

# GASOLINE ALLEY INDOOR FARMERS MARKET

## RULES AND REGULATIONS

This document is to serve as a guide to the operation of the Gasoline Alley Indoor Farmers Market (GAIFM) and the behavior of vendors and staff.

### 1. Operational Guidelines:

#### a. Hours of Operation

All vendors shall ensure that they are operational a minimum of **15 minutes prior** to the opening of the farmers market **and remain operational until the close** of the market each day.

All vendors shall ensure that they maintain continual service to the public during market hours of operation, while also ensuring the following:

- i. Proper maintenance and upkeep of the vendor's stall, including cleanliness and hygiene.
- ii. Adequate staffing measures and product availability; and
- iii. All staff members of the vendor adhere to the rules and regulations set out in this document.

The Hours of Operation for the GAIFM are as follows: Friday, Saturday, 9:00 a.m. to 5:00 p.m. and Sunday, 10:00 a.m. to 4:00 p.m.

Hours of Operation are subject to change provided vendors are given adequate notice from the Market Manager.

#### b. Location / Season

The GAIFM will operate year-round, located at 558 Laura Avenue, Gasoline Alley, Red Deer County. The GAIFM will be closed on Christmas and additional dates as specified by the Market Manager.

The Manager shall provide notice of closure dates to vendors a minimum of one month in advance of the closure date unless otherwise specified.

All vendors are permitted to close their business two (2) weekends of the year, however not consecutively.

If a vendor chooses to close its stall on a market business day, the vendor must do the following:

- i. Provide written notice of the vacation request to the Market Manager no later than two (2) weeks prior to the proposed closure date.
- ii. Provide adequate signage for the stall to notify customers of the closure.
- iii. Ensure documentation has been received from the Market Manager confirming the approved stall closure for the specified dates.
- iv. Only a maximum of **three** vendors will be allowed to close on the same day, determined on a first come, first serve basis.

The Market Manager may consider other requests at their discretion.

If a stall cannot be operational during business hours for extenuating circumstances, the vendor must call the Market Manager. **If vendor closes their stall without consent, and good reason, they could be subject to Penalties (2.b. Breach)**

**c. Parking**

All vendors shall ensure that any vehicles associated with their stall / business are parked within the designated parking area (**South side of Market**) for vendors as specified by the Market Manager. All vehicles associated with the stall / business must register with the GAIFM.

All loading and unloading of goods must occur in the designated loading area. We have two loading and unloading docs on the south end of the market.

**Glass doors are not used for vendors.**

Maps of the designated parking and loading areas can be obtained from the Market Manager's Office upon request.

**d. No Conducting of Business in Parking Area**

Conducting of vendor's business out of or in the parking area around the building in which the Market is located is strictly prohibited. Vendors shall only conduct or operate the vendor's business in the vendor's stall.

**e. Permitting**

All vendors shall ensure that they have obtained all necessary licenses and permits prior to commencing business operations at the GAIFM. Any permits required will be obtained at the vendor's expense.

**f. Signage**

All signage shall be approved by the Market Manager and is subject to review based upon size, color, and overall appearance. Any signage required is the sole responsibility of the vendor. Vendors are required to have signs on each side if vendor is in mid market.

**g. Stall Requirements**

All vendors shall ensure the following guidelines are followed for the construction, maintenance, and operation of their stall:

- i. All signage and materials used for the stall shall be attractive and complementary of the Market aesthetic.
- ii. All stalls must meet the rules and regulations of the Red Deer County Land Use Bylaw 2006/6 and the Alberta Safety Codes Act.
- iii. The vendor shall ensure all materials associated with their business remains within their designated stall area.
- iv. All stalls shall have a height restriction.
- v. The vendor shall not disturb adjacent stalls with any obtrusive lights, noise, or odors.

- vi. The vendor shall ensure any alterations or upgrades to their stall is approved by the Market Manager prior to any installation.
- vii. No renovations or repairs shall be done during market hours.
- viii. Only energy efficient appliances/display coolers and display freezers in new or new condition will be allowed.

**h. Waste Disposal**

All vendors shall ensure that they are responsible for any waste generated from their stall. Vendors shall supply their own waste receptacles for any product samples. All vendors shall:

- i. Ensure all waste is disposed of correctly – including recyclables and organics.
- ii. Ensure that stall-generated waste is disposed of in the vendor's area and not in public use garbage bins.
- iii. Recycling is available.

