

GASOLINE ALLEY FARMERS' MARKET

Rules & Regulations

This document guides the operations of the Gasoline Alley Farmers' Market and the conduct of all vendors and staff.

1. Operational Guidelines:

a. Hours of Operation

- **Market Hours:** Friday & Saturday, 9:00 a.m. – 5:00 p.m. | Sunday, 10:00 a.m. – 4:00 p.m.
- **Market Kitchen Hours:** Thursday, 11:00 a.m. – 5:00 p.m. | Friday & Saturday, 9:00 a.m. – 5:00 p.m. | Sunday, 10:00 a.m. – 4:00 p.m.
- Vendors must be ready 15 minutes before opening and remain open until closing. Late arrivals or early departures require Management approval; after the first warning, a \$25 fine applies per occurrence.
- Vendors must provide continuous service, keep stalls clean, staffed and stocked, and maintain professional, family-friendly conduct and attire. Profanity is prohibited, and all Market rules must be followed.

b. Location / Season

- The market operates year-round at 558 Laura Avenue, Gasoline Alley, Red Deer County, and is closed on Christmas Day and other dates specified by the General Manager. Vendors will be notified of closures at least one month in advance.
- Vendors may close for up to two non-consecutive weekends per year. Closure requests must be submitted in writing at least two weeks in advance and approved by the General Manager.
- Vendors must display signage during an approved closure. For unexpected closures, vendors must contact the General Manager. Unauthorized closures may result in penalties.

c. Parking and Entry

- Vendors must park along the perimeter on the south side of the Market. All loading and unloading must take place at the two designated loading docks on the south end of the building.
- Loading and unloading is not permitted during Market hours or when customers are present. Vehicles are not permitted inside the Market, and vendors must not

use the main glass doors.

d. No Conducting of Business in Parking Area

- Vendors may only conduct business within their assigned stall. Conducting business in or around the Market parking area is prohibited.

e. Permitting

- Vendors must obtain all required licences, permits, certificates and insurance at their own expense before operating. Current copies must be provided to the General Manager and updated before expiration.

f. Signage

- All vendor signage must be approved by the General Manager and is the vendor's responsibility. Signs must be attached to the provided Market signs without damage. Middle stalls require signage on both sides. Sign sizes are 19.5" x 43" (front), 23" x 46" (back), and 28" x 62" (Market Kitchen).

g. Stall Requirements

- Stalls must be clean, attractive, comply with Red Deer County Land Use Bylaw 2006/6 and the Alberta Safety Codes Act, and keep all products and materials within the assigned stall space. Height restrictions apply unless approved by the General Manager.
- All stall changes or upgrades require General Manager approval and cannot be completed during Market hours. Vendors must not create excessive light, noise or odours that affect neighbouring stalls.
- Only energy-efficient appliances, coolers and freezers in new or like-new condition are permitted.

h. Waste Disposal

- Vendors are responsible for their waste and must provide bins for product samples. Garbage, recycling and organics must be placed in designated areas, with cardboard flattened.
- Keep the garbage area locked and return the key after use. Do not leave pallets or waste in the Market or block entrances or exits

i. Deliveries

- Delivery vehicles must not use customer parking, and all deliveries must be handled promptly through designated service doors. Market staff cannot sign for

or accept responsibility for vendor deliveries or products.

2. Membership Guidelines:

a. Allocation

- Vendor stall locations shall be at the sole discretion of the General Manager. Allocation will be based upon availability and efficient use of space to best maximise the Market aesthetic.

b. Breach

Vendors and their staff must follow all Market rules. Failure to comply may result in:

- First Infraction: Written warning and/or \$100 charge
- Second Infraction: \$200 charge
- Third Infraction: \$500 charge
- Fourth Infraction: Stall cancellation and removal from the Market without refund.

c. Arbitration

- The General Manager shall ensure the resolution of all disputes between vendors operating within the market.

d. Appeal of Breach

- Vendors may appeal a General Manager's decision under Section 2.c) of this document by submitting a written appeal and a \$100 fee. Appeals are reviewed by the Board of Directors, and the fee will be refunded if successful.

e. Default

- The Market may terminate a vendor and their contracts if they fail to comply with Market rules, penalties, or directions from the General Manager.

