

14-1393

FRIENDS OF THE MANITOWOC FARMERS MARKET, INC. PROPOSAL FOR
THE 2015-2016 OPERATION AND MANAGEMENT OF THE
MANITOWOC FARMERS' MARKET

1. The Friends of the Manitowoc Farmers Market, Inc. was established in 2008 as a Non- Stock Corporation with the intent that the members would eventually take over the management of the market and relieve the city staff of these duties. The IRS has issued a tax identification #26-1890807 for the corporation - see attachment "A". An account is also established at Bank First National for market purposes. Since it's inception, the Friends group has played an integral part in making the market a success. Sherrie Richards, 1136 So. Lake Street, Manitowoc, WI 54220 is the current contractor for the Manitowoc Market and has 7 years of experience in the management of the market. Her contact information is: s.irene@yahoo.com (e-mail), 920-629-2919 (personal cell) and 920-973-9160 (Market cell phone). Sherrie is responsible for the on-site day to day coordination of the market.

2. 2015 Every Saturday May 16 – October 24 8am – 2pm
Every Tuesday June 9 – October 13 12pm – 6pm

2016 Every Saturday May 14 – October 22 8am – 2pm
Every Tuesday June 7 – October 11 12pm – 6pm

3. 60 – 70 vendors are estimated for 2015.

4. Stall rental \$110.00 before the deadline and \$160.00 after the deadline
Flex space will be \$50.00 for 2 times

5. General Obligations to manage the market \$8,419.00
Office Supplies \$450.00
Advertising \$1,625.00
Special Events \$1,100.00
Miscellaneous \$350.00

6. See attachment "B" for support and services provided to the market.
No services are required from the city.

7. \$15,000.00 would be requested to pay for the operation of the market for one year
See attachment "C" – proposed operating budget.

8. The city would allow the Farmers' Market to lease the parking lot on a no-charge basis as other groups and the library utilize this lot also. The Friends group would

have the pot holes repaired at no charge to the city in lieu of the market using the parking lot. The Park and Recreation Department has typically picked up the garbage from the market as there is a city park located near the market and other patrons such as fishermen use this parking lot. The Farmers' Market is a real asset to the downtown for six months of the year.

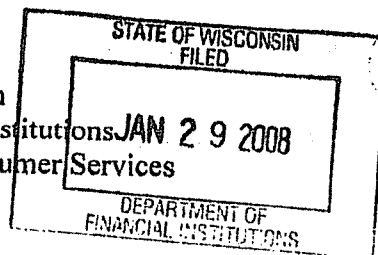
9. Vendor packets are printed and assembled. February 1, 2015 an ad is placed in the local newspapers for future vendors and the packets are mailed to the 2014 vendors with a deadline for their application to be received by the Friends group on or before March 31, 2015. The applications are processed and their payments are recorded and deposited. The vendor spaces are placed on the market map with preference to previous vendor requests. A signed copy of the market contract listing their numbered space(s) and a map with all the vendors listed is mailed back to the vendors. The port-o-potties and wash basin are ordered for the season. Special events are planned and scheduled for the market. Extra picnic tables may be requested for special events. Janet Zunker will perform all the clerical and financial obligations for the market. She has 12 years experience in setting-up the market and is familiar with all the vendors. The shed at the market has barricades, cones and signs from previous years at the market. No other items or support would be requested from the city.
10. The Market operating guidelines in Exhibit "B" will be utilized and translated for the Hmong vendors.
11. The Friends group will purchase general liability Farmer Market insurance for the 2015 season.
12. The Friends group will present to the council the performance of the 2015 and 2016 Markets within 60 days after the close of the market seasons.


Sherrie Richards, Market Manager


Janet Zunker, Market Administrator

Sec. 181.0202
Wis. Stats.

State of Wisconsin
Department of Financial Institutions
Division of Corporate and Consumer Services



2008 JAN 22 PM 12:08

ARTICLES OF INCORPORATION - NONSTOCK CORPORATION

(NOTE: Do not use this form for organizing a for-profit business corporation. Use Form 2)

Executed by the undersigned for the purpose of forming a Wisconsin nonstock corporation under Ch. 181 of the Wisconsin Statutes, repealed and recreated by 1997 Wisconsin Act 79:

Friends of the Manitowoc Farmers Market, Inc.

