

Motueka Sunday Market.

The Motueka Sunday Market is subject to a ~~lease~~^{license} with Judy Roper.

It expired on 30 June 2011 and continues to operate at council's pleasure.

The Licence conditions require 20% of gross rentals to be paid as a licence fee with a minimum of \$85 plus GST per week.

The Licensee is able to decide who may or may not trade at the market, and what goods may be offered.

The Licensee or a manager appointed by the Licensee shall remain on site during the market operation.

The Licensee shall maintain records and make these available if requested.

The Licensee is required to establish an annual marketing and promotional plan, after consultation with regular stall holders.

Response to questions from Motueka Community Board:

No other sites have been considered in recent years, the existing site has easy access, public toilets and power. If the Board would like to consider alternative sites we would be happy to consider them in conjunction with the appropriate council department.

Extension of the market onto the grassed areas would not be supported as it would cause compaction etc.

Market operators are bound by the same regulations and legislation that applies to other traders. The Licensee is able to make rules for the market operation to ensure it runs smoothly. Council would only become involved in this if there was a dispute, or the rules were considered to be unfair.

The current agreement is supplied herewith.

Process for reviewing terms, these are reviewed when any agreement is issued, to reflect legislative changes or where refinement or clarification is desired. Any reasonable requests would be considered.

Process for renewing. Previously the board has been consulted prior to any renewal and generally the board's recommendation has been acted on. I see no advantage in tendering the licence, as the fee is set and the conditions are standard and unlikely to change very much. The existing operator has maintained regular contact with me and my visits to the market have shown that operation is well received by the public.

If the board was of the opinion that other people should be given the opportunity to bid for the market, my recommendation would be that a "registration of interest"

process be undertaken. Under this process registrants would be required to submit on certain criteria which would then be analysed and assessed on a weighting system.

There are always people who consider that they can run any market more successfully than any resident operator. More often than not they have an axe to grind, and my association with various markets over 20 odd years has shown that to be the case. Successful operators are careful to balance types and numbers of traders to foster their markets and retain their good vendors, and this can cause dissatisfaction. While this is a community market, it performs more than one service. Firstly it provides a business opportunity for the operator, secondly trading opportunities for the stall holders and thirdly a gathering place for the community and the associated advantages and opportunities there. Consistency of operation would be the community's prime requirement.

I am happy to provide information on the income received by the market in confidence.

It is good to review market operations from time to time to ensure they are meeting the needs of the community. I would caution the board though about reacting to those who are dissatisfied with the market unless they are willing to substantiate their complaints. It is my opinion that the size of the market is about right, it's big enough to be profitable for the operator and to attract enough customers in to keep the stall holders happy, so that they don't mind parting with a competitive stall fee, and are happy to come back next week. It's consistency once again.

I would like the board to review the market operation and provide a recommendation on its future operation. I would recommend a term between 3 and 5 years for any new agreement. I am happy to discuss this with the board and look forward to their recommendation.

Jim Frater
Manager Property Services.
4 July 2011.