



CITY OF MANITOWOC

WISCONSIN, USA

www.manitowoc.org

Date: December 20, 2024
To: Finance Committee
From: Adam Tegen, Community Development
Re: Farmers Market Manager Position

Since the City resumed oversight of the Downtown Farmers Market in 2020, we have utilized a contracted manager to operate the Market. During that time, we have had two managers that both lasted 2 years. At the end of the 2024 season, the current manager informed the City of their decision not to return. With the departure of the manager, it was felt that a reexamination of the manager position was appropriate. While there are advantages in utilizing an independent contractor to run the market, there are also deficiencies in that model of operation. The contractor option allows the City to remain distanced from the day to day operation of the market, but it also results in less oversight and reduces the City's ability to make corrections when necessary. One important advantage of a seasonal part-time employee is being able to ensure that there are consistent office hours and expectations are met for communication with the vendors. It is also expected that the position would dedicate time regularly on building relationships with downtown businesses and looking for additional sponsorship opportunities.

After internal discussions, the consensus was to recommend transitioning the Market Manager position to a seasonal employee, funded out of the Farmers Market budget. Attached is the proposed job description and duties. The recommended hiring rate would be \$20/hour with an expected workload of 15 to 20 hours during the market season and limited hours in the off-season. At the recommended rate of pay and expected hours, the wages and ancillary benefits are able to be covered by the current fees and income of the market. This would allow sponsorship dollars to be utilized for advertising, Double Bucks program, potential intern, and promotional items.

Staff is asking for approval to move the Market Manager from a contracted position to a seasonal part-time City employee, approval of the attached job description, and authorization to post the position for the 2025 Market Season.

As always, if you have any questions, please feel free to contact me at ategen@manitowoc.org or 920-686-6931.

Job Description

Human Resource Use Only

Position Number:
Step/Grade
Effective Date: 01/2025

POSITION IDENTIFICATION

Position Title: Seasonal Farmers Market Manager
Division: Community Development Department
Status: Seasonal
Workweek: During Market Season, flexible hours Monday to Friday, 6 a.m. to 1 p.m. on Saturdays with an average of 15 to 20 hours per week. During off-season expected total of 60 to 80 hours of flexible hours.

SUPERVISORY RELATIONSHIPS

Reports to: Community Development Director
Directly Supervises: None

POSITION PURPOSE

The Farmers Market Manager serves as the day-to-day coordinator of the market leading up to and during the Market Season (May-October). The Manager serves as the main point of contact for vendors and members of the public while administering various social media accounts and content. In addition, the Manager is tasked with investigating ways to continuously improve the market.

ESSENTIAL DUTIES

- Provide on-site coordination of the Market at all times that the market is open and in operation, setup and takedown, typically Saturdays, May through October, from 6:30AM – 1:30PM including control of ingress and egress to the Market property
- Enforce market rules and regulations for vendors and customers or coordinate with enforcement agencies as appropriate
- Serve as the main point of contact for all vendors and liaison between the City and vendors including management of Market correspondence through email and social media
- Recruit and retain vendors to support a healthy variety and appropriate mix of products available
- Coordinate and recruit necessary volunteers to support Market activities
- Coordinate the use of EBT and WIC vouchers as well as collecting EBT reimbursement requests for processing by the City for payment
- Promote and advertise the Market through social media channels, community outreach, material distribution, and other outlets as needed
- Coordinate entertainment, special events, or other attractions at the Market as well as working with other special events held nearby on Market days
- Research and communicate applicable rules and regulations tied to food safety, EBT, WIC, and others as needed
- Serve as the lead in collaboration with local organizations, such as FoodWise, American Heart Association, and Wisconsin Nutrition Incentive Program, to support food-related Market programming, training, and knowledge sharing

MINIMUM POSITION QUALIFICATIONS

High School diploma and must possess a valid Wisconsin driver's license.

KNOWLEDGE, SKILLS, & ABILITIES

- Passion for farmers markets and a desire to provide exceptional products and services to the greater community
- Critical thinking skills and strong interpersonal skills with an emphasis on customer service
- Independent self-starter with good judgment and the ability to adapt to new situations
- Strong written, oral, organizational and communication skills
- Detail-oriented with strong time management skills
- Comprehensive social media skills to build and maintain an active Market presence of Facebook, Instagram, and other outlets
- Desire to grow the Market and increase collaboration with other community partners

BACKGROUND CHECK

Condition of employment

PHYSICAL DEMANDS

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Manual Dexterity: While performing the duties of this job, the employee is regularly required to sit, stand, walk, use both hands to handle, touch, grasp; and coordinate hands, eyes, feet and limbs in performing movements such as data entry and operation of computer keyboard, telephone and EBT machine. Specific vision abilities required by this job include close and distant vision, peripheral vision, depth perception, and ability to focus.

Physical Effort: The employee is occasionally required to exert light to medium physical effort in sedentary and light to medium work involving lifting, carrying, pushing, walking, standing, reaching with hands and arms, climbing, balancing, stooping, kneeling, crouching or crawling. The employee must occasionally lift and/or move 30 pounds.

Working Conditions: The noise level in the work environment is moderately quiet. The work environment is normally indoors during the week with controlled climate conditions. On Market days the employee will be outdoors for extended periods of time, and therefore subject to varying weather conditions, for purposes of accomplishing the essential functions of this job.

This position description has been prepared to define the general duties of the position, provide examples of work and to detail the required knowledge, skills and abilities as well as the acceptable experience and training for the position. The description is not intended to limit or modify the right of any supervisor to assign, direct, and control the duties of employees under supervision. The City of Manitowoc retains and reserves any and all rights to change, modify, amend, add to or delete from any portion of this description in its sole judgment. This job description is not a contract for employment.