Article 1. Name of the corporation: _____
(Must include "Inc." or similar word. See Instructions)

Article 2. The corporation is organized under Ch. 181 of the Wisconsin Statutes.

Article 3. Name of the initial registered agent: Kathleen Fishbeck

Article 4. Street address of the initial registered office: (The complete address, including street and number, if assigned, and ZIP code. P O Box address may be included as part of the address, but is insufficient alone.)

2115 Indian Creek Drive
Manitowoc, WI 54220

Article 5. Mailing address of the initial principal office: Kathleen Fishbeck, 2115 Indian Creek Drive, Manitowoc, WI 54220

Article 6. (Select and mark (X) one of the statements below)

The corporation will have members. OR The corporation will not have members.

(OPTIONAL) Article 7. Name and address of the initial directors (minimum of three):

Kathleen Fishbeck	Mary Dean	Judy Rollin
2115 Indian Creek Drive	11911 Sandy Bay Road	811 Dueno Court
Manitowoc, WI 54220	Two Rivers, WI 54241	Manitowoc, WI 54220

FILING FEE - \$35.00 See instructions, suggestions, and procedures on following pages.
DFI/CORP/102(R02/10/03) Use of this form is voluntary.

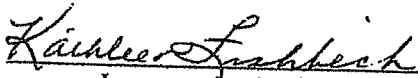
FOH/Kolal

(OPTIONAL) Article 8. The purpose or purposes for which the corporation is organized:

Article 9. Name and complete address of each incorporator:

Kathleen Fishbeck
2115 Indian Creek Drive

Manitowoc, WI 54220



Incorporator's signature

Incorporator's signature

This document was drafted by Attorney Timothy M. Salutz

(Name the individual who drafted the document)

OPTIONAL – Second choice corporate name if first choice is not available: _____

INSTRUCTIONS (Ref. sec. 181.0202 Wis. Stats. for document content)

Submit one original and one exact copy to Department of Financial Institutions, P O Box 7846, Madison WI, 53707-7846, together with the appropriate **FILING FEE of \$35**. Filing fee is **non-refundable**. (If sent by Express or Priority U.S. mail, address to 345 W. Washington Ave., 3rd Floor, Madison WI, 53703). Sign the document manually or otherwise as allowed under sec. 181.0120(2), Wis. Stats. **NOTICE:** This form may be used to accomplish a filing required or permitted by statute to be made with the department. Information requested may be used for secondary purposes. If you have any questions, please contact the Division of Corporate & Consumer Services at 608-261-7577. Hearing-impaired may call 608-266-8818 for TTY. This document can be made available in alternate formats upon request to qualifying individuals with disabilities.

Article 1. The name must contain "corporation", "incorporated", "company", or "limited" or the abbreviation "corp.", "inc.", "co." or "ltd." or comparable words or abbreviations in another language. If you wish to provide a second choice name that you would accept if your first choice is not available, enter it in the "Optional" area on page 2.

Article 2. This statement is required by sec. 181.0202(1)(a).

Articles 3 & 4. The corporation must have a registered agent located at a registered office in Wisconsin. The address of the registered office is to describe the physical location where the registered agent maintains their business office. Set forth the street number and name, city and ZIP code in Wisconsin.

ARTICLES OF INCORPORATION
Nonstock Corporation

— [Attorney Timothy M. Salutz
P.O. Box 187
Manitowoc, WI 54221-0187

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◆ Your name, return address and phone number during the day: (920) 682-4644

INSTRUCTIONS (Continued)

Articles 3 & 4. (Cont'd) P O Box addresses may be included as part of the address, but are insufficient alone. The corporation may not name itself as its own registered agent.

Article 5. The articles of incorporation must set forth the address of the corporation's principal office. "Principal office" means the office, whether in or outside Wisconsin, in which are located its principal executive offices.

Article 6. Select and check the appropriate box in article 5 to indicate if the corporation will or will not have members. A "member" means a person who has membership rights in a corporation in accordance with its articles of incorporation or bylaws.

