



2024 Friday Night Live General Rules and Regulations

Section A. Applying to and Participating in the Cloverdale Friday Night Live Street Fair (Market)

The following people participate at our market and are known as "Market Participants":

1. Vendors - those who sell approved goods and services at their booths.
2. Non-Vendor Participants -
 - i. Sponsors - local small businesses that take an interest in our community and financially support our market. They participate by offering education and information to the public.
 - ii. Non-Profits and Community Groups who occupy booth space for the purpose of distributing approved information and education to the public.
3. Market Volunteers - Citizens who, through the goodness of their hearts, give their time to help our market run smoothly.

New Market Applicants:

Contact the FNL Market Manager, at **707-245-7557 (kristinacassidy@rocketmail.com)** to discuss your products and market space availability. You may be required to present samples or photos of the products you propose to sell for review. Once it has been decided there is space for you at the market, fill out an application per the instructions below.

All Market Applicants:

1. Complete, sign and submit the Vendor Application by the current year application deadline.
2. Submit the following fees and documents with your Application Packet:
 - a. \$25 annual Administration Fee
 - b. Appropriate Certificates and documents per the Application Checklist for your type.
2. Obtain approval from the Market Manager to sell items at the market.
 - a. All items must be pre-approved by the Market Manager prior to selling at the market. This includes any new or additional items a current vendor wishes to add to originally approved items.
 - b. Approval of goods and services are based on the appropriateness of the product for our market and whether the goods and services are substantially different from what is already being sold at the market.



Section B. Approval of Market Participation and Booth Locations

Approval of market participation will be determined on the following basis:

1. Market safety
2. Overall balance and market environment
 - a. In order to promote an interesting market for the public and a profitable market for the vendors, it is important to build an exciting mix of vendors, goods, and services. Therefore, once we have filled a particular category, we will no longer add vendors/participants offering those products, goods, or services.
 - b. Items that violate good manners and cause controversy will not be approved. This is a family-oriented market and we have a diverse community. Therefore, any items that promote obscenity, political or religious propaganda, or any other controversial subject matter are not appropriate at this market.
3. Seniority
 - a. Returning vendors in good standing who apply by the Market application deadline will be given priority regarding their ability to sell at the market. All those who apply after that date will be juried on a case-by-case basis, giving consideration to product similarities, product quality and timing of the application, until that category is filled. In cases of hot food vendors, where those criteria are similar and a choice is necessitated, Cloverdale based merchants will be given first consideration.
4. Special Rules for Crafters, Artisans and Health/Wellness Vendors
 - a. Vendors in this category are those who have created, sewn, constructed, blended, formulated or otherwise fashioned from component materials the item(s) they sell. The component materials must be sufficiently modified from their original state to demonstrate fine quality craftsmanship and uniquely individual product(s).
 - b. The creation of these products must be done by the seller themselves or by family or someone they personally know.
 - c. All new crafter, artisan or wellness applications shall be reviewed to determine if they meet the above criteria prior to approval for sale at the FNL market. Product samples or photos will be required for this review.

Booth Locations will be determined on the following basis:

1. Market safety
2. Overall market appearance, attractiveness, and marketability
3. Attendee Traffic Patterns

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Should you have a problem with your location, you may discuss it with the Market Manager to see if changes can be made. However, the manager's decision is final and arguments will not be tolerated.

Section C. At Your Booth Space

1. All vendors will be allotted one booth space.
 - a. Prepared Food Vendors will have a 12' X 20' space. All others will be 12' X 12' spaces.
 - b. Some of the spaces include vehicle space and some are off-load-only depending on width of street. Manager will place vendors in the best locations with the Market and the Vendors in mind.
2. If one booth space is inadequate for your particular set up, you may rent an adjoining booth space. However, this should be done at the time of application to ensure our ability to accommodate your request.
3. Electricity, Water and Waste
 - a. We do not supply electricity for vendors, nor does the City of Cloverdale.
 - b. Vendors may use their own portable Silent, Low Fume, generators or batteries for power. They must be placed in safe, hidden area near space.
 - c. Water for Food Vendors is available at a faucet at the front of Cloverdale City Hall. Please notify Manager if you need to use the water.
 - d. All vendors are required to take home their own garbage & waste water. No space in public garbage cans is available for vendor waste.
4. Maintaining a clear view
 - a. Market participants may not block or obstruct the view of other participants' booths. Please keep inventory in front of booth area at table level, placing tall items in back of booth.
 - b. Vendor participants must control the lines around their booths to avoid obstruction of neighboring booths ***and to remind those standing in line to use social distancing while waiting.***
5. Market appearance
 - a. In order to maintain a clean/tidy market, please set your tent/canopy up so that the front of the canopy is uniform with your neighbors' canopy.
6. ***Maintaining Safe Distancing and Covid Protocol***
 - a. ***The City of Cloverdale and Friday Night Live will follow protocol requested by Public Health Dept. There will be posted signs for social distancing and masks when in big crowd of non-cohorts. This may be updated as the year progresses.***

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Section D. Market Set-up and Take Down Hours & Procedures

