ZFFM on a first come, first serve basis. Rental fee includes weights and labor to set up and tear down the tent. This tent rental fee will be in addition to vendor booth fees. (Page 3)

Weather Policy: After this past season we have added a not to include extreme heat as severe weather in our weather policy. The market manager will follow the severe weather policy of the Zebulon Parks and Recreation Department regarding extreme heat.

“The ZFFM operates in rain or shine. In the event of severe adverse weather situations, including extreme heat, the Market Manager will follow procedures set in place by the Zebulon Parks and Recreation Department Inclement Weather Policy. Market vendors will be notified of any changes to the schedule by the Market Manager.” (Page 4)

Application Process

2021 Season Fees and Payments: (Page 6)

Fee Type	Fee
<p>Full Season Vendor: 24 Days</p> <p>Every Saturday in the Regular Season: May 1, 2021 to August 28, 2021 (excluding 4th of July weekend)</p> <p>Every Weeknight Pop-Up Market: The third Wednesday of every month April through October 2021</p> <p>Those who participate as Full Season Vendors may also participate in any of the Specialty Market Days that are added to the 2021 season for FREE.</p>	\$100
<p>Half Season Vendor: 12 Days</p> <p>9 Saturdays in the Regular Season: May 1, 2021 to August 28, 2021 (excluding 4th of July weekend)</p> <p>3 Weeknight Pop-Up Markets: The third Wednesday of every month April through October 2021</p> <p>Those who participate as Half Season Vendors may also participate in any of the Specialty Market Days that are added to the 2021 season for FREE.</p>	\$65
<p>Partial Season Vendor: 6 Days</p> <p>4 Saturdays in the Regular Season: May 1, 2021 to August 28, 2021 (excluding 4th of July weekend)</p> <p>2 Weeknight Pop-Up Markets: The third Wednesday of every month April through October 2021</p>	\$45
<p>Single Market Day Vendor: 1 Day</p> <p>1 Saturday in the Regular Season: May 1, 2021 to August 28, 2021 (excluding 4th of July weekend)</p> <p>OR</p>	\$10

1 Weeknight Pop-Up Market: The third Wednesday of every month April through October 2021	
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Additional Fees and Payments: (Page 6)

Fee Type	Fee
Tent Rental Per Day (Will not exceed \$100)	\$10
Additional Booth Space Per Day (Will not exceed \$100)	\$5
Commercial Vendor Daily (any single market event)	\$25

Discussion

The board will discuss staff’s recommendation to update the Farm Fresh Market Guidelines.

Sample Motion:

“I make a motion to approve the recommended Farm Fresh Market Guidelines as presented.”

Attachments:

2021 Farm Fresh Market Guidelines



GUIDELINES FOR ZEBULON FARM FRESH MARKET 2021 Market Season

ABOUT THE ZEBULON FARM FRESH MARKET

The Town of Zebulon was awarded a grant from The John Rex Endowment to provide funding for three years to upstart a farmers market in Zebulon. In 2017, the Zebulon Town Council voted to appropriate funds to the Zebulon Farm Fresh Market in order to continue the mission started by the John Rex Endowment. The mission of the Zebulon Farm Fresh Market (ZFFM) is to connect locally grown food and sourced products with community members, educate the community about the benefits of eating fresh and local, and to support our local grower and producer entrepreneurs. The ZFFM provides the Town of Zebulon and surrounding areas with opportunities to purchase and learn about local foods and products while interacting with producers and each other in a welcoming atmosphere. The ZFFM promotes regional agriculture, helping to preserve the tradition of small farms for the future. The Market strives to provide growers with effective opportunities to sell directly to customers by educating local consumers about farm products and the benefits of buying directly from local farmers. The ZFFM supports the growth of local small businesses to improve the local economy, encourage better health through healthy eating, and build community connections. Our aim is to help all socio-economic groups, from the farmers, to the local consumer, to those less fortunate who might need assistance through the local food bank. Therefore, EBT will be accepted at the ZFFM. The "Market Match Program" was created to match customer's EBT purchases up to \$25.00. The ZFFM has also created a partnership with the local food bank at the Zebulon United Methodist Church, "Farmer Food Share", to supply local and fresh produce to food bank participants.