Articles 7 & 8. These articles (or others you may wish to add) are provided for optional information that you may elect to include, such as the name and address of the initial directors, a purposes clause, tax-exempt provisions, etc. Do not include by-laws, as the department does not accept by-laws for record. Extensive additional provisions may make use of this pre-printed form impractical. If you elect to draft your own articles of incorporation, do not also submit the pre-printed form. (NOTE: Corporations expecting to apply to Internal Revenue Service for federal TAX-EXEMPT STATUS are advised to obtain and read IRS Publication 557 "Tax-Exempt Status for Your Organization" before preparing these articles of incorporation, as the articles must contain particular language and provisions to meet federal tax code requirements.)

Article 9. Enter the name and complete address of each incorporator. There may be one or more incorporators. At least one incorporator is required to sign the document, although all incorporators may sign.

No certificate of incorporation will be issued. The "FILED" endorsement applied to this document by the Department of Financial Institutions is evidence that the articles of incorporation have been accepted. One or more "Received" endorsements may appear on the document, but do not indicate its acceptance for filing.

If the document is executed in Wisconsin, sec. 182.01(3) provides that it shall not be filed unless the name of the person (individual) who drafted it is printed, typewritten or stamped thereon in a legible manner. If the document is not executed in Wisconsin, enter that remark.



EIN Assistant

Your Progress:

1. Identity

2. Authenticate

3. Addresses

4. Details

5. EIN Confirmation

Congratulations! Your EIN has been successfully assigned.

EIN Assigned: **26-1890807**

Legal Name: **FRIENDS OF THE MANITOWOC FARMERS
MARKET INC**

IMPORTANT:

Save and/or print this page and the confirmation letter below for your permanent records. You will NOT be able to return to this page once you exit the application.

This confirmation letter is your official IRS notice and contains important information regarding your EIN.



 **Your EIN Confirmation Letter**

Help you
saving and
printing
your letter

Once you have saved or printed your letter, click "Continue" to get additional information about using your new EIN.

Continue >>

Help Topics

-  What if I do not have access to a printer at this time?
-  Can I access this letter at a later date?

Proposal of 2014 Manitowoc Farmers Market Events

Market Coordinator along with Friends of the Farmers Market Volunteers

1. Coordinate Special Events with other groups such as City of Manitowoc, Mainly Manitowoc, etc.
2. To arrange special guests, entertainment, scheduling of community service groups, and press releases for that particular event: And
3. Communicate with the City, and Friends of the Farmers Market Organization any special market needs.

Off-Site Events

1. April. Meet Your Local Producer YMCA
2. April. Manitowoc County Earth Day Lincoln High School
3. February, March, April Speaking Engagements/Discussions at Manitowoc Public Library, Schools, and Community Service Organizations' Meetings

On Site Special Events

1. June 14. Spring Market Day. Special Celebration with locally grown spring vegetables, perennials, annuals, handcrafted items. Customers register to win Market Gift Certificate.
2. Krazy Daze at the Market. Along with the downtown merchants, Farmers Market will encourage vendors to participate in discounts, specials or their products. Children's' activities will be organized, such as: balloon animals, yard games, face painting, coloring contest, etc.
3. August 9. Senior Day/National Farmers Market Week. The day is to honor our 'senior guests' by providing free ice cream, lemonade, food samples, and door prizes provided by the Market Vendors. Live Music.
4. June-October. With organization from the Salvation Army, the market will provide a space for delivery and containment of produce donated by the producers/bakery's to be used and distributed by the Salvation Army.
5. 2nd Saturday of June-October. Healthiest Manitowoc Cooking Demos and Nutritional Education.
6. Saturdays at the Market: Guest Speakers, Vendor Demos, Live Music, Community Service Space for non-charge. Groups such as: Relay for Life. CASA. Manitowoc Symphony Orchestra, etc.
7. October 4. Harvest Fest. Along with the downtown festivities, the Market will offer special events such as: a 'treasure hunt' for children, free treats, and Market gift certificates.

The following programs are offered to targeted customers, organized and distributed by the Market Coordinator/Produce Vendors on site at the Manitowoc Farmers Market. *These programs are administrated under State of Wisconsin, Department of Health Services, and US Department of Agriculture Food and Nutrition Service, others by Local and Market personnel.

1. *SNAP (Supplemental Nutrition Assistance Program). Also known as Food Share.
2. *WIC (Women, Infants, Children) Nutritional Supplement and Education
3. *Senior FMNP (Seniors' Market Nutrition Program)
4. Salvation Army Food/Producer Pick-Up Program. This allows the Salvation Army to provide bins at the Farmers Market for producers to donate excess food items to the Food Panty.
5. Canned Goods Donation Days. Market customers donate a canned good item, receives a chance at a Market Gift Certificate. Items are donated to Peters' Pantry and Salvation Army Food Pantry.

