

According to Sec 2-295 of the ordinance....

The Urban Food Policy Council has duties to make recommendations for enhancing the use/operation of food-focused city facilities including the Dixie Classic Farmers Market and the Liberty Street Vendor's Market.

On Thursday, April 12 Ed McNeal, Winston-Salem City Marketing and Communications Director attended the UFPC meeting to present what he believes are the needs for Dixie Classic Farmers Market. On Saturday, April 14, members of the UFPC toured the DCFM. The UFPC discussed the issue and the following are the recommendations.

The Urban Food Policy Council makes the following recommendations for the Dixie Classic Farmers Market.

1. Market Manager
 - a. The city should restructure/develop the Market Manager position. The city should make the Market Manager a 40 hour a week position. The Market Manager would oversee set up, clean up and any other market day needs.
 - b. The Market Manager will work on vendor relations. He/She will support current vendors, making sure their needs are met. The Market Manager will also oversee outreach to new vendors, including: local farmers, urban farmers, local craft makers, bakers, etc.
 - c. The Market Manager will maintain communication to Winston-Salem City managers regarding maintenance of Dixie Classic Farmers Market.
2. Signage/Marketing: The Dixie Classic Farmers Market needs to upgrade the marketing and advertising.
 - a. We suggest that the city invest in larger and more visible road signs. These signs would be found within a half mile radius from the Farmers Market. These road signs need to provide direction to the market and parking area. Current sign use is misleading to a closed off parking lot. Current sign use is difficult to see. We suggest signs placed a half mile down the north and south sides of University Parkway, Coliseum Drive, and the exits off of Highway 52 on Akron Drive and 25th & 27th Street.
 - b. We suggest that city make use of billboards around the city and Forsyth County. Billboards should include hours and EBT/SNAP welcome.
 - c. We suggest that city make use of digital highway signs found on I40, Bus. 40 and US HWY 52.
3. HVAC
 - a. Vendors and customers have mentioned the need for heating and air.
 - b. We suggest that the city should install heating in the Dixie Classic Farmers Market.
 - i. This would allow for the market to attract more people in winter months.
 - ii. When asked about the possible raising of rates for weekly vendor use, many of the vendors supported raising rates if heat was added.
 - c. We suggest that city should install cooling in the Dixie Classic Farmers Market.
 - i. This could be a traditional air conditioning system.
 - ii. This could be large ceiling fans.

4. Local Vendors vs. Resale Vendors

- a. Several concerns were raised regarding the market's inclusion of resale vendors. Resale vendors do not grow their food locally, they purchase food from fruit and distribution centers and resale at the market. Many of the local farmers would like something to be done about these resale vendors, because they are impacting their business and the integrity of the market.
- b. The Urban Food Policy Council makes the following suggested options.
 - i. Make the market a "Local Market" only. Only local food and crafts will be sold, thus removing the resale vendors.
 - ii. Require all vendors to place signs on where their product is made.
 1. Spinach grown at Sundown Farm in Winston-Salem North Carolina.
 2. Watermelon grown at Gator Farm in Homestead Florida.
 - iii. Group resale vendors in one section of the market and the local farmers in another. Provide signs to inform customers.