

West Tisbury Farmers Market COVID-19 Response Plan

Over the past season, the West Tisbury Farmers Market, Inc (WTFM) has taken all necessary precautions to maintain an important piece of our community's food system in the midst of a pandemic. In partnership with the MV Agricultural Society, we've established a safe, accessible version of our farmers market on the grounds of the Ag Hall. Extra space, not available at the previous site, allowed for extra spacing of booths, thus ensuring that all our vendor members could participate while doing their part to mitigate the spread of COVID-19. Being as the response from vendors, neighbors, community members, and the West Tisbury Board of Health was overwhelmingly positive, and that we are entering this coming season with similar guidance from health officials, we would like to continue our COVID-19 response protocol for this year.

As a baseline, the WTFM will conform to all guidance as laid out in the **Order of the Commissioner of Public Health for Farmers Markets**. In addition to these guidelines, a supplement of guidelines for our vendors and customers have been developed with guidance from the MA Dept of Health, MDAR, the Mass Farmers Markets ext of MDAR, as well as the West Tisbury BOH. This set of guidelines is detailed below and in attached documents.

Purpose:

To conduct an open air farmers market, composed of Island farmers, fisherman and food producers.

Dates and Times:

Saturdays: 9:00 am - 12:00 pm, June 12 - October 30, 2021

Wednesday: 9:00 am - 12:00 pm, June 16 - October 27, 2021

Location:

The Ag Hall. In order to implement distancing measures for our vendors and customers, we need more space than the Grange Hall can supply. The Ag Society has agreed to host us on the grounds of the Agricultural Hall, making use of the 7 acre field on the eastern portion of the property.

Layout (see attached map):

Vendors will form 4 rows, creating a horseshoe shape. Two rows run the full length on the south side of the market. Two shorter rows make up the center, with alternating vendor spaces. The row on the north side of market will be divided by a customer entrance/exit located on opposing sides of the welcome booth

Vendor booths are 13' wide and 30' deep, to accommodate the typical arrangement of a 10'x10' tent with a vehicle parked behind.

Vendor booths will be spaced 12' apart side to side. This space between vendors will be left vacant, with the exception of vendor vehicles which may be parked in this space.

Like vendors will be grouped together (farmers w/ farmers, fisherman w/ fisherman, etc...) to facilitate ease of shopping and reduce the amount of time customers spend walking around the market comparing offerings.

The market footprint will cover 1.8 acres (increased from ½ acre at the Grange). This allows for just over 1 acre (45,000 sq. ft) of open customer space.

The perimeter of the market will be marked with a rope or temporary fencing. Signage will indicate that the fence line is not to be crossed and direct customers to the entry.

All customers traffic will be one way. Customers will enter and travel south down the west alley, cross east along the south and continue traveling north along the eastern alley before exiting.

Customer alleyways will be 50' wide at all points.

Customer Entry/Exit into Market:

Customers will have one point of entry and exit. This will allow for monitoring and control of customer numbers in the market, if need be.

Customer capacity will be determined by the max number of customers allotted per each vendor (5) multiplied by the total number of vendors, plus an additional 25 customers free floating between vendors. This number is subject to adjustment as the season progresses, per consult of BOH.

If customers should exceed the allotted amount, or the market appears too busy per judgement of management, customers will be required to form a que, and will be allowed into the market once customers inside have exited.

A customer queue for entry will be marked out with 6' spaces and form at the entry and travel east along the edge of the market.

Parking:

All vehicle traffic will enter on the Panhandle Rd. side of the Ag Hall, near the bend in the road and travel along the existing gravel drive, entering the parking area on the north side of the market. Additional parking will be allotted in a field to the west and along the treeline of the gravel drive.

All vehicle traffic will exit from Jane's fair way to State Road.

All traffic and parking will be directed by (1) WTFM paid parking attendant in addition to staffing provided by the Ag Society.

Parking signage will indicate:

- Entry location
- Direction to parking
- Parking areas
- Handicap parking areas
- Spacing requirements

Further signage, cones will provide a fire/EMS lane. Location to be determined by Chief, Building Inspector

A police detail will be present at all times during market

Vendor Protocol (see attached for expanded vendor protocol)

Any vendor feeling sick, or suspecting they have been infected must not attend market.

All vendors must wear masks and gloves at all times.

Vendors must arrive at the market supplied with masks and gloves for all employees.

Vendors must arrive supplied with disinfectant and will be encouraged to use surfaces that can be easily sanitized and to sanitize those surfaces before, during and after market.

Vendors must indicate customer line spacing at 6' apart w/ ground paint, cone, or other effective means of marking.

Vendors will not allow customers into their booths and will provide a physical barrier between customers and products for sale. For example, a table or rope across the front of their booth at a distance of 6'.

Vendors will be encouraged to set up online ordering systems allowing for pre-packing of bags for faster turnaround for customers.

Vendors will be encouraged to have one person handling products and one handling money.

Vendors cannot handle reusable bags. Items will either be placed in a new bag or handed to the customer for them to place in their own bags.

There will be no offering of samples.

Customer Protocol

Any customer feeling sick, or suspecting they have been infected must not attend market.

All customers **must be wearing masks**, gloves recommended.

Customers must maintain a social distance of 6' or more at all times.

Customers will be encouraged to plan ahead, using online ordering platforms, Venmo when possible and shopping one person/household.

Customers will be discouraged from lingering.

There will be no seating, musical acts or other interactive events offered this season.

Trash and recycling will not be supplied, customers will be expected to carry in/carry out.

Bathrooms will not be made available to customers. (The bathrooms in the Ag Hall will be made available to vendors)

Portable hand washing stations w/ soap, hand sanitizer and paper towels will be available at 4 different locations throughout the market.

Signage will be posted upon entry to market and through the market space reminding customers to:

- Not to enter market if sick

- Maintain 6' social distancing

- Wear gloves, face coverings

- Use hand sanitizer and indicate locations of field sinks (4)

- Direction of traffic

- Not to handle products until purchased and handed off by vendor

Communication of Change of Location, Protocol expectations to Vendors:

In addition to emails and phone conversations, a copy of the expanded Vendor Protocol (attached) will be provided to each vendor. All vendors will be required to sign a document acknowledging they have read and will enforce the market protocols. Each vendor will keep a copy of the Vendor Protocols at all times while at market.

Communication of Change of Location, Protocol to Customers.

Our website will serve as a primary hub for market information. A new page will be added relating clear, concise language about the changes and all expectations for customers at the market.

Additional postings will be made to our social media pages, as well as ads in the local newspapers.

A Welcome Booth, staffed by market managers, will be located at the entrance of the market and serve to educate customers about customer protocols, all things market related.

Signage, as previously referred to, will be posted around the market as reminders to customers of protocols.

Staffing

One market manager, Elana Carlson or Tucker Pforzheimer, will be in attendance at market at all times. One will be operating the Welcome Booth at the entrance, informing customers of protocols and monitoring traffic. The other manager will be free to “float” around the market to ensure protocols are being followed and enforced if necessary.

Managers will be assisted by their 5 person committee of active market vendors.

Additional staffing will be provided by Ag Hall staff and market volunteers.

Map of general market layout. A more detailed version to follow.

