Farmers Market Facilitation Plan

Forum Issue	● What can we learn from the people who come and love the farmers market?
Forum Goal	● To understand what motivates people to continually attend the farmers market and what they believe would make it more sustainable and better for years to come
Supplies needed **Room/space layout**	● Materials to bring day of ○ Paper cut outs to stick to posters (Dani) ○ 2 Posters with basket image/questions on them (Dani) ○ Pumpkin (Dani) ○ Name tags (Britt) ○ 10-15 Markers (Britt) ○ 2 easels (Britt) ○ 2 table cloths (Britt) ○ Farmers Market buttons (Mike) ○ Table (Mike & Britt) ○ Tape (Johnny) ○ Tent (Bri) ○ Basket for cut outs to go in (Bri) ○ Questions printed on cardstock to lay on the table / attach to tent (Avery) ○ Bumper stickers to give away (Josie) ○ Each facilitator brings own notepad & pen to take notes (All) ● Day of layout ○ Two tables with tablecloths ○ Tent ○ 4 posters, each one on an easel (2 with questions on the left side of the table, 2 with baskets on right side) ■ Backup: lay posters on the table ○ Basket filled with paper cut outs available for people to write their thoughts down (about 100) ○ Tape available on table to attach cut outs to poster

	○ 10-15 sharpies available on table to write on cut outs ○ Free bumper stickers available on table (however many Josie has) ○ Free buttons available on table (30-50?)
Introduction	● Do you have a few minutes to answer some questions about the Farmers Market? ● Are you interested in giving us your thoughts and feelings about the Farmers Market? ● What do you love about the farmers market? ● Entice people to come to our table with bumper stickers and buttons
Group agreements	● Show up on day of event on time (8:00 am) ● Remember to bring designated materials ● Respect the products and space of other vendors ● Respect people attending the market & the facilitation ● Respect the rules of the farmers market ● Stay off cell phones
Questions each facilitator could ask	○ Do you have a few minutes to answer some questions about the Farmers Market? ○ Are you interested in giving us your thoughts and feelings on the Farmers Market? ○ How can the market continue to be a vital source of community engagement? ○ Why do you support the farmers market? ○ Why do you get up on Tuesday/Saturday mornings and come to the farmers market? ○ Do you come to the Farmers Market for reasons other than buying local produce and handmade goods? ○ How do we really make sure this market stays vibrant? ○ What role does the market play in your life? ○ What are the dreams you have for your market? ○ What do you give thanks for when it comes to the Farmers Market?

	○ How much has the market grown since you first started coming? ○ What makes shopping at the market different from just going to a grocery store? ○ Have you ever seen something you liked from another farmers market? ● We anticipate for this facilitation to be more of a personal discussion (i.e. one on one) rather than a large group due to the setting. ○ With this being said, there isn't an exclusive time limit to any of the discussions. Some might be only a few minutes, while some people might want to talk for 15 minutes. ● We will aim to spend **5-10 minutes** talking to one person / small group at a time ● Wanted to schedule group meetings at intervals of 30 minutes, but thought it wasn't feasible ● People we talk to us and then leave a note with their favorite thing about farmers market as well as their dream for the farmers market ● Facilitators will record notes and key takeaways from each conversation after they occur; this fosters an authentic dialogue and makes participants feel more comfortable
Conclusion	● Debrief participants ● Appreciate the participants ○ Thank them for coming to the farmers market ○ Thank them for taking a second to share what they love as well as their dreams ○ Thank them for being loyal to attending the farmers market and for bringing their friends and/or family ○ Thank them for supporting the vendors ● Stress the importance of feedback ○ Their feedback will help the farmers market grow and work more efficiently ○ Their feedback will help the farmers market make their experience more enjoyable

	● Let them know we are always looking to get more ideas ○ Encourage them to fill out survey in newsletter if they have new ideas
Contact Information	Saturday, Oct. 19 8:00am - 12:00pm **Farmers Market** Community Conversation: **Dreams for Our Market** Host small community roundtable conversations during the Saturday Farmers Market – various times and run an *Appreciative Inquiry session* – what do we love about our market, what does it do well, how can we do more of that? Josie Showalter Market Manager Harrisonburg Farmers Market [redacted] www.harrisonburgfarmersmarket.com [redacted] hbfarmersmarket@gmail.com