GENERAL MARKET INFORMATION

2021 MARKET SEASON

2021 Season Vendor Meetings & Workshop Opportunities:

January 27 @ 4 PM - Public Relations with Kristen Baughman of Tabletop Media Group

February 23 @ 4 PM – Product Photography with Christina Wrenn Agricultural Marketing Specialist at NCDA & CS

March 22, 2021 @ 4 PM - 2021 Vendors Meet and Greet

2021 Regular Season:

May 1, 2021 to August 28, 2021 (17 Saturday Markets, Excludes 4th of July Weekend)

Downtown Zebulon, NC

Set Up: 7:30 AM to 8:45 AM

Market Open: 9:00 AM to 1:00 PM

Break Down: Cannot begin until 1:00 PM

Weeknight Pop-Up Markets:

The third Wednesday of every month April through October 2021 (7 Wednesday Markets)

Downtown Zebulon, NC

Set Up: 2:30 PM to 3:45 PM

Market Open: 4:00 PM to 7:00 PM

Break Down: Cannot begin until 7:00 PM

Specialty Market Days:

Additional events may be added throughout the 2021 season.

Those that register as Full Season and Half Season Vendors may participate in these events at no additional cost.

CONTACT INFORMATION

Zebulon Town Hall, Parks and Recreation Department

1003 N. Arendell Ave. Zebulon, NC 27597

919-823-1817

farmersmarket@townofzebulon.org

VENDOR RULES, REGULATIONS, AND INFORMATION

VENDOR REQUIREMENTS

By entering into this agreement and submitting the application to the ZFFM, each vendor agrees to all rules, regulations and requests. The Town of Zebulon reserves the right to refuse vendor participation in the ZFFM and/or to remove any vendor from the market who does not comply with all rules, regulations and requests.

Vendors must have an application approved by Town of Zebulon staff at least one week before they plan to begin selling at the market. All applicable fees upon acceptance into the market must be paid prior to participating in the market. By being selected to participate at the ZFFM, each vendor is agreeing to allow a representative from the Town of Zebulon to inspect the business or farm at any time during the season.

Local Producer Market Vendors:

The mission of the ZFFM is to connect locally grown food and sourced products with community members, educate the community about the benefits of eating fresh and local, and to support our local grower and producer entrepreneurs. The ZFFM provides the Town of Zebulon and surrounding areas with opportunities to purchase and learn about local foods and products while interacting with producers and each other in a welcoming atmosphere. The ZFFM promotes regional agriculture, helping to preserve the tradition of small farms for the future. The Market strives to provide growers with effective opportunities to sell directly to customers by educating local consumers about farm products and the benefits of buying directly from local farmers.

Therefore, The Market's daily vendor population will consist of 60% growers and value-added food vendors and 40% craft artisans. Priority is given to farmers and growers, followed by food artisans and then craft artisans. Only vendors who live, produce, and / or grow their products within a 100 geographic mile radius of the Town of Zebulon are able to participate in this market. The ZFFM is a producer's market. Market growers, value-added food vendors and craft artisans will only sell products that are grown, raised, produced, created, or crafted by the vendor only. Exceptions to this policy will be made on a case by case basis. No reselling of items is allowed unless written permission is obtained in advance from the Town of Zebulon staff. The sale of manufactured, used or imported goods is prohibited.

Growers:

Growers and Value- Added Food Vendors will make up 60% of The Market's daily vendor population. Exceptions to this rule include specialty market days. Growers will only sell products that are grown, raised, or produced by the vendor only. 100% of all produce (Fruits, vegetables, honey, eggs, etc.) sold at the market must be grown by the vendor. 100% of all plants (cut flowers, shrubs, rooted materials, etc.) sold at the market must be grown by the vendor. 100% of all meats sold at the market must be grown by the member.

Value- Added Food Vendors:

Value- Added Food Vendors and Growers will make up 60% of The Market's daily vendor population. Exceptions to this rule include all specialty market days. 100% of all processed foods (jams, jellies, pickles, preserves, baked goods, etc.) sold at the market must be made by the vendor.

Craft Artisans:

To eliminate duplicate products on a single market day and to offer all craft artisans opportunities to participate in the ZFFM, craft artisans may not participate as Full Season Vendors (may not attend every single Saturday in the regular season). Exceptions will be made to this rule when other like vendors have not expressed an interest in participating in the ZFFM. By April 1st, if no other like vendors have expressed an interest in participating, craft artisans will be given the opportunity to participate as Full Season Vendors. If there are an excess number of vendors applying to sell a certain product, a list will be kept of these vendors. These vendors will be contacted in the event of a regular season vendor's absence.

Craft Artisans will make up 40% of The Market's daily vendor population. Exceptions to this rule include all specialty market days. 100% of all crafts sold at the market must be hand crafted by the vendor. All crafts must be of excellent workmanship both in quality and design. Preference will be given to applicants with uniquely made items constructed with locally sourced raw materials such as plants, animals, or forest products. Market craft artisans are strongly encouraged and requested to

actively demonstrate their handmade craft while participating at the Market. Three photos of such products must be included with a vendor application for review and acceptance by the Town of Zebulon staff. Any product considered objectionable will be removed immediately.

