

Public Market Advisory Commission

Tuesday, September 7, 5:30 pm
Fourth Floor Board Room
Ann Arbor District Library
343 S. Fifth Ave

Meeting Agenda

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Special Presentations
5. Public Commentary – Agenda items only (3 minutes per speaker)
6. Approval of Minutes
 - a. Meeting of August 3, 2010
7. Commission Business
 - a. Old Business
 - b. New Business
 - (1) New Vendor Discussion
8. Reports and Communications
 - a. Market Manager
 - b. Related Boards, Commissions, Committees, and Task Forces
 - c. Items from Commissioners
 - d. Transmittals/communications received
9. Public Commentary – General (3 minutes per speaker)
10. Adjournment

Note: In response to pending City Hall/Courts and Police construction, Market Commission meetings have been relocated to the 4th floor Board Room of the Ann Arbor District Library, and will occur on the first Tuesday of each month, at 5:30 pm. PMAC meetings will be rebroadcast on CTN at 10:00 AM on Thursday, 5:30 PM on Friday, and 3:00 PM on Saturday.

1 **Public Market Advisory Commission Minutes - August 3, 2010**

2
3 **Meeting Agenda**

4 1. Call to Order

5
6 The meeting was called to order at 5:30pm

7
8 2. Roll Call

9
10 Members Present: (3) S. Brines, D. Barkman, P. Pollack

11 Members Absent: (1) G. Service, D. Black

12 Staff Present: (1) M. Notarianni

13 Guests: (1) Amy Kuras

14
15 3. Approval of Agenda

16
17 M. Notarianni: Added to the posted agenda, Amy Kuras from Parks and Rec is here to talk about
18 the updates to the market that have happened and will be happening in the next year or so.

19
20 4. Special Presentations

21
22 A. Kuras: The sheds got painted, we put up screens to keep out birds which was somewhat of a
23 failed experiment as they found their way in regardless, we installed a PA system, fixed the
24 gutters a couple of times though they have been hit faster than we have been able to repair them.
25 In the long term we need to figure out a better permanent solution for the gutters, as they seem to
26 get hit virtually every week and it seems like throwing away money to continue to get the gutter
27 people out to redo them. The last thing we're going to do this season is to upgrade some of the
28 electrical work, to fill in with outlets some of the places that don't get served, extending service
29 to the far canopy along the Kerrytown shops, another line of service in the middle canopy and
30 another along outside the office, and a few more near the drive coming into the Kerrytown shops
31 area. Since those will be so far from the office we will need to install a new electrical panel,
32 and chose a location on the Northeast part of the site on Fifth Avenue near the telephone poles.
33 They'll have to rip up some of the concrete to run conduits underground. We've got bids on it,
34 it's going to City Council August 16th, and once contracts are signed the work will probably
35 begin sometime in September with the contractors working on off-market days so as not to
36 disrupt business. The work should take a few weeks.

37
38 D. Barkman: The outlets all tend to run on one side of the aisleway as opposed to on both side,
39 will that continue?

40
41 A. Kuras: No we will fill in on both sides, and in addition to the new outlets we are replacing
42 older ones and separating circuits to make the market safer and eliminate brown outs.

43
44 P. Pollack: There has been talk by the KDA of moving that informational sign on Fifth to the
45 area you mentioned placing the new electrical panel.

46

47 A Kuras: Ideally it is a good idea to wait until the panel is and then see how it would interact
48 with where the sign may end up. I can get a copy of these plans to Molly.

49
50 P. Pollack: We've talked about some of the physical changes that also might occur in the market.
51 We've talked about paving the sandlot with asphalt. It's going to be four or five years if we're
52 lucky before Fifth Ave is done as part of the DDA's Huron/Division /Fifth project so anything
53 we do in that area may be minimal and short term, but with the new ordinance that was just
54 passed maybe some new paint and signs on the crosswalks. In paving the sandlot we may net
55 another seven or eight parking spaces during the day, help define where the stalls will be, and
56 those spaces become part of the whole experience of the market. Then on Fourth using pre-cast
57 curbs, and a few street trees and flowers we may be able to improve the imagery of Fourth Street.
58 This is not very expensive, and tangible small improvements, and the next step is proposing it to
59 the DDA.

60
61 D. Barkman: I assume you're going to take out the raised curb around the sandlot and have all the
62 posts come out to make the asphalt continuous?

63
64 P. Pollack: Yes, there would be some demolition involved.

65
66 D. Barkman: there is also a power pole in the corner of that lot which has always been an
67 obstacle for vendors trying to get their trucks around that corner. If we could do something so
68 there was not a pole or meter in that position it would eliminate a lot of congestion on market
69 days.

70
71 P. Pollack: if this seems reasonable we can pursue it, and it could happen at a time that would not
72 interfere with the electrical work.

73
74 A Kuras: we've also had discussions with the DDA about repaving the lot, if not reconfiguring I,
75 but that seems like an ideal time to bring up with them the idea of reconfiguring the lot as well.
76 Looks like we need to talk to the DDA.

77
78 P. Pollack: Thank you Amy.