**i. Deliveries**

Vendors shall not at anytime park delivery vehicles in the Customer Parking areas. Unloading and loading should be done in a timely manner to ensure safety and availability to others. Vendors shall receive, ship, take delivery of and allow and require suppliers and others to deliver or take delivery of supplies, fixtures, equipment, furnishings, wares, and merchandise only through service doors.

The GAIFM and its management and staff are not authorized to sign for vendor deliveries and will not accept responsibility for vendor's products.

**2. Membership Guidelines:**

**a. Allocation**

The Market Manager shall be responsible for the allocation of stall locations and locations shall be at the sole discretion of the Market Manager. Allocation will be based upon efficient use of space to best maximize the Market aesthetic.

**b. Breach**

All vendors shall ensure that their employees and stall adhere to the rules and regulations of the GAIFM. If there is failure to comply with these regulations, revocation of the rental agreement may occur. The penalties shall be specified as follows:

- i. First Infraction: A written warning and/or a \$100.00 charge
- ii. Second Infraction: A \$200.00 charge
- iii. Third Infraction: A \$500.00 charge
- iv. Forth infraction: Cancellation of stall and removal from GAIFM and no refund will be provided for loss of stall(s).

GAIFM is not liable or responsible to the vendor for any non-compliance with these regulations by any other person or vendor within the Market.

**c. Arbitration**

The Market Manager shall ensure the resolution of all disputes between vendors operating within the Market.

**d. Appeal of Breach**

If a vendor does not agree with a decision made by the Market Manager as specified under Section 2.c) of this document, there is opportunity for appeal upon receipt of a written letter of appeal, along with a \$100.00 appeal fee. The appeal will be heard by the Board of Directors. If the appeal is successful, the \$100.00 appeal fee will be returned to the vendor.

**e. Default**

The GAIFM, notwithstanding any other provision in these rules and regulations, may terminate the vendor and associated contracts pending the refusal of the vendor to comply with any regulations, sanctions or orders as issued by the Market Manager.

**f. Insurance**

GAIFM shall be a named insured on all insurance policies in effect for the Farmers Market.

All vendors are responsible for obtaining comprehensive general liability insurance of not less than \$2,000,000.00 in the event of any injury or death or property damage. Any insurance policies shall be enacted with the consent of GAIFM and the Market Manager.

If an insurer fails to renew their insurance, the Farmers Market shall obtain such insurance at the cost of the vendor.

**g. Fees**

Vendor contracts shall be set out as follows:

If the Vendor fails to pay, when same is due and payable, any Rent or other amounts due in accordance with this Lease, then such unpaid amounts shall bear interest from the due date thereof to the date of payment at the rate of eighteen (18%) percent annum. In addition, the Vendor shall pay upon demand a penalty fee of Fifty (\$50.00) Dollars for the processing for each late payment.

**h. Marketing and Merchandising**

To ensure the integrity of the Market, all promotional, marketing materials, GAIFM brand or logo must be approved by the Marketing Manager prior to distribution on GAIFM premises.

Products listed in Schedule "C" of the contract must be approved by manager and any additions or deletions must be submitted in writing to the manager, for approval. All merchandise sold at the Farmers Market must adhere to our high standards.

### **Marketing Expectations**

The Marketing Manager shall facilitate the use of promotional and marketing materials on social media and at the GAIFM to ensure the overall success of the Market.

Vendors are expected to actively participate in events and promotions of the Market.

All vendors must have Gasoline Alley mentioned as a place of business on their website, social media channels and Google listings. Vendors must be active on social media.

Tagging the market in social media posts is advised.

#### **i. Misconduct**

Each vendor and vendor's staff, agents and contractors shall not engage in any unethical business practices such as accosting and or badgering members of the public or other vendors or engage in any business conduct or practice which might harm or harm the reputation of the Market, the GAIFM, occupants or other vendors. Any vendor who engages in such conduct may have their space terminated at the Market Manager's discretion.

#### **j. Special Events**

All Farmers Market annual members shall get first right of refusal for any special events held within the Market. Additional fees may be required for special events at the discretion of the Market Manager.

#### **k. Vendor / Indoor Market Meetings**

The GAIFM membership will hold an annual meeting of the membership. Additional meetings will be scheduled at the discretion of the Market Manager.

