

1 **Public Market Advisory Commission Minutes**
2 **June 30, 2009**

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4 1. Call to Order

5
6 The meeting was called to order at 5:35 pm.
7

8 2. Roll Call

9
10 Members Present: (3) S. Brines, D. Black, G. Service

11 Members Absent: (1) P. Pollack

12 Staff Present: (1) M. Notarianni

13 Guests: (0)
14

15 3. Approval of Agenda

16 4. Special Presentations

17
18 a. Progress Report: Market Renovations

19
20 M. Notarianni: Renovations are underway. The light fixtures have a shipping date of
21 August 3. Currently the conduit is being installed, and when that is complete the painting
22 will begin. We have been told it will be done by August 8th, in time for the market's
23 birthday celebration.
24

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

26
27 L. Vasquez: What I'm here to ask you today is: "What is the role of the Market
28 Commission & market management?"

29
30 Is it to keep things quiet? To give the appearance of everything being hunky dory?

31
32 I want to know this because, from my observations of how this Commission works,
33 everything is funneled through Parks & Recreation, Jeff Straw being the latest example of
34 somebody who is put in place that is expected to be paid for our of market fees, who
35 comes here at previous meeting and dictates, basically, that a fee increase is going to
36 occur, and asks the Market Commission to approve this-which it does not-brings it in
37 front of Council, & Council votes in favor of the increases anyways. So really, what is
38 the role of the PMAC?
39

40 Jeff Straw then sends me an email-after 3 weeks of not hearing about the complaint I'd
41 brought before the PMAC on April 21-acknowledges I filed a complaint and then denies
42 that I really have any complaint, saying an inspection of Kapnick will **not** occur. I
43 believe this act is totally usurping the market manager's role, because the manager should
44 make those decisions. Why is someone from Parks running market's operations? They
45 should allow the market manager to make the determination.
46

47 Why no inspection of Kapnick? There is evidence they are not making the baked good
48 they sell at market: taking premade pies, mixes, bread dough, baking them in an oven,
49 and then selling at market.

50

51 Well, last year I recall Heim Farms was inspected after a complaint was filed, and
52 although they declined the inspection, they were going to receive one, based on a
53 complaint.

54

55 Who is really running things here?

56

57 There have been no substantive rule changes-and there were supposed to be new rules for
58 2009-no new market sheds: How effective is Parks at managing the market? How
59 competent? How fair are they?

60

61 I don't think they are really fair.

62

63 Why have there been 4 market managers in the last 6 years?

64

65 Shouldn't Council look at the DDA as a possible administrator of the market? They are
66 closer to business community, and the site is a parking most of the week. Perhaps the
67 DDA can get rules enforced.

68

69 What will I do in response? I will:

70

71 *Send open letter to Council

72 *Launch online petition to get proposed baked good rules adopted, get the market
73 manager to enforce producer only rules, including inspection of Kapnick Orchards

74 *If I have to, I will picket at the 90th birthday, collecting signatures for my petition

75

76 I would also like to ask the market manager to check Millpond for sanitation. They are
77 handling bread without gloves and then handling money. There are specific rules on the
78 MDA's website about baked goods at farmers markets. This would be a repeat
79 complaint, an inspector from the Health Department was there in the past.

80

81 Ignoring & hoping problems will go away won't help. I do keep an eye on what happens
82 at the market. I will be posting the petition on arbormarketwatch.blogspot.com.

83

84 6. Approval of Minutes

85 a. Meeting of June 2, 2009

86 7. Commission Business

87 a. Old Business

88 (1) Special Events at Market

89 ~ 4th of July

90

91 M. Notarianni: Events for the July 4th celebration include childrens' activities, music,
92 and outreach focused on people who are already downtown for the parade.

93

94

~ 90th Birthday Celebration

95

96 M. Notarianni: Activities for the 90th birthday celebration include free cake & ice cream,
97 buttons for the vendors to wear which state how long they've been at the market, music,
98 children's activities, and an oral history booth.

99

100 S. Brines: Where will this take place?

101

102 M. Notarianni: I was envisioning the space between the Sandlot and the center aisle. I
103 don't think closing Detroit St. is a good idea.

104

105 b. New Business

106 (1) New Vendor Discussion

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108 G. Service: I think all of the proposed new vendors sound good, as long as they are
109 interested in coming on Wednesdays.

110

111 8. Reports and Communications

112 a. Market Manager

113

114 M. Notarianni: Donna Puehler was inspected in the past month. Zipcar has been at
115 market several times this month, promoting their cars and teaching about alternative
116 methods of transportation. I highlighted the market at Think Local First's Local Food
117 Fair, held at Top of the Park. I am working with the Hollanders to come up with ways to
118 use their kitchen space collaboratively for educational presentations during market. I am
119 in the process of scheduling several Rapid Market Assessments, aided by volunteers, for
120 the summer months. I am also in the midst of planning events for this 4th of July
121 (currently live music & children's activities), as well as the market's 90th birthday bash.
122 The oral history booth has been in operation the last few Wednesdays, and has been well
123 received. I anticipate press on both the oral history project and the 90th birthday
124 celebration in the upcoming month. We also conducted a strawberry jam-making
125 demonstration with a community volunteer on a Saturday. It was incredibly well-
126 received, and I am in the process of scheduling several more throughout the summer:
127 pickled green beans on July 11, and fermented pickles later in the summer. CTN has
128 expressed interest in documenting the oral history both and the cooking demonstrations,
129 which is also exciting! Two more events are on the summer schedule: Project Grow will
130 host their annual tomato tasting at the market on Saturday, August 22, and a nonprofit
131 will host a plastic recycling drive on Saturday, September 5.

132

133 S. Brines: How are you publicizing these events?

134

135 M. Notarianni: I've had a hard time figuring out which style of advertising is the best;
136 any suggestions?

137

138 S. Brines: I think it might be worth trying one of the new online news ventures. I also
139 think banners and quarter sheets handed out at vendors' booths at market are actually
140 quite effective.

141

142 b. Related Boards, Commissions, Committees, and Task Forces

143 c. Items from Commissioners

144

145 S. Brines: Since there is no place for feedback/feeding back to Public Commentary in
146 our agenda, I had a few items to add. I think we did raise some ideas about complaint
147 protocols; perhaps we should discuss what the protocol is and how they're being
148 handled. This commission is now an advisory commission, and its members have been
149 following its task as it has been laid out by the Commission's bylaws. The situation
150 mentioned today did have a historical aspect, and thus it was forwarded to Parks
151 Management. I would love to discuss guidelines for responses, so we can make clear
152 what the expectations are to general public. Also, as a Commission we decided not to
153 make any major rule adjustments at the moment, but to enforce the rules at hand. With
154 addition of a market inspector, I believe things are moving forward

155

156 d. Transmittals/communications received

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

159 10. Adjournment

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161 The meeting was adjourned at 6:20 pm.