

Public Market Advisory Commission

Tuesday, February 8, 2011, 6:30 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 October 5, 2010
7. Commission Business
 - a. Old Business
 - b. New Business
 - (1) New Commissioner Introduction
 - (2) Remembering Peter Pollack
 - (3) Empty PMAC Commissioner Positions
 - (4) New Vendor Discussion
 - (5) 2011 Events ~ publicity/promotion and schedule
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.

Public Market Advisory Commission-MINUTES

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7. Commission Business
 - a. Old Business
 - b. New Business
 - (1) New Commissioner Introduction

M. Notarianni: While we do still have two open positions to fill on the PMAC, we'd like to introduce our newest commissioner, Lindsay Hard.

L-J. Hard: My background is in urban planning, and I've worked with the DDA for several years. I love cities and the things that make cities vibrant, like farmers markets! I currently work for a start-up in town called Real Time Farms that helps connect producers and consumers.

(2) Remembering Peter Pollack

S. Brines: We'd like to take a moment to remember Peter Pollack, a longtime member of various iterations of the Public Market Advisory Commission, as well as a strong supporter of the Farmers Market and the Ann Arbor Community. He will be greatly missed.

(3) Empty PMAC Commissioner Positions

S. Brines: As mentioned previously, there are still two vacant seats on the Public Market Advisory Commission; one for a shopper at the market and one for a Kerrytown representative, who lives or works in the Kerrytown district.

M. Notarianni: If you are an interested applicant, you can download an application from the market's website (www.a2gov.org/market), or visit the Mayor's office for more information. The positions are appointed by the Mayor.

S. Brines: A brief recap of the PMAC: we are an all-volunteer commission that serves in a purely advisory capacity. We provide input on the many events happening in the Public Market space, the largest of which is the Farmers Market, but also other one-time events and rentals of the site. Until all of the seats of the Commission are filled, we will continue to operate in this capacity, with me acting as the interim chair, as I was previously the vice-chair.

(4) New Vendor Discussion

M. Notarianni: I received two applications in the past month, both new artisan vendors.

L. Hard: What determines whether somebody can attend the Farmers Market or the Artisan Market?

M. Notarianni: They are two separate projects, which vendors would apply to each individually. The Artisan Market has their own process for evaluating applications. We do allow artisans at the Farmers Market as well; there is a cap on the number of annual stalls artisans can hold, but not the number of daily vendors that can attend.

S. Brines: I have no strong opinions on this, although I think one thing we've heard repeatedly from the public is that they want to make sure they can still get food at the Farmers Market.

(5) 2011 Events ~ publicity/promotion and schedule

M. Notarianni: This is really just the beginning of a discussion of planning the 2011 season, both in the Farmers Market and the Public Market. One challenge I've had in the past is planning events, give the uncertainty of how much space will be available in the market site prior to any given market day. One way I think we can evaluate is answer the question: What is the goal of events at the market? Some answers could include entertainment for children, increasing awareness of the market, getting customers to spend a lot of money at market, etc. Once we answer this question, I think it will be easier to decide on the kinds of events that are the best fit for the market. Some events that we've had in the past include a Halloween celebration, a birthday celebration for the market in August, and various one-of events focusing on "educational" topics from cooking to canning to nutrition. We've also frequently talked about finding ways to highlight individual vendors.

S. Brines: I think we definitely need to continue the market birthday celebration. I also like the idea of hosting an event during the winter or early spring months, when people may not know the market is open.

L-J. Hard: I like the idea of recognizing vendors!

S. Brines: Where is the oral history project at? It seems like that could complement the profiling of vendors very nicely.

M. Notarianni: We are continuing interviews, initially at market. The library has agreed to host all of the interviews done to date, and we are working with CTN to create a sort of "farmers market TV show" focusing on vendors and how the market changes from season to season!

S. Brines: I think it might be helpful to educate people about the opportunities for volunteering at the market.

D. Barkman: I would suggest not adding on a lot of additional events until we can make sure that we have enough volunteer coverage for the ones we are already doing.

S. Brines: Along those lines, we should probably focus on events that will happen in the Public Market space.

M. Notarianni: These events include Trunk-A-Palooza, Nash Bash, the Homegrown Festival, the spring Flower Day, and possibly several Kindlefest events during the month of December.

S. Brines: Do we have a calendar that is posted in the space? I think a big, easy-to-read calendar would be really helpful!

8. Reports and Communications

a. Market Manager

M. Notarianni: Since the last meeting, the following vendors have been inspected: Dyer Family Farm, Sunseed Farm, Brines Farm, Community Farm of Ann Arbor, Garden Works, Fusilier Farm, and Frog Holler Farm. The following new vendors have joined the market: Sweet Heather Anne, Capella Farm, Hand Sown Farm, Darcy's Cart, and the Folktory. The market has been advertised in the Ann Arbor Observer, the Ann Arbor Chronicle, the Current, the Michigan Daily, and via other Parks and Recreation promotions. It was also represented at the Rackham Health + Wellness Fair, as well as the bi-annual visit of Food and Travel writers brought to Ann Arbor by the Visitor + Convention Bureau. In early December, the market in conjunction with the KDA hosted the 2nd annual KindleFest. It was a fantastic success, and will happen again next year! The exterior of the market was repainted, and the breezeway portion of the market is being redesigned. Several improvements were made in the restrooms. The electrical improvements were also finished, and have been much-appreciated by vendors this winter. With the slowdown of winter, we are once again working with volunteers on many projects, including the return of the Oral History Project. Additionally, a strategic plan of the market was presented to SNRE graduate students as potential Master's Project. Finally, the Double Up Food Bucks program concluded in October. It was an amazing program, and will be repeated, contingent upon funding, next year!

S. Brines: I think some customers and vendors are curious what the snow removal process is for the market during the wintertime.

M. Notarianni: Currently, Republic Parking removes the snow in the parking lot, and the City removes the snow within the aisles of the market. This is a relatively new solution, and so I am open to any feedback and suggestions from vendors and the public!

S. Brines: I'd also like to remind viewers that market vendors still accept EBT cards, and now shoppers can swipe credit and debit cards in the office, and receive "tokens" they can use as gift certificates or to shop at the market.

I'd also like to suggest that there have been some comments before about the slowness of payment, but I've noticed that the turnaround has been much quicker lately.

D. Barkman: Will there be any future rate changes or increases? Any update on the paving of the gravel lot in the center of the market?

M. Notarianni: No fee increases are scheduled for this year. We will continue to work this spring to pave the gravel lot!

- b. Related Boards, Commissions, Committees, and Task Forces
- c. Items from Commissioners

D. Barkman: I think it is important to make sure vendors are familiar with, and following, the new Federal food safety laws.

- d. Transmittals/communications received
- 9. Public Commentary – General (3 minutes per speaker)
- 10. Adjournment