



www.sequimmarket.com  
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## Coming of Age

A tough economy...a closed bridge...heat waves...any number of factors could have put a dent in the 2009 season, but none have. Instead, the Open Aire Market has prospered. Each Saturday, nearly sixty vendors and community organizations fill Cedar Street and the Market Square, creating a vibrant, one-of-a-kind event. Music fills the air. Or is that Aire?

Sales are strong, with gross sales totaling more than \$130,000 through July. Average daily sales are on par with previous seasons (or better!) across all vendor categories. Farm vendors now account for more than 25% of overall sales, the largest percentage in recent memory.

Many great new vendors have joined the Market, including several talented local young people who are pioneering our Youth Program. "Support(ing) farming and fine art opportunities for youth" is one of four priorities set out in our Bylaws. Actively recruiting and featuring young musicians, providing exposure and a rare paid gig, provides another avenue for youth involvement.

Vendors are only half the story - an enthusiastic, supportive community is what truly makes the Open Aire Market a success. It's the families who walk through every Saturday to see what's new for the kids; it's the elderly gentleman shopping for his weeks' produce; it's the music fans who come out to see a new act; it's the visitor to town, drawn by the sounds and the crowd.

It takes all of us working together to pull off something as special as the Market every single week. Good job...and see you on Cedar Street!

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# A Note From the President...

You've probably noticed that our Market has experienced tremendous growth over the last few years. With growth comes many changes. Are all of these changes beneficial for the Market and for our Community? Have we really improved the vendor/patron atmosphere?

Your Market Board of Directors initiated the reorganization, revisions and modifications of the Market. Do they reflect and hold true to the spirit and the "official" purpose of the Sequim Open Aire Market? Did you know that our Market has an "official" purpose?

Well, folks, we really need your help! We want this Market to be the biggest and best that it can be without compromising her spirit! Without your input we can not hope to achieve this goal. So, we have made it easier for you to contact your Board of Directors. A new "Talk to a Board Member" feature has been added to [www.sequimmarket.com](http://www.sequimmarket.com): Click on "Vendor Information," then locate the list of Board Member names, click on "Talk to a Board Member" and your email will be sent directly to my personal email address. I will respond to each and every email and will share your thoughts and ideas with your Board at our next scheduled meeting. We also encourage our Patrons and Community members to utilize this feature as well. Tell us what you like, what you don't like and changes that you'd like the Market to consider.

If you prefer a good, old fashioned conversation via telephone you may call Ruthann Toney, our Vendor Advocate. Ruthann is a long-time Vendor and Board member and a very good listener! She also has first-hand knowledge of our Market's history with many fascinating and colorful stories to share. Ruthann may be reached at (360) 683-6004. Mark Ozias is also another excellent person to contact. For those Community members who do not recognize this name, Mark is not only a vendor with the Sequim Open Aire Market but also our Market Director. Mark may be reached Monday through Friday between 8 A.M. and Noon at (360) 460-2668 or you may email him at [director@sequimmarket.com](mailto:director@sequimmarket.com).

Over the course of the next few weeks Ruthann, Mark and I will be conducting an "in person" Vendor Survey. This survey is meant to serve two purposes: (1) To inform Vendors of the Market's structure and Purpose and (2) To gather thoughts and ideas about the Market's future. So, please, put those thinking caps on! We need your input...the future of the Open Aire Market is in your hands.

I would like to thank all of you, in advance, for your time and especially for caring so much about our Market and Community. And, I'll see you at the Market----very soon!!

Carol S. Smith

## Special To Vendors: Clearing Up "Early Take-Down" Confusion

The Market is open until 3:00 p.m. on Saturdays. All vendors and community organizations are required to remain open, and fully set-up, until 3:00. The reason for this is simple...packing up, or taking down a display, or leaving a booth unattended sends a clear message to Market guests that it is closing time and they become much less inclined to shop from any vendor. Please use the time between 3:00 and 3:15 to begin taking down your display. When the bell rings and all vendors begin this process *en masse* it encourages Market guests to clear the street at the appropriate time so that your vehicles can enter the street/square more safely.

