

Dawn Emerson

From: Don Gaile <don@spunbakery.com>
Sent: Tuesday, April 28, 2020 2:21 PM
To: Dawn Emerson
Cc: Vicki Marion
Subject: FW: Update on Market Rules & Guidelines

Dawn,

This email was sent out on April 1 to all our market participants. Based on some new information we will be adding the wearing of masks and directional flow to help with traffic.

Regards,

Don

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From: Don Gaile <don@spunbakery.com>
Date: Wednesday, April 1, 2020 at 4:49 PM
Subject: Update on Market Rules & Guidelines

All,

I hope you are doing well and getting ready for spring. Today I saw the first signs here in Freeport with some flowers just coming out of the ground. I think they were pasque flowers.

I am following up on behalf of the board about the recent COVID-19 pandemic and its impact on our farmers market.

On March 31, 2020, Governor Mills issued her “Stay Healthy at Home” mandate to all residents and businesses in Maine. As a farmers market we are deemed an “essential” business. Guidelines were also announced from Maine’s Department of Agriculture Conservation & Forestry. You can read the Governor’s update [here](#). You can read the Maine Department of Agriculture Conservation & Forestry guidelines [here](#).

We take our customers’ and your safety seriously. Therefore, in order to comply with these new guidelines, we are implementing the following rules to help our customers and us stay safe during this time:

1. Our initial start day of Wednesday, May 20 for Falmouth and Saturday, May 23 for Cumberland are still on schedule. Market times, as decided, are 10AM-2PM for Falmouth and 10AM-1PM for Cumberland. Kathy has spoken with both town representatives who have cleared us to start. If this start date changes we will let you know immediately.

2. Every vendor will set up their tent/trailer at least 6 feet away from another vendor. This will inevitably elongate our layout from previous years. If you participated in last year's market, you will most likely not be in the same exact spot as last year but you may be next to the same vendor. Thankfully, we have the space to accommodate returning and new vendors – we will just be more spread out than in past years. If, and when, these space restrictions are lifted by the Governor, we can look to returning to a more standard set up with tents more closely aligned. A layout of our set up is forthcoming in the next couple of weeks.
3. There are several restrictions on our ability to sell which include:
 - a. No consumption of food on sight. This means everything that you sell should be “to-go”. This also means nothing can go on an open plate assumed to be consumed on site. All food/drink should be bagged, boxed or covered. You may hand out utensils but they should be pre-wrapped in plastic or paper. There should be no open access to utensils, straws or cups. You cannot provide any open public garbage cans.
 - b. No food or beverage sampling. No sampling or any kind for non-food items either.
 - c. No tables or chairs for customer use. While we cannot stop people from sitting outside our space we should not be promoting it either. This applies mostly to our baked goods and specialty food vendors.
 - d. No music or entertainment or reasons to gather together unnecessarily. Unfortunately, we have to cut our music program for now.
4. Every vendor should supply at least one hand sanitizer dispenser in their area for customers. Hand sanitizer has been hard to find lately so we suggest sourcing this NOW in anticipation.
5. For your safety, think about wearing gloves, frequently changing your gloves, and/or hand sanitizing between transactions. This also may be hard to source so we suggest sourcing this NOW in anticipation.
6. Ensure that staff handling money, vouchers, and credit cards wear gloves, and consider keeping separate staff for payments and product handling/packaging. For your safety, think about limiting the amount of cash you accept (thereby limiting hand-to-hand interactions) and go with only credit cards. According to Square, a point of sale provider, in the US and Canada no signatures are required for credit cards that are swiped, tapped or dipped. You can turn off the “signature needed” function on Square. Read the instructions [here](#). If you don't use Square, check with your point of sale provider on their procedure and rules for credit card signatures during this time period.
7. We will produce a sign for everyone to display in their area that mentions washing all produce, washing your hands, remain home if sick, leave 6 feet of space between customers, and order ahead.
8. Try to adhere to the 6 feet of space between customer guideline. Consider your current set up and reconfigure it to limit proximity of customers. If people “enter” your tent you may want to turn your configuration around so they do not or only let 1 person in at a time.
9. Consider creating a flyer or promoting the idea of ordering ahead so customers can quickly pick up their purchase without waiting.
10. If you become ill for any reason, do not come to the market. If you contract the COVID-19 virus please let Kathy know ASAP. We are currently reviewing what communication we need to do while retaining your privacy.
11. We are going to announce our opening market days this week and publish our new guidelines on our website and social media.