### **3. Product Guidelines:**

#### **a. Types of Vendors**

GAIFM will maintain an annual average of vendor ratio of 80/20 where 80% of the vendors are Albertans selling Alberta products which they, an immediate family member, staff member or a member of a producer owned cooperative have made, baked or grown. Preference will be granted to Alberta producers who make, bake, or grow their own products.

Non-Alberta producers who make, bake, or grow their products as well as those who offer resale items, or vendors selling commercially available products fall into the 20% category. Out of province products must be labelled as to their origin.

GAIFM strives to have multiple kinds of vendors including; Farm Fresh, Artisan, Prepared Foods, Eat-on-site Foods, Alcohol, Spa and Beauty Products, Edible Pet

Products and Other, which includes businesses offering services or products not produced by the seller.

Vendor collectives will be allowed; however, all members must submit individual applications along with a write up of why and how the collective works.

Prohibited vendor products are as follows: Used, antique or flea market items, live animals, whether for sale or customer interaction, uninspected meat or meat products for human or animal consumption, raw milk or raw milk products with the exception of cheese made from unpasteurized milk that meets federal standards, hatching eggs, E-cigarettes or vapor cigarettes.

All applicants must submit an application and forward all relevant documentation to the GAIFM.

The GAIFM reserves the right to refuse any vendor for any reason. Applications are available online and with the Market Manager

**b. Health Guidelines**

Vendors shall ensure that products adhere to regulations set out by Health Canada, the Canadian Food Inspection Agency (CFIA) and Alberta Health Services or any other regulators. Vendors need to be compliant with both federal and provincial legislation. Best practices shall be enacted to provide a safe and hygienic Indoor Market.

Staff members shall ensure best practices are followed for food preparation to ensure product safety.

Food vendors must adhere to Alberta Farmers Market Regulations as well as AHS regulations.

All certificates must be present in each vendor booth.

**c. Product Approval**

Vendors will obtain approval from the Market Manager for all products sold within the Farmers Market prior to the first sale. If a vendor wishes to add, remove or change any products during business operations, prior approval must be obtained.

**d. Defective Goods**

A vendor shall only have and deal in produce, products, merchandise and goods of high quality. It is expected vendors will willingly replace all defective goods sold to customers and refund within reason the purchase price of items sold that were returned by the customer as defective.

**e. Product Labelling**

All GAIFM annual members shall label any food products in accordance with the Food and Drugs Act, Safe Food for Canadians Act, the Consumer Packaging and Labelling Act, Food Regulation and meet the Alberta Approved Farmers' Market Program Guidelines.

Any vendors selling foods as organic must provide inspection certificates to the Market Manager. Vendors must visibly post a registration number in their stall for all products listed as organic.

All food items must adhere to any additional regulations and standards as set out by the Canadian Food Inspection Agency (CFIA). The price of product shall be visible and legible and shall be located on each individual product where possible.

**f. Product Preference**

The GAIFM will take preference to items that are grown and made locally, specifically within the Central Alberta Region and Alberta.

**4. Overall Facility Guidelines:**

**a. Emergency Procedures**

All vendors must obtain a copy of the evacuation and emergency response plan from the Market Manager for their stall. There will be designated Market Fire Marshals to help direct traffic out of the building. Vendors or customers will not be permitted to re-enter the Market until the Fire Department has given clearance.

In the event of an emergency, all vendors must cease business operations and leave the premises immediately to meet at the muster point. Any further sales or purchases after a fire alarm are strictly prohibited.

**b. Farmers Market Management**

The GAIFM Management staff will consist of a Market Manager and Market Staff: In this document, "Market Manager" may refer to the Farmers Market Manager or any designated subordinate at the discretion of the Farmers Market Manager. GAIFM staff shall visit vendors during business operations to ensure the stall is being operated within the parameters as set out in this document and any contracts between the vendor and the Farmers Market.

**c. Staff Management**

All vendors shall ensure that any staff members or individuals associated with their business conduct themselves in a professional manner. Staff representing a vendor must be present in booth and aware of guests in the Market.

No smoking, vaping, recreational drugs or consumption of alcohol by vendors will be permitted on the premises.

Vendors shall ensure that staff members are well versed in the rules and regulations of the Market and have received sufficient training to operate the stall if required.

**d. Conduct**

All vendors and staff members or individuals associated with GAIFM must conduct themselves in all avenues of social media in a respectful and kind way referring to other vendors or the market.

Slander or perceived slander, in the media, on social platforms, Facebook, twitter, Instagram, written or verbal is strictly prohibited.