Vendor Partnering:

Exceptions will be made to the local producer market vendor rule, regarding vendor partnering. Vendors may partner with another North Carolina grower to bring products that otherwise would not be available in our region. Such partnerships must be specified on the application and approved by Town of Zebulon staff. A Market vendor will be limited to only two partnership items. Signage must be provided stating the name and location of the farm that grew/produced the item. Such partnerships are not for purchasing items wholesale to resell at the ZFFM. Product partners may not be utilized for non-food items.

Seafood:

Exceptions will be made to the local producer market vendor rule, regarding seafood. Seafood may be sold at the Market by an approved seafood dealer. All Seafood resold at the Market must be purchased for resale by the dealer from North Carolina-based fishermen or aquaculture operators.

Breweries:

Exceptions will be made to the local producer market vendor rule, regarding craft beer breweries. Breweries holding a Brewery Permit with the ABC Commission of NC and a Malt Beverage Special Event Permit may provide samples or sell products at the ZFFM. Breweries must also hold a liability insurance policy in the amount of \$1,000,000 per claim naming the Town of Zebulon as additionally insured. Breweries must provide the farmers market manager with copies of their special events permit and certificate of liability insurance.

Commercial Vendors:

Exceptions will be made to the local producer market vendor rule, regarding commercial vendors. The ZFFM does permit commercial vendors. A commercial vendor will only be allowed to advertise their business. They will not be allowed to sell any products at the Market. Commercial vendors may only participate in 2 events per season. If a commercial vendor is interested in attending more events, please reach out to the Market Manager regarding sponsorship packages.

Insurance and Liability:

Each vendor participating in the ZFFM shall be responsible for any loss, personal injury and/or damage that may occur as a result of the vendor's actions. Vendors are highly encouraged to maintain their own liability insurance. By submitting a signed application, you have released the Town of Zebulon of any liability.

SPACE RENTAL

Communication:

Upon acceptance into the market, vendors will receive an email or phone call. Booth location, a schedule of activities, and general market information will be sent to vendors via email two days before their scheduled market day.

Booth Space: The ZFFM will operate outdoors. Vendor fees entitle each vendor to a 10 X 10 foot space. Vendors may rent an additional 10 x10 space for an additional fee. Town of Zebulon staff will be available to assist vendors with tent set and tear down. The vendor must provide their own 10 x 10 foot tent, tables, chairs, table covering, and signage.

Tent Rental: Vendors may rent tents provided by the ZFFM on a first come, first serve basis. Rental fee includes weights and labor to set up and tear down the tent. This tent rental fee will be in addition to vendor booth fees.

Loading / Unloading/ Parking / Cleaning Up Directions:

Loading, unloading, and parking instructions will be sent weekly and may vary dependent upon specialty markets days. Vendors are required to follow these instructions for loading and unloading.

Vendors must arrive early enough to ensure that they are completely set up and ready for business 15 minutes prior to the start of the event. Once the Market is open, no vendor shall remove their equipment until the market officially closes.

Cars may not be on the market premises. Designated areas will be reserved for vendors to temporarily park to unload equipment and products.

When setting up, unload your vehicle, park your vehicle, and then set up. Refer to weekly vendor emails for parking instructions.

Each vendor is responsible for cleaning up his/her immediate area during the event and upon closing. Failure to do so will result in a \$10 fine.

Professionalism and Housekeeping:

Vendors (families and staff) must conduct themselves in a courteous and professional manner. Vendors must treat all customers, Town of Zebulon staff, and fellow vendors with respect at all times. No loud or aggressive promotion is permitted. Non-compliance with Market rules will result in loss of vendor privileges. The ZFFM reserves the right to reject a vendor for any reason or to remove any item deemed inappropriate. Security of merchandise is the vendor's responsibility. Vendors must have permits and certifications posted at all times during Market hours. Vendors must keep their area neat, clean and free from debris. There will be no smoking or vaping by vendors in any booth space or within the ZFFM.

