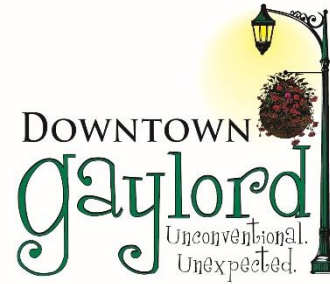


Gaylord Downtown Development Authority
305 E. Main Street ♦ Gaylord ♦ Michigan ♦ 49735
Telephone: 989-732-4060



To: Past, Current & Future Market Vendors
From: Robert McNamara
CC: Joe Duff, Holly Franckowiak, DDA Board
Date: January 25, 2017
Re: Farmers Cooperative

Effective February 1, 2017 the Gaylord Downtown Development Authority (DDA) and the City of Gaylord entered into a license agreement with the newly formed Gaylord Farmers Market Cooperative to use the pavilion as well as the name “Gaylord Downtown Farmers Market” for the operation of the farmers market.

We, as a DDA, feel it is important to clear up as many concerns as we can by assuring each and every one of you that this is a totally inclusive market:

1. You do NOT have to be a member of the Cooperative to rent vending space. We would recommend that you join the cooperative for no other reason than it gives you the opportunity to vote for board members and have a say in the ongoing operations of the market. However, you do not have to join to have access to sales space.
2. You do not have to be a farmer to rent vending space. We have been assured that space will be available for crafters, bakers, etc.
3. The Cooperative will provide administration of multiple government food programs i.e. Bridge Card, Project Fresh, Senior Project Fresh, Double Up Food Bucks, etc.
4. We all have a common goal to give vendors a wonderful location to operate their business and maximize revenues.

The fact that the Cooperative will be overseeing the remaining term of the winter market at the Sportsplex, is in no way a condemnation of the wonderful job Michelle Noirot has done as our Market Manager. Michelle has created a vibrancy to what often was a gloomy market environment.

The DDA has asked Michelle to help with the transition to the Cooperative if she wishes, and promote a good level of continuity moving forward.

We are truly thankful for her efforts – often with very little help.

Please keep an open mind and understand that this transition to the market being managed by the Gaylord Farmers Market Cooperative was decided after much research and scrutiny conducted by the Downtown Development Authority, City of Gaylord and the City Attorney’s office. The overall consensus was the DDA Board is not presently equipped to have employees or oversight of the management of the Downtown Farmers Market. We feel strongly it should be left in the hands of the Cooperative.

We look forward to a successful relationship with the Gaylord Farmers Market Cooperative.

Regards,

Robert M. McNamara
Chairman, Gaylord Downtown Development Authority