

DeWitt, Sarah

From: ann@suchprettycolors.com
Sent: Friday, August 09, 2013 7:52 PM
To: Public Market Advisory Commission
Subject: market hours

When I heard that the commission was exploring the idea of closing the market at 1, I talked to many of the vendors on the next Saturday. Most who I talked to were shocked that the idea was even being considered ["What? Who? Why?" was the most common response].

Some of the things in this letter were also included in my comments on my survey.

A large percentage of my business occurs between 1 and 3. My credit card processor keeps track of the time of my sales, so with a couple of clicks, I could see that 22.8% of my 2013 credit card sales occurred between 1 and 3.

Our market is different from other farmer's markets in that we are a big tourist destination. We have an 'after lunch' crowd. A short market makes sense when it only serves a small local community's grocery needs. People come from far away and make a day of our market, and linger for hours. We have so much to see, and such a great diversity of products.

We've been open until 3 for decades. People come from other cities, other states, other countries - they will not expect us to be closed when they arrive! Clearly there are many people who want to come between 1 and 3, since we know they've been expressing to the managers that there aren't enough vendors here at those times to satisfy their demand.

I have business in every hour the market is open. Many days I don't sell anything before 9 even though I arrive at 6am. Other days I have made 25% of my day by 9.30. Every day is different. As I said before, so far in 2013, 22.8% of my credit card sales are between 1 and 3. I can't afford to lose 23% of my income!

The market is only open 16 hours a week, and I can't afford to lose any of those hours. Most businesses are open a minimum of 49 hours [a small shop maybe open 10-5 or 11-6] a week, 16 is not too much to ask.

Since Sarah has been requiring vendors to stay until 3, it seems like most people have responded by staying. One vendor mentioned to me that she seems even busier between 1 and 3 lately, since more vendors are staying. It seems like there are only a small number of vendors who really don't want to stay. Closing the whole market is not the solution here.

I don't really think anyone wants the market to close at 1, rather a few vendors want to be able to leave at 1 [or 2, or whatever]. Even these vendors don't want *everyone* to have to leave early.

Thank you,

Ann Sheppard

vendor since 1997, I come to market every Saturday and Wednesday April through Christmas, and make my living at the market.

DeWitt, Sarah

From: ann@suchprettycolors.com
Sent: Friday, August 09, 2013 7:56 PM
To: Public Market Advisory Commission
Subject: market hours
Attachments: letter 1.jpg; letter 2.jpg; letter 3.jpg; letter 4.jpg; letter 5.jpg; letter 6.jpg; back of letter with vendor signature.jpg; customer signatures.jpg; customer signatures 2.jpg; annual vendor list.jpg; daily vendor list.jpg

Several of us heard that this was an issue at the last commission meeting. Some of us watched the video and heard the daily vendor representative say that changing the market hours might be a good idea.

We quickly threw together a simple letter, and took it around on one Saturday to see if vendors wanted to sign it. Many customers also asked to sign, and they signed on the back.

Nearly all vendors shown the letter wanted to sign it. If a vendor didn't sign it, it's pretty likely that we either didn't have a chance to show it to them. A few were unsure, or didn't want to sign. As I said, this was done quickly during business hours on one market day. We pretty much just did the vendors nearby our own booths. We didn't venture out amongst the daily vendors much and there were also many vendors who weren't there that day [we did get 3 or 4 of those vendors to sign the next Saturday].

My point is, I think we could probably get a lot more signatures with a little more effort.

I do have the original letters if you want to see them. I also included a list of the vendors and I checked off the vendors who signed because some of the signatures can be hard to read.

Thank you,
Ann Sheppard