Vendor Absence:

Customers rely on consistent vendor attendance. The strength of the Market depends on both vendor and customers supporting the efforts of the Market. We ask that vendors consider carefully when committing to the Market and cancel only in the event of an emergency. All vendors are expected to participate in the Market for the day's full schedule. No vendor will be permitted to leave early without prior approval. If a vendor must open his/her booth late or close the booth before closing time, or needs to be absent from their space on a specific day, the vendor must notify the market manager one week in advance, except in the case of an emergency situation. An excess number of approved in advance absences, late cancellations, and/or any other disruptions to the market will be cause for dismissal from the ZFFM for the remainder of the season. Missed market days will not be refunded or credited.

Weather Policy:

The ZFFM operates in rain or shine. In the event of severe adverse weather situations, including extreme heat, the Market Manager will follow procedures set in place by the Zebulon Parks and Recreation Department Inclement Weather Policy. Market vendors will be notified of any changes to the schedule by the Market Manager.

Electricity:

Limited use of electricity is available to vendors during market days. Vendors will be permitted to operate small, noiseless, non-polluting generators at market events. Generators must be pre-approved. Please make requests for electricity or generator approval in the application.

Customer Payment Methods:

The ZFFM accepts MasterCard, Visa and SNAP/EBT cards. Cards are swiped at the ZFFM information booth and customers receive tokens to spend at the Market. EBT tokens are in \$1 increments and credit card tokens are in \$5 increments. All food vendors at the ZFFM must accept EBT tokens as a form of payment for qualifying food items. All vendors must accept credit card tokens as a form of payment for any item sold at the Market. The reimbursement of tokens will be paid monthly by the Town of Zebulon.

STATE LAWS, CERTIFICATIONS, AND PERMITS

Anyone wishing to sell produce, prepared foods, baked goods, canned goods, meat, poultry, eggs, seafood, or dairy products must meet North Carolina Department of Agriculture regulations. If you do not have the proper inspection, registration, certification, etc. you will not be allowed to sell these products at the ZFFM. Certifications must be in a visible place during the weekly Market.

Documentation:

It is the vendors responsibility to comply with all applicable laws with respect to the production of their goods. The ZFFM requires documentation supporting all goods that are subject to regulation. Copies of all certifications must be emailed to farmersmarket@townofzebulon.org (even if you've submitted in years past). Any additional items added to your product line during the year must have supporting documentation on file with the Market Manager.

Please refer to the ZFFM's State Laws, Certifications, and Permits Reference Guide for further information.

Scales:

For products sold by weight, vendors will provide scales that have been inspected for accuracy by N.C. Dept. of Agriculture, Standards Division. Any scale used for determining price must display a current NCDA&CS standards division administered legal inspection sticker.

Informational Signs and Product Pricing:

Vendors must have an in-depth knowledge of each product. For example, a vendor must be able to inform a consumer on the type of product, when, where and under what conditions it was produced. All products must be of top quality.

All vendors must display a sign in their market space indicating their business name, business location, and tax ID number. Vendors with product partners shall have signage stating the product, business name, and location of the farm that grew/produced the item. Prices must be posted in a visible location for all items sold. The vendor may use any form of signage that is neat and appropriate for the Market. **Product information point of origin, and price must be identified.**

Vendors must use truthful and accurate descriptors (“organic”, “natural”, etc.) to advertise their products. The Town of Zebulon staff reserve the right to compel changes to questionable marketing claims.

NC Farmers Markets Sales Tax Information:

Legislation adopted by the NC General Assembly clarifies existing state statutes regarding the collection of sales taxes by vendors who sell products at farmers markets and imposes new requirements on those who manage farmers markets.

Vendors who sell unprocessed agricultural products that they themselves produce are not required to collect sales tax from their customers. Vendors who sell items other than unprocessed agricultural products they themselves produce must provide the farmers market manager a copy of their NC Department of Revenue “Certificate of Registration”.

Please refer to the ZFFM’s State Laws, Certifications, and Permits Reference Guide for further information.

Cross Contamination:

Vendors are responsible for strictly segregating the foods handled at the Market to ensure there is no cross contamination. Vendors selling meat, poultry, seafood, eggs, compost, or ready to eat foods must take precautions to ensure that cross contamination does not occur. No ice or water that comes in contact with meat, poultry, fish, seafood, milk, cheese or eggs may be deposited or allowed to drain on the Market premises.