1. The market begins at 6:00 pm and goes until 9:30 pm.
2. Set-up and break-down
 - a. **Set up begins at 5:00 pm, or once Cloverdale Boulevard has been closed. No unloading or blocking of road before 5:00 pm is allowed and police will ticket.**
 - b. Vendors are to pull along the side of their booth to unload and not in front of neighboring booths and then proceed forward after unloading to exit.
 - c. Vendors have until 5:30 pm to enter the Boulevard with their vehicles and have to be unloaded and out by 5:50 pm.
 - d. Vendors arriving after 5:30 pm must carry their equipment/products into the market area. Contact Market Manager that you are still coming.
 - e. **Breakdown may begin at 9:30 pm, vendor vehicles will not be allowed into the Market barriers until 9:45 pm.**
3. Entrance and Exit Procedures
 - a. Vendors located on the East side of Cloverdale Blvd. are to enter at the South end of Cloverdale Blvd at First St. and continue forward to exit at W. Second St.
 - b. Vendors located on the West side of Cloverdale Blvd. are to enter at the North end of Cloverdale Blvd. at W. Second St. and continue forward to exit at First St.
 - c. Vendors located in the open lot across from Plaza Park are to enter and exit from the alley on Commercial St. or W. Second St.
 - d. Vendors on Broad Street, enter and exit on Broad Street.
 - e. At 9:45 closing, if streets are still filled with people you will be guided into Market by Market staff or Security Guards. Please take caution and follow directions given. We apologize for any inconvenience late guests may cause vendors, but safety is our priority.
 - f. Vendor Parking is available along W. Second St, adjacent lot and on W. First St.

Section E. At the Market

All Market participants and their employees must abide by the following:

1. Conform to all State and County health and safety codes that pertain to participant activities and products.
2. Maintain a clean and tidy booth space **with Hand Sanitizer available for guests.**
 - a. Stay within your space. Storage of boxes, etc. can be done in the space between the back of your tent and the curb.

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3. Do not block city sidewalks or walkways between booths; this poses a safety hazard.
4. Pets are not allowed within 20 feet of Food Vendor booths unless they are qualified service dogs, per State Health Dept. codes. Please help us enforce this when you see violators.
5. Market participants are responsible for the safety and behavior of their employees, spouses, and children.
6. Market participants must recognize the authority of the Market Manager, market staff and Arts Alliance staff. Failure to do so may result in removal from the market and disciplinary action as outlined in Section G.
 - a. The Market Manager is in charge of the market and is responsible for maintaining a safe, balanced and harmonious market at all times. Any Market participant not complying with the direction of the Market Manager or Market Staff regarding, but not limited to, the following will be subject to disciplinary action (Section G):
 - i. location of booth
 - ii. set up and take down procedures
 - iii. payment of fees
 - iv. goods sold at the market
 - v. inappropriate behavior
7. Harassment of any individuals within the market will result in removal. Disciplinary action will follow as outlined in Section G.
8. Because the Market Manager's priority is the health, safety, and smooth running of the market, the market is not the place to address any concerns that can be addressed at a later date by phone or email, unless the issue poses immediate health or safety concerns. If such situations do arise, please contact the Market Manager by phone at 707-245-7557 or email streetfair@cloverdaleartsalliance.org.
9. Because continual improvement of the market is our goal; the CAA Board will hear all issues brought to the Market Manager.

Section F. Fees and Cancellations

No-shows and late arrivals result in chaos, which negatively affects the market, its vendors, and its staff. Therefore, we've established the following rules. Please make sure you notify the Market Manager as soon as you can if a situation arises that prevents you from coming or showing up on time.

1. Booth Fees: Weekly booth fees will be paid weekly and will be collected for that day's market prior to the end of the night.

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2. All Vendors notify Market of days they will not be able to attend in advance. If another day comes up that a vendor cannot attend, they must give the Market Manager at least one week notice or they will be responsible for the regular booth fee.

Section G. Violations and Disciplinary Action

1. Because this is a family venue and one at which we want everyone to feel welcome and safe, certain behaviors, including but not limited to the following, are prohibited and will result in disciplinary action:
 - a. Loud, vulgar, and obscene language
 - b. Threatening or taunting anyone within the market
 - c. Obvious intoxication
 - d. Loud barking, shouting or hawking of products for sale
 - e. Inflammatory slogans or statements
 - f. Religious or political propaganda
 - g. Failure to comply with market staff, security or the Cloverdale Police.
2. Whenever the Market Manager, in good faith, believes a market participant or his/her assistants has violated the rules and regulations of the market, or the Sonoma County Public Health or State Direct Marketing law, the Manager will issue a verbal warning. The market participant must bring the issue into *immediate* compliance or risk being removed from the market and disciplinary action will follow, as outlined below:
 - a. The Market Manager will attempt to resolve issues verbally. If this is not possible due to the market participants' or their assistant's refusal to comply, the market participant, or the assistant, will be given a written notice and will be asked to leave and potentially be escorted by security out of the market area.
 - b. A written warning will be issued to the primary market participant (the one whose name is on the Application).
 - c. A 1st instance written warning issue can cause loss of good standing and subsequent loss of seniority/priority for the following season.
 - d. An inquiry will occur to determine the exact issue and cause at hand. If the market participant is found to have violated the FNL Rules and Regulations, The market participant or their assistant, will be removed from the market for a duration determined by the CAA Board.



Section H- Appeals to Disciplinary Action

1. Probation and loss of good standing/priority are serious matters; ones that we hope we never have to act upon. However, these situations may arise. If a market participant feels that they have been misunderstood or dealt with unfairly, there is an appeals process as follows:
 - a. The market participant has the right to appeal their removal within 48 hours of receiving the written warning.
 - b. An email must be sent to the CAA Board of Directors at:
Mark@cloverdaleartsalliance.org
 - c. A meeting will occur before the next market day.
 - d. The CAA Board of Directors will take all necessary steps to ensure that their decision is both fair and just. However, the CAA Board of Directors will make the final decision and that decision is binding.

End Of 2024 FNL Rules and Regulations

Finalized on 3/19/24 by the Cloverdale Arts Alliance Executive Director, Mark Tharrington