Please Note: The SNAP Program was started at the Manitowoc Farmers Market in August of 2012. In partnership with *UW Extension Family Living Director, Faye Malek, and *Market Coordinator Sherrie Richards, a grant was written to obtain the funding for implementation SNAP. Grant monies were awarded to cover the entire cost of the equipment and services for the 2012 season.

*Healthiest Manitowoc County, Activity and Nutrition Coalition, Cath Pape, Director, along with the United Healthcare Northern Region, Renee Ladwig-Lathrop, Community Engagement Specialist, has awarded and donated the entire cost of the 2013 & 2014 SNAP, (FIS) Monthly Processing FEES incurred by the Manitowoc Farmers Market. This service provides wireless transaction processing (POS) between the Manitowoc Farmers Market, Institution#2021901160 to the Wisconsin Department of Health Services.



U.S. Department of Agriculture - Food and Nutrition Service

SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM PERMIT



FNS NUMBER: 0358189

Store Name: Manitowoc Farmers Market

Mailing Address: 900 Quay St

Manitowoc, WI 54220-4543

Store Type: Farmers' Market

Location Address: 900 Quay St

Manitowoc, WI 54220-4543

County: MANITOWOC

Authorization Date: 04/17/2012

Owner Name(s): City of Manitowoc

Field Office: Madison, WI

Field Office Address: 8030 Excelsior Dr

Ste 300

Madison, WI 53717-1950

This permit certifies the owner(s) and business location listed above are hereby granted approval to accept and redeem SNAP benefits on the condition that the acceptance and redemption of all coupons/instruments shall be in accordance with the rules and regulations governing the Supplemental Nutrition Assistance Program.

THIS PERMIT IS NOT TRANSFERABLE

Any changes in the ownership, location, name of business, and/or operation void this permit. To prevent illegal use, this permit must be returned to the Food and Nutrition Service (FNS) upon any change/sale/transfer of the business or upon request by the FNS. Failure to report changes immediately to FNS may result in substantial fines and administrative sanctions. IF THE STORE MOVES, IS SOLD/CLOSED OR VOLUNTARILY WITHDRAWS FROM THE SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM, PLEASE CONTACT YOUR SERVICING FIELD OFFICE.

Issued by FNS Representative:

Date of Issue: 04/18/2012

CASH ON HAND CHECKS OR A SECURITY FEATURES LISTED ON BACK INDICATE NO TAMPERING OR COPYING

Northeastern WI Area Health Education Center
925 South 15th Street
Manitowoc, WI 54220-5051
(920) 652-0238

BANK FIRST NATIONAL
MANITOWOC, WI 54221-0010
79-113/759

6830

2/28/2014

PAY TO THE ORDER OF Friends of the Farmer's Market

\$**270.00

Two Hundred Seventy and 00/100 ***** DOLLARS

Friends of the Farmer's Market

MASTSLICK



A TAMPER RESISTANT TONER AREA

MEMO

EBT service for 6 months @ \$45/month

⑈006830⑈ ⑆07590134⑆ 20010000012885⑈

Other Partnerships

1. The Manitowoc Public School District, (Department of Technology and Industrial Arts) will design and construct a 12X12 Storage Shed on-site at the Manitowoc Farmers Market, beginning June 16-June 20, 2014. Approximately 10-12 high school students under the direct supervision of Instructor Clayton Nye will provide this service for **no cost or liability** to the City of Manitowoc or Manitowoc Farmers Market. This is a **credited**, summer school class organized by Clayton Nye, (Instructor), Sherrie Richards, (Market Coordinator), and Dave Less, (City Planner). **The Manitowoc Farmers Market** will purchase materials and supplies for construction of the shed.
2. **Wisconsin Department of Natural Resources**, (DNR) Provides information and education to the Manitowoc Farmers Market and Vendors, of Wisconsin's Invasive Species Control, including some flowers, seeds, wreaths and live plants that should not be sold. Chapter NR40.
3. **Manitowoc County Health Department**. Oversees and polices on site market processed food vendors for safety and licenses and permits.

