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2 **Public Market Advisory Commission Minutes, March 3, 2009**
3 **DRAFT**

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5 **Meeting Agenda**

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7 1. Call to Order

8 The meeting was called to order at 5:38 pm.

9 2. Roll Call

10 Members Present: (3) S. Brines, P. Pollack, G. Service

11 Members Absent: (1) K. King, D. Black

12 Staff Present: (1) M. Notarianni

13 Guests: (0)

14 3. Approval of Agenda

15 4. Special Presentations

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

17 6. Approval of Minutes

18 a. Meetings of February 19, 2009

19 7. Commission Business

20 a. Old Business

21 (1) 2009 Events~ publicity/promotions and a possible schedule

22
23 P. Pollack: One thing I want to bring up is that I saw that the Farmers Market will be
24 rezoned to public land. Right now it is C2BR, which is a residential business zone, and is
25 to be changed to public land, appropriately. The question for us, in relation to events &
26 promotions, is the effect, if any, on events at the market. Right now its not public land,
27 and it will become public land. I don't know if it has an impact on the rental of the
28 market space, the nature of food preparation, rules and regulations of music, etc...The
29 impact would be not so much for the market, as other activities in the market space. Are
30 there any new events you'd like to talk about, Molly?

31
32 M. Notarianni: Since it has only been a week and a half from our last meeting...not so
33 much! I have spoken with Master Gardeners who are interested in having a booth at the
34 market, as well as various chefs interested in cooking demonstrations. Any thoughts
35 from you the Commissioners?

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37 P. Pollack: We've just had 2 weeks since our last meeting, and our next meeting isn't
38 until the end of April...so...just to recap, we've been looking at cooking demos, the
39 potential for Wednesday and what activities might bring more people out on Wednesday,
40 including school children.

41
42 G. Service: Also potentially getting a flyer out to the Art Fair vendors, because they set
43 up on a Tuesday.

44

45 P. Pollack: At the last meeting, we learned 2 weddings are scheduled to be held in the
46 farmers market, as well as several festivals in August and September. One of the goals
47 we might have is to create a potential schedule by the April meeting.

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49 (2) Public Market Operating Rules~update

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51 M. Notarianni: I did have a meeting with the attorney, and he gave us several
52 suggestions. He is going to think through the issue of leasing land, and wording
53 describing exactly what a producer/artisan is. I also had a meeting with the inspector,
54 where we discussed many topics including invasive species. He suggested that it will be
55 very difficult to prevent sale of invasive species at market. The delineation of "invasive"
56 is very subjective, even black cherry is on some invasive lists...although bittersweet is
57 certainly the most serious threat at the market. Perhaps we should make an informational
58 card to distribute with the bittersweet that says, "this is invasive, if you buy it, throw it in
59 the trash, instead of on your compost"

60

61 P. Pollack: There are truly invasive species-like purple loosestrife-and that there ought to
62 be a way to prevent those plants from being sold. Maybe the way is to let all of the plant
63 growers know about the plants are truly invasive or difficult, as some things that are
64 troubling and "not recommended to use" aren't truly invasive.

65

66 S. Brines: If there is an actual list, would that be part of an educational campaign? We
67 could include that with the City's ordinance pertaining to the use of invasive species.

68

69 P. Pollack: You might be in touch with Dave Borneman, and see what he has to say
70 regarding rules and education from the Natural Areas Preservation perspective.

71

72 G . Service: You also might contact the Master Gardeners.

73

74 M. Notarianni: Another topic of discussion with the attorney was the issue of a challenge
75 form which we had discussed before. This would require official complaint (pertaining
76 to growers selling items they did not grow at market) to be filed with a form and a filing
77 fee. Upon inspection, the fee would be returned to the filer's complaints were
78 substantiated. The most significant concern of the attorney was the appearance of us to
79 discouraging complaints by associating them with a fee, whether or not this is true.

80

81 P. Pollack: I think our goal was to make sure that complaints are substantiated, and that
82 the more frivolous repetition of accusations was managed. There is no attempt to hinder
83 that, but just keep them "legitimate," or perhaps just make sure they are serious and
84 substantiated, because it does take your time & the time of others, as far as tracking
85 information down. I don't know if there is another way other than the fee to manage the
86 process a little bit more.

87

88 S. Brines: I agree. I think we are trying to provide a concrete option so that a complaint
89 feels justly listened to. It seems like complaints can still be expressed, but if a vendor has

90 a specific vendor to complain about, this offers a concrete step. In my mind, it offers a
91 direct linkage between what they can do and what they can see in return.

92

93 P. Pollack: I wonder if there is something on the form to the effect of "Have you filed a
94 complaint against this vendor previously? What was the nature of that complaint? How
95 is this different?" It basically asks for a little bit of a track record for the complainer.