79
80 5. Public Commentary – Agenda items only (3 minutes per speaker)

81
82 6. Approval of Minutes

83 a. Meeting of June 1, 2010

84
85 7. Commission Business

86 a. Old Business

87 (1) Events at Market

88 M. Notarianni: This Saturday is the market's 91st birthday, we will give away Washtenaw Dairy
89 ice cream and fruit from the vendors, if anyone wants to help out the invitation is open. It starts
90 at 11am.

91
92 (2) Facility Improvements

93 P. Pollack: I think the main thing is to divide this up into future steps: paving, crosswalks, tree
94 islands, and demolitions/reconfigurations.

95 b. New Business

96 (1) New Vendor Discussion

97 M. Notarianni: Many, many new vendor applications! including a grower who wants to bring
98 produce, cut flowers, fresh herbs, eggs, lamb, goat and honey on Wednesdays; a Kerrytown shop
99 interested in selling spice and tea blends; two vendors selling rain barrels and composters, one
100 who is based out of Florida with Michigan family members who would be creating the items as
101 well as selling plant food, garden boxes and herb and vegetable starts; several baked good
102 vendors including French pastries, jam/jellies, French bread and baklava; bottled water and
103 hand-printed t-shirts; caramel coated corn puffs; salsa; another produce and herb grower;
104 Armenian breads and pastries, grape leaves and pickled vegetables; a food cart vendor who
105 would like to sell a variety of sandwiches, salads and fruit pies; and various artisans including
106 paintings, jewelry, beaded scarves and butterflies made from recycled pop bottles.

107
108 P. Pollack: I notice a few artisans in there, so that's a balancing act with the current numbers.
109

110 S. Brines: There's certainly a quota for artisans based on the rules. You mentioned a
111 Florida-based vendor, don't the rules state it must be based in Michigan Indiana or Ohio?
112

113 M. Notarianni: Yes, but they'd have a family member here in Michigan running things.
114

115 P. Pollack: I had a question about the one that has spices and teas...how much is of their own
116 doing?
117

118 S. Brines: Off the cuff I don't know about that, as well as bottled water. In general I'm fearful of
119 maximum capacity.
120

121 D. Barkman: Didn't you end up sending people away last Saturday, Molly?
122

123 M. Notarianni: No, we managed to get everyone in. But oftentimes people will choose to leave
124 if they can't get a good spot under the roof or if the weather is bad.
125

126 D. Barkman: I don't know how I feel about having seventeen more people show up Saturday that
127 are almost guaranteed not to get in...Certainly rain barrels in the wintertime are not an opportune
128 thing.
129

130 M. Notarianni: I've been telling all the new vendors for the last year that there is room on
131 Wednesday but that Saturdays are full and that they may show up but they may have to also go
132 home.
133

134 D. Barkman: It seems like some of the more commercially related ones or not directly food
135 based ones could be deferred.
136

137 P. Pollack: And again there's an advantage to encouraging people who want to come on
138 Wednesdays.

139
140 S. Brines: Certainly there are about five months out of the year where there's plenty of room on
141 Saturdays but it's not like we need to fill space the other times of the year. It's a tough spot.

142
143 M. Notarianni: My thought is, to people with food-based projects is to say...basically we are
144 totally full on Saturdays so if you come and get turned away you're left with a lot of perishable
145 food items.

146
147 D. Barkman: You could also suggest one of the five or so other farm markets in the area who
148 could possibly use the vendor's products.

149
150 P. Pollack: That's a good idea.

151
152 2) Cottage Food Bill

153 M. Notarianni: A new bill was signed into law by the governor a few weeks ago. Certain foods
154 which have already been defined as cottage foods, i.e., baked goods that don't require
155 temperature control, high acid canned goods like jams and jellies, dried herbs and teas and
156 vinegars can now be made in an unlicensed home kitchen in a residence, as long as gross sales
157 are under \$15,000 and as long as they are sold for direct sale using certain labeling. It would be
158 helpful for us to think about how we want to deal with this at market, obviously it is the law and
159 we have to honor it. I have had a lot of people get in touch with me who now want to become
160 baked good vendors in light of this new law, and I have told them to apply just as anyone else
161 would, but also there are now current vendors who wish to add new things to their existing
162 product mix. Does anyone have any advice on how to handle this, to keep balance and avoid
163 the market being overrun with baked goods?

164
165 S. Brines: My opinion is that in terms of existing vendors, I don't see why they can't modify their
166 applications to bring a few new things, in the long run it will sort itself out. If they're in good
167 standing, and new products can fit into the inspection process I wouldn't necessarily think it's a
168 problem. There's a good possibility that a lot of people will be bringing baked goods all of a sudden
169 but there's also a possibility they won't sell them all, so I think it will sort itself out.

170
171 P. Pollack: We're not going to be able to check on the amount of income that comes to the
172 vendor through the cottage items.

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174 M. Notarianni: I would say the onus of tracking the gross income would be on the vendor.

175
176 S. Brines: Yes and if there become questions, just as they would need to prove it to the state
177 they'd need to have some documentation to prove it to us. We could consider adding something
178 to applications for new vendors so that there could be a document trail from the beginning.
179 Certainly now the application should clearly state whether you are applying as a licensed kitchen
180 or under the cottage food bill.

