



## Job Description Foothills Farmers' Market Coordinator

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### **Background**

Foothills Farmers' Market is a joint project of NC Cooperative Extension, Uptown Shelby Association, Cleveland County Travel & Tourism, and city and county governments. The market provides the citizens of Cleveland County an attractive and welcoming opportunity to purchase fresh produce, plants and other farm-related goods from "certified" local growers.

The objectives of the certified local market are to:

- a) reduce risk to farmers by creating a viable retail market for locally-grown fruits, vegetables, and ornamentals including a range of high-value specialty crops and value-added products;
- b) assess market acceptance and consumer reaction to specialty crops;
- c) increase retail trade in Uptown Shelby through spillover of farmers' market shoppers;
- d) create opportunities for small and mid-size family farms to engage profitably in production agriculture;
- e) improve public health through increased consumption of fresh fruits and vegetables, and;
- f) strengthen the social fabric of the community by building awareness and appreciation for local agriculture.

The Foothills Farmers market will be held in uptown Shelby on Wednesday and Saturday mornings from 8:00 am-1:00 pm. The location for the market will be the east side of Washington Street, on the historic courthouse square. A Steering Committee will provide oversight and planning. Daily operations will be managed by a **paid part-time Market Coordinator**.

### **Roles and Responsibilities**

The Market Coordinator, under supervision of the Steering Committee, will perform the following duties:

- Provide on-site market management and operational support each Wednesday and Saturday of operation. Specific duties include (but are not limited to):
  - providing vendors with access to tents and assigning spaces on a first-come, first served basis;
  - positioning traffic barricades and cones;
  - positioning sandwich board signs at designated street corners;
  - collecting and receipting vendor fees;
  - ensuring vendor compliance with established Operational Guidelines;
  - remitting collections to NC Cooperative Extension for timely deposit;
  - collecting as directed by Steering Committee;
  - closing down and policing grounds at end of market
- Meet regularly with the Steering Committee to provide updates, assess and fine-tune market operations, discuss trends, identify and resolve issues, etc.
- Develop and present a summary report on the market at the end of the season, to include a list of recommendations for the following year of operation.

### **Compensation**

The market coordinator is expected to commit to a minimum of 250 hours to the market during times of operation including set up and tear down for 54 market days. The market coordinator will be provided with a stipend of \$3,000 to be paid in equal amounts monthly. The market coordinator will also be provided with a cellular phone for conducting project-related business, made available through NC Cooperative Extension.