There are a few exceptions to this rule. Farm vendors may consolidate their display as needed throughout the day. Should a farm vendor sell **completely** out of product, they may take down and leave early. Likewise, food vendors may take down and leave early should they run completely out of food. However, this should not happen on a regular basis as food vendors should plan to have sufficient quantities on hand to remain open the entire Market day. ***Any early takedown should be coordinated with the Site Manager.***

## Open Aire Market Announces Indoor Season Events!

Building upon the success of last season's indoor events at the Boys and Girls Club facility in Sequim, the Open Aire Market will once again host three major special event weekends this winter:

**The Indoor Home Holiday** will be a two day affair this year. **Friday, November 27 and Saturday, November 28** are just about the biggest shopping days of the year and Open Aire Market vendors are excited to welcome visitors to our second-annual holiday event. Ring in the season and find all your gifts from 10:00 a.m. to 4:00 p.m. each day. After all, is anybody on your list NOT Market-worthy? *Vendors, please RSVP to Joe; \$60 event fee due October 31st. Doors open for setup at 6:30 a.m.*

**The Winter Warm-Up** will draw us all together again to bring some warmth and cheer to a long, dark February. **Saturday, February 13** will find music, food, Valentine's Day gifts and more from 10 to 4. *Vendors, please RSVP to Joe; \$35 event fee due January 15<sup>th</sup>. Setup details to be announced at a later date.*

Next spring the Open Aire Market is especially pleased to serve as host of Sequim's official celebration and recognition of the 40<sup>th</sup> anniversary of Earth Day at our third-annual **Spring Preview** to take place on **Saturday, April 17**.

An expanded community booth program will feature numerous local organizations working on issues ranging from sustainability, to local food production, to composting, to waste reduction and recycling, to efficient vehicles and alternative energy. A range of speakers will give short lectures throughout the day and visitors will be encouraged to visit all of the Earth Day celebration sites hosting events around town. You won't want to miss this one-of-a-kind opportunity.

*Vendors, please RSVP to Joe; \$35 event fee due March 25<sup>th</sup>.*

## How Does The Market Run?

The Sequim Open Aire Market has grown quite a bit in the past few years. What once was a summertime, weekend affair featuring two or three dozen vendors is now a year-round, outdoor and indoor festival that hosts about sixty artists, farmers and food producers on any given Market day.

The Open Aire Market is a non-profit organization in Washington State. This is a reflection of the benefit we bring to the community, especially the unique connection to locally-grown and produced food.

It takes the combined efforts of many to help the organization run. Ultimately, a Board of Directors sets a vision for the Market and works to carry it forward. This group is comprised primarily of vendor volunteers who are joined by a few dedicated community members who share a passion for the Market and its success. A strong Board is vital to the continued growth of the Market.

The Market Director is responsible for the day-to-day operation of the organization. Vendor recruitment, marketing and advertising, fundraising, sponsorship development and community relations are all a part of the Director's job. The Market Director represents the Open Aire Market at the Chamber of Commerce, the Sequim Marketing Action Committee, in front of the City Council and as a speaker for various community groups.

The Site Manager is responsible for all of the logistical and physical aspects of the Market on Saturdays. The Site Manager ensures a smooth setup from week to week, handles attendance and booth rent collection, and staffs the Market Information Booth.

**Thank You  
Vendors, Volunteers, Musicians,  
Community Organizations and  
Especially Market Visitors!!!**

# Market Calendar

- Sept 5 Music: Cort Armstrong  
Sept 12 Music: Barry and Featured Guests  
Sept 19 Music: Steve Koehler and Paul Stehr-Green  
Sept 26 Music: Blackbird  
Oct 3 **Final Full Day!**  
**Market Harvest Celebration**  
Naki'i performs live 11 - 2

## ***New This Season!!! Produce/Farm Product Market To Run Through October***

- Oct 10 Farmers Market Square, 10 - 1  
Oct 17 Farmers Market Square, 10 - 1  
Oct 24 Farmers Market Square, 10 - 1  
Oct 31 Farmers Market Square, 10 - 1  
*Get a jump start on Halloween!*

## **Quickie Survey Results...With Detailed Vendor Survey For All Vendors To Come**

Of those vendors in attendance the Sunday afternoon of Lavender Festival weekend, 32 of 34 surveyed liked the two day special event and want to see it remain a two day affair next season. What do the rest of you think? We want to know, and we're working to create a comprehensive vendor survey to find out. Be ready to tell us what you think, vendors!

## ***New This Season!!!***

**Produce/Farm Markets  
Market Square  
10 a.m. to 1 p.m. Saturdays  
October 10 - October 31**

Your access to fresh, local produce and farm products is extended through the end of the month with special Markets and special hours! We look forward to seeing you in the Square.

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