

IFM Artisan Guidelines, (Revised February 2011)

AS OF ITS JANUARY 12TH 2011 MEETING, THE ITHACA FARMERS MARKET BOARD OF DIRECTORS VOTED TO CLOSE THE 2011 SEASON TO APPLICATIONS FOR NEW VENDORS IN ALL CATEGORIES UNTIL FURTHER NOTICE. The IFM membership is at capacity presently. This may change in the future, please check the IFM website for a change to this situation.

I. ARTISAN GUIDELINES INTRODUCTION

The Artisan Committee (AC) consists of seven to nine Ithaca Farmers Market (IFM) vendors approved by The IFM Board of Directors. The committee members are chosen to represent the diversity of different craft medium and areas of expertise at the IFM. A list of currently serving AC members appears at the end of these guidelines **[section X]**. All AC recommendations are submitted to the IFM Board of Directors (BoD) for approval at the monthly IFM Board of Directors (BoD) meetings.

The functions of the AC are as follows:

- To jury prospective artisan vendors
- To continuously review work sold at market in order to maintain standards, both of quality of work and of stall display at the IFM.
- To adopt rules and change procedures to reflect the market's growth
- To serve as a liaison and resource for artisan vendors to the IFM Board
- To communicate issues relevant to IFM artisan vendors regarding IFM policies, protocol and daily operations.

This guide describes the AC protocol for the following:

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For the general rules and regulations of IFM membership regarding sales, stall assignments, membership requirements, work hours, etc, please refer to the most recent "IFM Member Guide." View online to see the most up-to-date version: www.ithacamarket.com

II. JURY CRITERIA NEW EASY ENTRY APPLICANTS

AS OF JANUARY 12, 2011, THE IFM BOARD OF DIRECTORS HAS CLOSED APPLICATIONS TO THE IFM IN ALL CATEGORIES (Artisan, Agriculture, and Food) UNTIL FURTHER NOTICE.

All artisan products must be made by the artist [or his/her employee(s)] within 30 miles of Ithaca, and all items need to be juried by the AC. *[For exceptions allowed for artist's reproductions, see section VII, p.6.]*

If approved for acceptance to the IFM, all vendors agree to abide by all IFM rules & regulations.

Jury scoring is based on a scale of (1) through (5) for each of six elements listed below, with (1) representing unacceptable work, (2) somewhat acceptable work, (3) satisfactory work, (4) very good work, and (5) excellent work. The jury criteria are weighed equally and are listed in no particular order of importance:

Aesthetic Quality & Originality of Design: A sense of beauty and/or unique, fresh individual style, including products' presentation & packaging.

Skill in execution: Technical excellence used to create the finished products.

Creative Use of Materials: Novel approach to the art or craft, including the ability to use materials in an imaginative way.

Level of Difficulty: Work shows that its maker has taken time, thought, knowledge, and skill to create products.

Variety of work: Variety of items or designs offered. Work should not have a mass-produced or commercial look.

Contribution to Market Balance: The product(s) add to the quality and variety of the IFM as a whole.

*****The above jury criteria apply as well when the AC juries vendors for advancement to Associate or Full member status, and for already established vendors who are adding a product to their line.*****

III. THE JURY PROCESS FOR NEW APPLICANTS TO THE IFM

The applicant must fill out both the artisan application and the IFM new vendor application and mail them to the IFM with **separate** checks for jury fee (\$15) and application fee (\$25). Please do not submit samples of your artwork with your applications.

Once the application is forwarded to the artisan committee, a committee representative will contact the applicant to arrange for jurying at the monthly artisan meeting, normally

held the Monday prior to the IFM Board of Directors meetings, which are held the 2nd Wednesday of each month. *If an applicant has primarily larger sized works, please call a member of the AC for advice on how to present work. [A list of current AC members is provided below, section X.]*

10 items for jury are required, and applications MUST BE COMPLETE in order to be juried. Applications forwarded to the AC by the 1st of the month will be included on the next artisan meeting agenda. However, in order to give each applicant a thorough assessment, the committee reserves the right to limit the number of juries to 4 per month.

To jury, AC members read the application and review the work submitted. The quality of the work is discussed considering the stated jury criteria **[section II]**.