APPLICATION PROCESS**Online Submission**

Vendors may now apply for participation in the ZFFM online. Please visit <https://zebulon.recdesk.com/Community/Home>. You will find the 2021 Zebulon Farm Fresh Market Season listed under programs. Please create a profile and follow the application process. You must submit all applicable forms and payments for your application to be considered. Applicants must commit to be at the Market on the days and times specified on the application. Applications are reviewed on a first-come, first-served basis. Application review includes quality of products, uniqueness of product, and consideration to avoid excessive duplication. Vendors will be notified via phone or email of their acceptance status

Handwritten Submission

1. Submission of completed application: A completed application includes the signed and dated Liability Waiver. Any required permits or certificates must be submitted with the application in order to be considered.
2. Payment must be included with application.
 - a. Make checks payable to: Town of Zebulon
 - b. Mail or drop off application and fee to: Zebulon Parks and Recreation Department 1003 N. Arendell Avenue Zebulon, NC 27597
3. Application review and notification of approval: Applicants must commit to be at the Market on the days and times specified on the application. Applications are reviewed on a first-come, first-served basis. Application review includes quality of products, uniqueness of product, and consideration to avoid excessive duplication. Vendors will be notified via phone or email of their acceptance status.

2021 Season Fees and Payments

Fee Type	Fee
<p>Full Season Vendor: 24 Days</p> <p>Every Saturday in the Regular Season: May 1, 2021 to August 28, 2021 (excluding 4th of July weekend)</p> <p>Every Weeknight Pop-Up Market: The third Wednesday of every month April through October 2021</p> <p>Those who participate as Full Season Vendors may also participate in any of the Specialty Market Days that are added to the 2021 season for FREE.</p>	\$100
<p>Half Season Vendor: 12 Days</p> <p>9 Saturdays in the Regular Season: May 1, 2021 to August 28, 2021 (excluding 4th of July weekend)</p> <p>3 Weeknight Pop-Up Markets: The third Wednesday of every month April through October 2021</p> <p>Those who participate as Half Season Vendors may also participate in any of the Specialty Market Days that are added to the 2021 season for FREE.</p>	\$65
<p>Partial Season Vendor: 6 Days</p> <p>4 Saturdays in the Regular Season: May 1, 2021 to August 28, 2021 (excluding 4th of July weekend)</p> <p>2 Weeknight Pop-Up Markets: The third Wednesday of every month April through October 2021</p>	\$45
<p>Single Market Day Vendor: 1 Day</p> <p>1 Saturday in the Regular Season: May 1, 2021 to August 28, 2021 (excluding 4th of July weekend)</p> <p>OR</p> <p>1 Weeknight Pop-Up Market: The third Wednesday of every month April through October 2021</p>	\$10

Additional Fees and Payments

Fee Type	Fee
Tent Rental Per Day (Will not exceed \$100)	\$10
Additional Booth Space Per Day	\$5
Commercial Vendor Daily (any single market event)	\$25

PROMOTING THE ZEBULON FARM FRESH MARKET

The Town of Zebulon will advertise registered vendors, products and scheduled activities every week through social media and other marketing outlets. The Town of Zebulon will provide signage for the ZFFM and cross-promote the market to other town social media outlets. Vendors are encouraged to cross-promote their participation in the ZFFM on business social media accounts and websites.

By entering into this agreement and submitting the application to the ZFFM, vendors give permission to the Town of Zebulon to publish their name, business name, business address, and phone numbers in any ZFFM publication to be shared with market customers, vendors, and used on the ZFFM social media and website. Vendors grant permission for themselves and any other staff to be photographed or videotaped. Photos and videos are intended for marketing purposes only. Vendors grant permission for the ZFFM to use images from company websites and/or social media for the purposes of promoting the ZFFM and its vendors.

Town of Zebulon Website:

<https://www.townofzebulon.org/>

Zebulon Farm Fresh Market Website:

www.townofzebulon.org/services/parks-and-recreation/farm-fresh-market

Zebulon Farm Fresh Market Facebook Page: @zebulonfarmfreshmarket

www.facebook.com/zebulonfarmfreshmarket/

Zebulon Farm Fresh Market Instagram: @zebulonfarmfreshmarket

<https://www.instagram.com/zebulonfarmfreshmarket/>

Topic: Department Updates

From: Parks & Recreation Staff

Prepared by: Sheila Long, Parks & Recreation Director

Farmers Market

- Guideline review and adjustment
- Post season survey review
- Education workshop development

Community Center

- Closed due to Covid-19

Admin

- Coordination with Wake County to make park property available for Covid testing and vaccine distribution as necessary.
- Continued coordination with Withers on next steps with the Master Plan.

Parks

- Community Park
 - Field A: infield renovation includes laser grading, resetting bases, infield reshaping
 - Both Fields: dugout stabilization
 - New bench installation to replace worn benches
 - Replace changing table
 - Repair signs
- Installation of new bike racks

Budget

- Budget development for next FY continues.

Economic Development

- Provided support to the Main Street DAC kickoff for Downtown Zebulon.