Details on the Steering Committee and Reporting & Evaluation

Steering Committee Governance, Tasks, and Schedule

Up to 15 individuals (can include managers, vendors, board members, customers, volunteers) will serve on a Collaborative Steering Committee that will set Collaborative goals, prioritize projects, advise on a variety of areas including advertising needs and trainings selection, technical assistance needs, and assist with evaluation. Must attend annual Roundtable. Stipend of $150/year provided.

We hope the SC will include: 8 managers/market governance representatives, 2-3 vendors, 2-3 community members. Each Collaborative market must send at least one representative for 2 of the 3 years of the project. The group will elect a chair annually, who will run the meeting. Vital Communities will organize/coordinate the meetings, take notes, disseminate information, and provide back bone structure to the group.

Schedule: Three productive two hour meetings (including food provided by Vital Communities) in off season (October-February) in central location to perform duties listed above. Occasional virtual meeting(s) possible if group determines it necessary.

Tracking and Reporting for Evaluation

Evaluating the effectiveness of the marketing outreach and project activities will be an important part of this work. Assessing the impact of each activity, event, or ad campaign will inform the decisions that the Steering Committee makes for projects each season, and the focus of the Collaborative. Tracking sales, traffic, vendor and customer satisfaction will be an important part of this project so we know what works and what doesn’t.

Markets will set self-determined goals: market sales, visitation numbers, vendor retention, and market operation and capacity goals and adhere to tracking and survey systems for evaluating success.

The Collaborative will adhere to a standard method of tracking and reporting market sales to be determined by the Steering Committee.

Each market will have at least one agricultural vendor that will track and report market sales annually. Farm vendors will set self-determined income goals for market sales for project.

All markets and vendors will be asked to complete four satisfaction surveys (beginning of project to determine baseline, 2 annual surveys in 2018, 2018, and a final end of project survey in 2020.

Contact: Nancy LaRowe, Nancy@VitalCommunities.org