The AC determines if the work is well executed and made from quality materials. The AC is looking for a strong command of the medium that shows an individual, unique style. It is preferred that the applicant submit a line of varied but related items that are representative of the body of work s/he intends to sell. The work should not have a commercial or mass-produced look, and it must contribute to the overall balance of the IFM. Artisans should keep in mind that the IFM is a family-oriented venue, and their products need to reflect that aesthetic. All artisan vendors are expected to keep their stall's display tidy and well-stocked throughout the Farmers Market season.

After viewing and discussing the applicant's work, the AC will reach a consensus on whether to accept the applicant as an EE vendor. The AC will then give their recommendation to the IFM board of directors for approval at the next BoD meeting.

Board meetings normally take place the 2nd Wednesday of the month. After the BoD gives its decision, an AC representative will notify the applicant of acceptance or rejection.

IV. IFM ARTISAN MEMBERSHIP PROMOTION

The IFM Board of Directors monitors the overall composition of the IFM memberships and determines when new full, associate, or easy entry memberships become available.

When the BoD directs the AC to do so, the AC will notify artisan vendors via the online IFM weekly update that openings exist for membership promotion. Vendors interested in promotion will be asked to notify the appropriate AC committee member as recommended by the weekly update. Occasionally there are vendors who do not wish to change their present status. *[Please refer to the IFM Member Guide to review privileges & responsibilities related to the different levels of IFM membership]*

Because the IFM is a community based on cooperation and commitment, the **market factors** listed below will be used to recommend an **EE vendor** who wishes to advance to **Associate level**, or an **Associate vendor** who wishes to advance to **Full**

Membership level. The market factors considered are listed in no particular order of importance:

- The date the vendor was accepted into market
- *The vendor's attendance frequency, particularly in most recent years*
- *The vendor's work hour performance over the years*
- *The vendor's willingness to follow IFM rules & guidelines *
- *Both the vendor's annual dues and daily selling fees being paid up to date*
- The vendor's contribution to overall market product balance and diversity of products offered.
- The vendor's consistency in maintaining a tidy and well-stocked display.

The IFM manager will be consulted to furnish information regarding vendors' market attendance, fee payment, rule adherence, and work hour information.

It is to the benefit of all market vendors to keep personal records of market participation in case there is any discrepancy. This would include year-end statements and cancelled checks for daily fees.

Promotion from EE Vendor to Associate Vendor Status

As our market has become more crowded, it has become very difficult for an artisan EE vendor to advance to the associate level of membership. As stated above, the IFM board informs the AC when an opening exists for a new associate vendor, usually due to an associate resignation, or more rarely, due to an associate being promoted to full membership. The AC will inform artisans that an opening exists prior to the next scheduled AC meeting.

Only EE vendors with at least 2 years at the IFM will be considered for promotion.

After qualifying EE vendors declare their interest in promotion, the AC will then review each candidate based on the above-mentioned factors, and arrive at a consensus to recommend a candidate for promotion to associate level. An AC representative will make the committee's recommendation at the next IFM Board of Directors meeting. After voting by the BoD, an AC representative will notify vendors of promotion status within a day of the BoD meeting.

Promotion from Associate Vendor to Full Member Status

Since ***roughly only 20%*** of all IFM **FULL** memberships are allocated to artisan vendors, the AC must be very selective when promoting **ASSOCIATES** to these very rare **FULL** memberships. This happens only when the ratio of agriculture to food & artisan allows for new **FULL** memberships. *[Please see the IFM Member Guide for rules regarding the IFM percentage requirements: 60% agriculture/40%artisan & food.]*

Only associates with at least **FIVE YEARS** at the IFM will be considered for **FULL**

membership. After the BoD informs the AC they can promote an associate, the AC will inform artisans that an opening exists prior to the next scheduled AC meeting.

After qualifying Associate vendors declare their interest in promotion, the AC will then review each candidate based on the above-mentioned factors, and arrive at a consensus to recommend a candidate for promotion to Full membership. An AC representative will make the committee's recommendation at the next IFM Board of Directors meeting. After voting by the BoD, an AC representative will notify vendors of promotion status within a day of the BoD meeting.

V. JURY FOR NEW PRODUCTS & LAPSED VENDORS

The AC continuously reviews work sold at market in order to maintain quality of product and display. When in doubt, ask an AC member if something new added to your line needs to be juried. *[A list of current AC members is provided on p.7 of this guide]*

The AC should jury new work that is significantly different from work that a vendor has originally juried. This includes changes in medium, technique, and style. It is a good idea to check with the committee when considering the addition of new items. Juries will take place during regularly scheduled AC meetings. The AC should be notified by the 1st of the month of a vendor's wish to jury new work in order to be included in the next AC meeting agenda. Any decision made by the AC may be appealed to the BoD.