181
182 P. Pollack: it is a definite opportunity and will add some more individual personality to the
183 market. It may even be appropriate to get some advice from city attorneys as to how or whether
184 to reference this in the Operating Rules and/or the application.

185
186 S. Brines: and they should be made aware to make sure that everything is appropriately labeled.
187 Maybe the future inspector can add that to the list of things to check on for market inspection.

188 8. Reports and Communications

189 a. Market Manager

190 M. Notarianni: No vendors inspected in the last month, as we are in the process of hiring a new
191 market inspector since our inspector has recently resigned. The market has been promoted in
192 the Old West side News, Observer, and AnnArbor.com; we conducted a rapid market assessment
193 this previous Saturday and will conduct another on Wednesday to compare the two days. We
194 had a canning demonstration take place July 14th and will have a few more upcoming, as well as
195 Project Grow's annual tomato tasting on Saturday, August 1st, which was very popular last year.
196 A local nonprofit has been collection plastic planters on Saturdays throughout the summer,
197 which was a really great program and hopefully we will be able to have bigger coverage next
198 year. The market was recently highlighted in conjunction with Real Time Farms on Concentrate
199 Media, a local news development website, and in general Real Time Farms has been a wonderful
200 asset to the market. The market will celebrate its 91st birthday this Saturday with ice cream,
201 gutter repairs are underway, and new signage has finally been installed and it looks great. The
202 local WIC office did a Project Fresh distribution at market last Wednesday, I've been working
203 with a lot of volunteers on projects, the library's website devoted the market's Oral History
204 Project will be going live next week, and it will have all the interviews we've done to date.
205 Additionally there are some really wonderful things coming down the pipeline which are going
206 to promote and enhance EBT usage at the market, and finally Wishing Tree Gardens has been
207 collecting compost at the market.

208
209 P. Pollack: How was the interest in the canning demonstration?

210
211 M: I think they've been really popular.

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213
214 b. Related Boards, Commissions, Committees, and Task Forces

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217 c. Items from Commissioners

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219 D. Barkman: I think the suggestions for the minor improvements to the market would be very
220 helpful if we could manage them.

221
222 P. Pollack: This is always a difficult issue, but the question of dogs in the market...last time I
223 went to the market I counted at least six dogs.

224
225 M: That may have partially been because this past Saturday the sandwich boards I usually put
226 out that say "No Dogs" were actually being used for the Rapid Market Assessment. In general I
227 always tell people no dogs when I see them, it's also listed on the website and there are signs in
228 the market, but maybe we could have some larger signs made as well.

229
230 P. Pollack: It's not only for the food and animal relationship, but also for the leashes, which on

231 crowded days can cause even more congestion and complication.

232

233 d. Transmittals/communications received

234 (1) P. Pollack: We received one communication today in support of our support of the
235 cottage food bill.

236

237 9. Public Commentary – General (3 minutes per speaker)

238 10. Adjournment

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240 The meeting was adjourned at 6:16 pm.

241

242 **General announcement - The September meeting will be Tuesday the 7th.**

243

Market Manager Report

Presented September 7, 2010

Inspections

No vendors were inspected in the past month. We are in the process of hiring a new market inspector, which should be finalized within the week.

The following new vendors have joined the market on Wednesdays in the past month: Sunseed Farm, EAT, and Ferris Farms.

Promotions and Special Events

We conducted two Rapid Market Assessments in late July/early August, whose results are being analyzed. A report should be ready in time for next month's meeting. A canning demonstration took place on Saturday, August 28, and pickle making demonstration will take place on Saturday, September 11. Weather permitting, volunteers have offered free face painting to youth each Saturdays at market. Project Grow hosted their annual tomato tasting at market on Saturday, August 21, and the Oral History Project has been returning to market twice a month on Wednesdays. The ice cream social was a grand success!

Community Collaborations

Many events have been happening in the public market space in the past month, including Trunk-A-Palooza and Nash Bash. The weekend of September 10 brings Ozone House's annual fundraising dinner at the market, the 3rd annual HomeGrown Festival, and the Kerrytown Bookfest.

Starting tomorrow, the market will begin to participate in the Double Up Food Bucks program. This program, a project of Fair Food Network made possible with generous support from the Open Society Foundations, the Ann Arbor Area Community Foundation, and others, makes healthy food more accessible to low-income urban families while creating new sales opportunities for Michigan farmers. When a person eligible for SNAP (Food Stamps) benefits uses his or her EBT Bridge Card to shop for food at a farmers' market, the amount of money that he or she spends, up to \$20/week, is matched with Double Up Food Bucks bonus tokens. The tokens can then be exchanged for Michigan-grown fruits and vegetables. Double Up Food Bucks will supplement the already-popular EBT program at the Ann Arbor Farmers Market, which has seen growth of more than 300% since August of 2009.

Finally, I will be speaking on a panel about local food issues as part of the Stonyfield Sustainable Film Series on Wednesday, September 22, at the Michigan Theater.