

Public Market Advisory Commission

Thursday, October 6, 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
 - a. Dave Borneman, NAP Manager
5. Public Commentary – Agenda items only (3 minutes per speaker)
6. Approval of Minutes
 - a. Meeting of September 13, 2011
7. Commission Business
 - a. Old Business
 - (1) Vendor / Customer Survey
 - b. New Business
 - (1) New Vendor Discussion
 - (2) Sale of Invasive Species at the Market
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 Thursday of each month, at 5:30 pm.

Public Market Advisory Commission Minutes

Tuesday, September 13, 5:30 pm

Meeting Agenda

1. Call to Order

The meeting was called to order at 5:30 pm

2. Roll Call

Members Present: (4) D. Barkman, S. Brines, A. Germain, D. Santacroce

Members Absent: (1) L-J Hard

Staff Present: (1) M. Notarianni

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 5, 2011

7. Commission Business

a. Old Business

(1) Vendor / Customer Survey

S. Brines: Were there general topics we'd like the survey to cover?

M. Notarianni: Some ideas we talked about were market hours, product mix.

S. Brines: I think it should be two separate surveys, one for vendors and one for customers.

D. Santacroce: I would recommend including some of the same questions that were asked in previous market surveys, so we can trend how the responses change over time.

A. Germaine: Related to hours, we could get information from vendors on sales trends.

S. Brines: We could also introduce market vision questions.

D. Barkman: We could introduce new ideas during a spring vendor meeting—that might increase attendance and participation at the meeting.

D. Santacroce: A survey which is a little more scientific than the dot surveys might be worth considering.

(2) 2011 PMAC Goals

M. Notarianni: Here is a list of the goals we'd decided upon last month.

D. Santacroce: It feels like goal 1 is done.

S. Brines: There is an Earth Fest September 27 that I will learn more about. I believe they are going to have a miniature market of their own that they'll be discussing. They were going to

purchase produce from some of the farmers they already purchase from, and then resell it in a little market, with the vendors there answering questions. There was also a meeting of Food Day on campus, where I represented the market. There is a national Food Day occurring October 24, and anything in that general vicinity can be associated with Food Day.

D. Santacroce: In March, before your life gets completely nuts, we should revisit this in March, so we can get in all of the University's various packets.

S. Brines: Goal 2 is possible winter market enclosure.

M. Notarianni: The Public Market Commission acts in a purely advisory capacity. The process would involve making a recommendation to PAC, and then making a recommendation to City Council. The immediate action we could take would be making a recommendation that this possible enclosure should be make a priority. I know the Parks Planner and Parks Manager are in conversations about this, but it is not an immediate action priority. I think one concern of the City's is not doing something now that would negate future improvements to the market.

D. Santacroce: I discovered that as of June 30, 2010, there was a balance of about \$580,000 of that fund.

S. Brines: When people hang tarps in their market during the winter, do they weigh them at the bottom?

D. Barkman: I think they just deal with the maintenance themselves each day.

D. Santacroce: What do you think, as a vendor Dave?

D. Barkman: It seems to me that if you let the vendors take care of it all, that's really the easiest and most cost effective way. It doesn't necessarily look as pretty, but in essence, a lot of those use 10 x 10 popup tents, which come with curtains, so it's much more enclosed than even a tarp. That's easier for them, because it hold the heat in better. If they tell us that's really what they want, we could consider it.

M. Notarianni: We should include it in the survey.

D. Santacroce: It's warm for the vendors, but not for the shoppers. Would some sort of enclosure make more vendors want to come to market?

D. Barkman: I think you are on the order of 30 or 40 vendors in the winter.

S. Brines: Next on our list is EBT outreach.

M. Notarianni: I think participation has increased significantly due to the Double Up Food Bucks Program, and will continue to even after the program has ended. We've started to have a representative from Food Gatherers at the market on Wednesdays to sign up eligible customers for SNAP, which is a great addition.

S. Brines: Number four on our list was inspection update, and I think was specifically related to making sure they are effective.

M. Notarianni: We do have a new inspector, who has already started and done 5 inspections in the next week.

S. Brines: The next topic is promoting vendors. One idea I had is cross-linking with resources that are already out there, like Real Time Farms. Perhaps it is as simple as providing biographies and links to the oral history project.

D. Santacroce: You might just want to have a standardized form that can be filled in with vendor picture, information, location, etc.

D. Barkman: These people are really there for business, and if their business is so good that they don't feel like they have to do anything else, then do we need to spend dollars and time helping them along? If they feel like they need radio or TV spots-and some of them do-then they can do that. Some of them can't even remember to take their sign with them!

b. New Business

(1) New Vendor Discussion

M. Notarianni: Applications include an artisan who wants to make walking sticks, vegan gluten-free baked goods, all-purpose food seasoning, handmade gourmet cookies, handmade cards out of recycled materials, Algerian baked goods, beeswax candles, homebaked molasses drop cookies, various Thai foods, body butter skin moisturizer, and marinara sauce and salad dressing.

S. Brines: Perhaps there can be some synergy with the Sunday Artisan Market for some of these overflow vendors.

8. Reports and Communications

a. Market Manager

M. Notarianni: We have a new inspector, Elissa Trumbull! Elissa has over nine years of organic farm and garden experience in Washtenaw County with experience selling produce at the Ann Arbor Farmers' Market and in Downtown Ypsilanti. She is also a passionate, professional educator and certified teacher who has been teaching youth about food and agriculture in schools for over nine years. Elissa is a founding board member of The Agrarian Adventure, a local educational nonprofit where she has been a leader in the development of a district-wide local school lunch initiative, creating innovative youth programming, and fostering year-round school garden and hoop-house food production. She loves spending time outside, running, teaching, and enjoying being a new mother. In the past month, the following vendors have been inspected: Wasem, J. Nemeth, D. Gracia, A. Nemeth, + Goetz. The market has been promoted in the Ann Arbor Observer, Ann Arbor Chronicle, Balance magazine, & the Wild Swan Theater program. We've posted endless flyers, large and small, throughout town, and reached out to MHealthy and various groups within the University. I've also led several tours of the market to various large

groups, both students and non-students. Many special events were held in the market: Nash Bash, the Homegrown Festival, the Kerrytown Book Fest, and an educational canning demonstration. We've had representatives from Food Gatherers at market on Wednesdays, signing up eligible shoppers for Bridge Cards. Representatives from the Washtenaw County Public Health Department have continued to attend market to provide their SNAP-education

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

S. Brines: The Homegrown Festival was another big success in the market.

D. Barkman: A few people commented to me that they've been inspected 3 years in a row, since it's 3 years that we've instituted the \$55. I would suggest confirming with the inspector that we aren't over-inspecting some vendors and not under-inspecting others.

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

The meeting was adjourned at 6:30 pm.

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 Thursday of each month, at 5:30 pm.