A vendor who has a BoD approved leave-of-absence for one year does not have to re-jury to resume selling at market. Any vendor absent for more than one year without BoD approval must reapply to the IFM. Jury and application fees will apply.

Vendors are responsible to keep the product at their stall up to the same quality when originally juried. If standards for products fall below that at which they were originally juried, the AC may need to request a re-jury of the vendor's work.

All artisan vendors are expected to keep their stall's display tidy and well-stocked throughout the Farmers Market season.

VI. PROHIBITION OF BUY/SELL PRODUCTS

- Vendors are not permitted to resell commercially produced items.
- Items assembled from kits may not be sold.
- Manufactured items can only be used as components of handcrafted work (i.e. jewelry findings, furniture hardware, etc.), and are to be kept at a minimum.
- Jewelry made primarily from commercially manufactured beads will not be accepted.
- Some manufactured "blanks" upon which vendors do their handiwork are permitted (i.e. clothing blanks, canvas bags, etc) but when possible these "blanks" should be made within 30 miles of the IFM, or at least be made in the USA.
- No purchased items can be sold separately from vendor's handcrafted work.

VII. ARTIST REPRODUCTIONS

IFM vendors with original artwork may sell reproductions of their original work at the IFM in the form of note cards and quality prints. When the vendor is NOT printing reproductions themselves, it is highly encouraged that a printing service located within 30 miles of Ithaca be utilized. A maximum of 25% of objects **DISPLAYED** are permitted to be reproductions, and reproductions must be clearly marked as such.

Applicants whose work is primarily sold in the form of commercial reproductions (i.e. books, cards, calendars) will no longer be accepted by the IFM except under very unusual circumstances.

Objects with a vendor's commercially reproduced art images are not permitted for sale at the IFM when the primary use for the object is functional rather than aesthetic. Examples of such objects include (but are not restricted to) mugs, ceramics, mouse pads, magnets, t-shirts & hats, tote bags and notebooks. The intent of this restriction is to maintain the non-commercial aesthetic of artwork offered at the IFM.

Artisan vendors who currently sell reproduced functional items that feature their art images, are encouraged, but not required, to sell off and not replace these "grandfathered" items when making future buying choices.

VIII. "GRANDFATHERED" ARTISAN PRODUCTS

Standards have evolved at market so that some products that were once approved will no longer be recommended to the BoD for approval. Even if a product has been "grandfathered" for one vendor, it does not imply further exceptions for applicants will be approved.

Current vendors with grandfathered products are encouraged to bring their product line into accord with the same expectations placed on other vendors for selling local and handmade products. For example, some present IFM artisan vendors are grandfathered for more than 25% of their stall having commercially reproduced artwork. These vendors are encouraged, but not required, to increase and maintain the percentage of original artwork displayed in their stall.

IX. PREVENTING BIAS & CONFLICT OF INTEREST

All possible attempts will be made by members of the AC to prevent bias and conflict of interest when considering vendors for promotion in membership levels, and during vendor juries.

If an AC member is an EE vendor who wishes to become an associate, or an associate who wishes to become a full member, the relevant AC member will excuse him/herself from discussion and the committee vote.

Members of the AC will likewise excuse themselves during jury deliberations where they might have a conflict of interest. This includes when an applicant's product line may present direct competition to the AC member's, and when the AC member is asking to add a new product to his or her own line.

X. CURRENT IFM ARTISAN COMMITTEE MEMBERS, 2011

Amanda David, EE vendor	(Rootwork Herbals)
Leslie Ehrlich, Full member	(Leslie Ehrlich Pottery)
Polly Joan, Full member	(PJ Originals Photography)
Natasha Keller, Associate vendor	(One Swell Gal)
Susan Rollings, Full member	(Sundancer Designs Textile Co.)
Mary Shelley, co-chair, Full member	(Art by Mary Shelley)
Sandy Yahner, co-chair, Associate vendor	(Frosty Morning Jewelry)

Please refer to the IFM Vendor Guide or the IFM website for contact info of the artisan committee members.