Friends Copy
for Proposal

Wilson Junior High Construction Class

Wilson Junior High

1201 North 11th St.

SERVICE AGREEMENT – CARPENTRY

This Carpentry Services Agreement is made between the HOMEOWNER/BUSINESS and CARPENTER effective from the date of 16 June, 2014. To 20 June, 2014

HOMEOWNER/BUSINESS DETAILS:

Name: Friends of the Farmers Market

Contact number: NA

CARPENTER DETAILS:

Name: Clayton C. Nei/Instructor/Wilson Jr. High

Contact numb 920-683-4759

PROPERTY DETAILS: 12' x 12' Storage Shed to be built on site

PROJECT DETAILS: Material/Cost estimate sheet will be presented to FFM for approval. FFM will be responsible for purchases of all material. Construction/Labor shall be students within the Manitowoc Public School district. It is understood by FFM that all carpentry is done by inexperienced workers with the direction of an instructor. There may be some defects or faults associated with the manufacturing but will be rectified to the best of the students ability. Neither Friends of the Farmers Market nor The City of Manitowoc shall be liable for injury of any student on construction site.

TERMS AND CONDITIONS

1. According to this agreement, the CARPENTER agrees to provide his Carpentry Services and expertise to the HOMEOWNER/BUSINESS, whereby the scope of the Carpentry Services shall include supply of labor, equipment and installation of the various articles related to carpentry.
2. The HOMEOWNER/BUSINESS agrees to accept the services of the CARPENTER keeping with the terms and conditions of the agreement.

3. The HOMEOWNER/BUSINESS will be paying the MATERIAL \$COST for the latter's Services, prior to the project start date..

4. The term of the agreement shall begin from the day this contract is signed between the two parties and all carpentry work must be completed at the end date as previously stipulated in this contract.

5. The CARPENTER is responsible for the quality of his services and the carpentry equipment provided to the HOMEOWNER/business.

6. The HOMEOWNER/Business has the right to inspect the premises whenever he feels the need to.

7. Any amendment or modification of this Agreement or additional obligation assumed by either party in connection with this Agreement will only be binding if evidenced in writing signed by both parties.

8. Either party may terminate this agreement at any point in time by giving the other party at least 1 days notice, in writing, as to the effective date of termination.

The parties hereby indicate by their signatures below that they have read and agree with the terms and conditions of this Agreement in its entirety.

HOMEOWNER/BUSINESS

Print Name: _____

Sign Name: _____

CARPENTER

Print Name: _____

Sign Name: _____

Carpentry

Important Invasive Species info from WDNR

July 12, 2011

Dear Wisconsin Farmers' Market Coordinator,

This letter is an effort by the Wisconsin Department of Natural Resources (DNR) to inform you that Chapter NR 40, Wisconsin's Invasive Species Identification, Classification, and Control Rule took effect September 1, 2009. The rule identifies and regulates invasive species with the goal of slowing their spread both within and into Wisconsin.

Farmers' Markets are on the front line of defense against the spread of invasive species because they are a source of plants and expertise to many members of the public. We need your help to educate the vendors at your market that certain plants - including some cut flowers, seeds, wreaths, and live plants - are listed as invasive species in Chapter NR 40 and can no longer be sold.

Chapter NR 40 establishes two legal categories for invasive species-"prohibited" and "restricted." Prohibited species are not yet present in the state or are present only in limited areas. Restricted species are already widespread in at least part of the state. Neither prohibited nor restricted species may be transported (including importation into the state), transferred (including sale or purchase), or introduced (including planting) without a permit. In addition, prohibited species may not be possessed without a permit. To review the regulated species or find out more information on NR 40, please visit www.dnr.wi.gov/invasives/classification. Here you will find helpful resources including the regulated plant list for nurseries<http://dnr.wi.gov/invasives/classification/pdfs/Nursery_plantlist.pdf>, printable handouts with photos of the regulated terrestrial<<http://dnr.wi.gov/invasives/pdfs/NR40Plants.pdf>> and aquatic<<http://dnr.wi.gov/invasives/aquatic/pdfs/WT-925-2011.pdf>> plants, and the rule<<http://legis.wisconsin.gov/rsb/code/nr/nr040.pdf>> itself. A partial list of regulated plants that may not be sold without a permit is also included at the end of this email.