96

97 S. Brines: I don't think this is going to stymie ideas that people are going to convey. We
98 should still have a suggestion box.

99

100 (3) Winter 2009 Public Meeting

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102 P. Pollack: Let's discuss some ideas for the public meeting. We have a maximum of 2
103 hours set aside for the public meeting, and our "homework" was to come up with agenda
104 items.

105

106 G. Service: Let's talk about events. We can share some dates, and have a giant calendar
107 with OTHER events happening at the market, because some of those dates would effect
108 the vendors as well.

109

110 S. Brines: Yes! We should discuss the positive, exciting things going on at market! I'd
111 also like to see a discussion of the market's EBT program, as well as how Project Fresh
112 will work this year.

113

114 M. Notarianni: Yes! I agree with all of those suggestions. Perhaps we could also take
115 suggestions from vendors regarding promotion, outreach.

116

117 P. Pollack: The nice thing about this is that there are several positive things we are
118 focusing on. Let's address the fact that the market is a public park, and the farmers
119 market is an activity happening there twice a week, making the distinction between the
120 public market and the farmers market. This will broaden everyone's perception that there
121 are other things that are happening. Another item is the current renovations occurring
122 this spring and summer.

123

124 M. Notarianni: Should the inspector be there?

125

126 P. Pollack: Yes! As far as I can tell, we have 5 main topics for the meeting: the events
127 calendar, EBT education (and door prizes!), requests for suggestions/comments, rules,
128 renovations...and that's a good 2 hours. The rules changes focus on working to refine
129 market operations, honing in on subtleties based on the experiences of this past year, with
130 a new inspector, and new rules in place. There is also something that fits in as far as a
131 status report of the market as a whole, an "annual report" on the operations of the market
132 written by Molly. Additionally, any chance we have to welcome new vendors is good.

133

134 M. Notarianni: I think we should have it at Cobblestone.

135

136 S. Brines: Could a portable PA system help remedy the poor acoustics?
137

138 P. Pollack: Let's think about the way the room is set up: a circle of chairs is a good
139 idea! This is not a presentation, it is a conversation.
140

141 M. Notarianni: The meeting is tentatively set for 6-8 pm, on April 8.
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143 b. New Business

144 (1) New Vendor discussion
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146 M. Notarianni: Nothing to discuss regarding new vendors.
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148 P. Pollack: We are still trying to make connections between growers, restaurants, and
149 chefs. The HomeGrown Festival, Shannon, is also part of that.
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151 8. Reports and Communications

152 a. Market Manager
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155 M. Notarianni: I don't have much for my report, as our last meeting was quite recently.
156 I've been in contact with Food Gathers, and we are going to work together on cross-
157 promotion of the market's EBT program. I was featured on CTN's Senior Moments TV
158 show, and as part of that, someone from CTN came and shot a 3 minute promotional
159 piece of the market. I'm hoping to upload that on the website, as it highlights several
160 vendors. Since it was shot in winter, CTN wants to create others for spring, summer, and
161 fall. The Ann Arbor library invited me, in conjunction with Slow Food Huron Valley, to
162 host an event in April, promoting the market and local food.
163

164 P. Pollack: in related, to what you were talking about, in May, the KDA will be having a
165 neighborhood party. Something else you said in your report that made me think of
166 signage! Is there something we can do this year in the way of signage for each vendor?
167 It is so easy to put together a format: a photograph, where the item is made-some way to
168 begin to have more information available about vendors at each stall so we have more
169 info about the source. This makes it more interesting to the consumer!
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171 M. Notarianni: I've seen signs very similar to what you've described at New York City's
172 Greenmarket. I have a photo of and would love to emulate the signs!
173

174 P. Pollack: Perhaps we could bring a mockup to the public meeting!
175

176 G. Service: Is there any news on stall fee increases?
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178 M. Notarianni: Not to my knowledge, not at this time.
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180 P. Pollack: At least as far as we know, there is no linkage between the renovation and
181 fees.

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

c. Items from Commissioners

d. Transmittals/communications received

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

V. Elmer: What is the status on painting & other Phase 1 renovation elements?

M. Notarianni: I don't have a schedule with dates, but the Phase 1 elements are still set to happen, as soon as weather permits, in a way that doesn't interfere with market operations.

P. Pollack: It is intended to be this spring and summer.

M. Notarianni: This meeting will be officially broadcast 10 am on Thursday, with other rebroadcasts.

P. Pollack: Public Market Advisory Commission meetings-except for April-will be held on the first Tuesday of the month, at 5:30 pm, on the 4th floor of the Ann Arbor the library.

10. Adjournment

The meeting was adjourned at 6:20 pm.