

West Tisbury Farmers Market 2020 COVID-19 Response Plan

The West Tisbury Farmers Market, Inc (WTFM) and management are working to reorganize the market experience in order to mitigate the spread of Covid-19 for our 2020 season. We recognize the important role that our Farmers Market plays in our local food supply system and want to do everything we can to keep customers supplied with fresh, locally grown and prepared foods while also ensuring the highest level of safety for customers and vendors alike.

As a baseline, the WTFM 2020 season will conform to all guidance as laid out in the **Order of the Commissioner of Public Health for Farmers Markets** dated April 27th (document attached). In addition to these guidelines, a supplement of best practices and protocols specific to the WTFM are 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 13 - Oct. 10, 2020

Wednesday: 9:00 am - 12:00 pm, June 17 - Sept. 2, 2020

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. The intent is to make use of the Ag Hall for the 2020 season, whereafter, if determined safe, we will return to the Grange Hall.

Layout (see attached map):

Vendors will form 4 rows, creating in a horseshoe shape. Two rows run the full length of the west and east side of the market. Two shorter rows make up the center, with alternating vendor spaces, back to back.

Vendor tents 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 alleys for pedestrian traffic 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.

The current map provides 45,000 sq. ft of open customer space. Per the allowance provided by the state, 10-15 customers/1000 sq. ft can be permitted inside the market. This determination, or as otherwise decided by W. Tisbury BOH, other town agents, will determine the total number of customers allowed in the market at one time.

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 south along the edge of market.

Parking:

All vehicle traffic will enter on the Panhandle Rd. side of the Ag Hall, travel east along the existing gravel drive and enter the parking area on the east side of the market. Additional parking will be allotted further north in the same field, if needed.

All vehicle traffic will exit on the north side of the field, from Jane's fair way.

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 and arrive at the market supplied with additional gloves and masks.

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 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.

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.

Customer Protocol

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

All customers must be wearing masks and gloves.

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

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

Customers will be discouraged from lingering. There will be no musical acts or seating 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 2020 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

Two market managers, Collins Heavener and Olivia Rabbitt, will be in attendance at market at all times. One will be operating the Welcome Booth at the entrance, informing new 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.