Since the Invasive Species Identification, Classification, and Control Rule is new to many growers, DNR is emphasizing education and voluntary compliance before issuing citations. Please ensure that the vendors at your Farmers' Market consult the NR 40 plant list and do not bring any restricted or prohibited plants to Market. It is illegal to buy, sell, give away, or barter any species listed under Chapter NR 40 without a permit.

Thank you for your cooperation and for helping to protect Wisconsin's traditions, environment, and economy from invasive species. Please forward this letter on to the vendors in your market, and keep a copy for your records. If you have questions please contact me at 608.266-6437 or Invasive.Species@wisconsin.gov.

Sincerely,
Mindy Wilkinson

* Mindy Wilkinson

The Manitowoc Farmers Market Coordinator, along with Friends of the Farmers Market Volunteers produces annual and bi-annual surveys of the following items.

1. Farmers Market- Saturday Vendors Census. This is to keep a record of the vendors' participation in attending market days.
2. Manitowoc Farmers Market Customer Survey.

This survey asks pertinent questions to customers at the market, concerning items such as: hours of shopping, purchases, approximant spending habits, needs/suggestions, wishes of customers, market convenience and layout.

Manitowoc Farmer's Market 2014 Advertising Proposal

May:

May 13th - 1 Day Pencil Ad* to announce the opening of the Farmer's Market - \$350
May 12th - Lakeshore Chronicle & May 13th - Herald Times Reporter- 4" (Business Card Size) Black and White Ad, to announce the opening of Farmer's Market- \$151.36

June:

June 9th - Full Color Front Page Banner, Lakeshore Chronicle- \$245
June 11th - June 15th - 5 Day Online Blitz, 20,000 impressions to announce the Tuesday Night Market. - \$200

July:

July 7th - Lakeshore Chronicle Double Earbud to promote Krazy Daze- \$175

August:

August 4th - Lakeshore Chronicle Double Earbud to promote National Farmer's Market Week- \$175

September:

September 8th - Lakeshore Chronicle Double Earbud to promote Food Demonstration Event- \$175

Ala Cart Items that can be used as needed for your special events:

- Single Earbuds: 2 x 2.5, full color ads, Lakeshore Chronicle- \$99/each
- 4 day online blitzes of 17,000 impressions strategically scheduled & created to promote 2 special events that are close in dates at one time. This will allow you to keep your cost down but still have a successful web presence. The Capitol Civic Center has run campaigns with two events at a time and were happy with their results. - \$170/blitz

Notes:

All ad production costs for both print & online are included in the price. All ads will be proofed to you for approval before running.

* - If proposal is approved by Friday afternoon we should have more than enough time to create the online ad for the May 13th Pencil date.

\$1,471.36

Proposed Budget for the Operation of the 2015 Manitowoc Farmers Market

Income		
	Stall Rental Income for 114 stalls at \$110.00 per stall	12,540.00
	Additional Stall Rental for Late Registrations and Flex Space	200.00
	Fundraising from Members of the Friends and Vendors	250.00
	Grant Support	750.00
	Total Income	13,740.00
Expenses		
General Operation		
	Contracting Services	5,852.00
	Farmer Market Insurance	300.00
	Port-o-Potty	1,225.00
	P.O. Box for 6 months	42.00
	Maintenance of the Grounds (filling pot holes)	1,000.00
	Sub-total	8,419.00
Office		
	Printing and Duplication	300.00
	Postage	100.00
	Mailing Envelopes	50.00
	Sub-total	450.00
Advertising		
	Radio and Newspaper	1,000.00
	Discovery Guide	125.00
	Vendor Ad in Newspaper	500.00
	Sub-total	1,625.00
Special Events		
	Ice Cream for Dairy Month	600.00
	Miscellaneous Prizes	500.00
	Sub-total	1,100.00
Additional		
	Translation Services	100.00
	Travel to Conferences	250.00
	Sub-total	350.00
	Total Expenses	11,944.00
	Net Income	1,796.00
Future Equipment Purchases to Enhance the Market		
	New Storage Shed	1,500.00
	Cook Stove for Healthy Food Demonstrations	400.00
	Sub-total	1,900.00
<i>Submitted by the Friends of the Manitowoc Farmers Market, Inc.</i>		