f. Insurance

- Vendors must maintain at least \$2,000,000 in general liability insurance and name Gasoline Alley Farmers' Market on the policy. Insurance must be approved by the General Manager and kept current; if not renewed, the Market may obtain coverage at the vendor's expense.

g. Lease Rent

- Vendor contracts require all rent and other amounts to be paid when due. Late payments are subject to 18% annual interest from the due date until paid, plus a \$50 processing fee per late payment. NSF payments are subject to a \$50 charge.

h. Marketing and Merchandising

- All marketing materials using the Market name, brand or logo must be approved by the General Manager. Products listed in Schedule “C” of the vendor contract, including any additions or removals, require written approval from the General Manager. All products sold must meet Market standards.

i. Marketing Expectations

- Vendors are encouraged to participate in Market events and promotions and actively promote their business and products.
- Vendors are responsible for listing Gasoline Alley Farmers’ Market as a place of business on their website, social media platforms and Google listings.
- Vendors are encouraged to remain active on social media and tag the Market. Instagram is the Market’s primary platform, with posts cross-shared to Facebook. The Marketing Coordinator will support vendor promotions online and within the Market.

j. Misconduct

- Vendors and their staff must conduct business professionally and respectfully. Harassment, aggressive selling, or conduct that may harm the Market’s reputation may result in termination.

3. Product Guidelines:

a. Types of Vendors

- The Market will maintain an annual 80/20 vendor ratio, with preference given to Alberta vendors who make, bake or grow their own products. Non-Alberta, resale and commercially available products fall within the 20% category. Out-of-province products must be labelled with their origin.
- The Market supports a variety of vendor categories. Vendor collectives are permitted, but each member must submit an individual application and information about the collective.
- Prohibited products include used or flea market items, live animals, uninspected meat, raw milk products (except approved cheese), hatching eggs, e-cigarettes/vaping products, cannabis and cannabis products.
- All vendors must apply and be approved by the Market. All products must be approved by the General Manager before sale. Product exclusivity is not guaranteed, and the Market reserves the right to refuse any vendor.

b. Health Guidelines

- Vendors must comply with all federal and provincial regulations, including Health Canada, CFIA, AHS and Alberta Farmers' Market Regulations.
- Vendors and staff must follow safe and hygienic food preparation practices, and all required certificates must be kept in the vendor's booth.

d. Defective Goods

- Vendors must sell high-quality products and are expected to replace defective items or provide a reasonable refund when returned by a customer.

e. Product Labelling

- Food products must meet all applicable labelling requirements, including the Food and Drugs Act, Safe Food for Canadians Act, Consumer Packaging and Labelling Act, Food Regulation, Alberta Approved Farmers' Market Program Guidelines and CFIA standards.
- Organic vendors must provide inspection certificates and display their registration number. Product prices must be clearly visible and placed on individual products where possible.

f. Product Preference

- The Gasoline Alley Farmers' Market 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

- Vendors must obtain and follow the Market's evacuation and emergency response plan. Fire Marshals will direct evacuation, and no one may re-enter until cleared by the Fire Department.
- During an emergency, vendors must stop all sales, evacuate immediately and report to the designated muster point.

b. Farmers' Market Management Team

- "Market Manager" refers to the Farmers Market Manager or their designated staff. Market staff may inspect vendor stalls during business hours to ensure compliance with Market rules and contracts.

c. Staff Management

- Vendors and their staff must act professionally, be present and attentive in their booth, and be properly trained and familiar with all Market rules.
- Smoking, vaping, recreational drug use and alcohol consumption by vendors are prohibited on Market premises.

d. Conduct

- Vendors, staff and individuals associated with the Market must communicate respectfully on social media and other platforms. Slander or perceived slander of the Market or other vendors, whether written, verbal or online, is prohibited.

e. Use of Phones

- Phones may be used for business purposes, but streaming, gaming, music, podcasts, headphones or earbuds are not permitted during Market hours. Vendors must remain attentive to customers at all times.

Thank you for reviewing and following the Gasoline Alley Farmers' Market Rules and Regulations. Your cooperation helps create a safe, professional and welcoming Market for everyone.