

1 **Public Market Advisory Commission Minutes- September 1, 2009**

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1. Call to Order

The meeting was called to order at 5:35 p.m.

2. Roll Call

Members Present: (3) D. Black, P. Pollack, G. Service, D. Barkman

Members Absent: (1) S. Brines

Staff Present: (1) M. Notarianni

Guests: (0)

3. Approval of Agenda

4. Special Presentations

P. Pollack: Not a presentation as such, but it is special. I'd like to welcome to our newest commissioner, David Barkman from TJ Farms. As a vendor at the Market for 28 years the perspective you bring to the commission is important, so thank you.

5. Public Commentary (Agenda Items Only)

6. Approval of Minutes

a. Meeting of August 4th

7. Commission Business

a. Old business

(1) Special Events

Molly: No special events planned for the Farmer's Market, but I think there's a possibility for more events that now we've gotten through the thick of the summer activities.

Halloween falls on a Saturday this year, and maybe we could hold a Harvest festival in November as well, and some kind of festive holiday chestnut event in December.

P. Pollack: It's almost a full moon now so perhaps that October harvest moon could be a good way of thinking about another Harvest event.

Molly: yes!

b. New business

(1) new vendor discussion

Molly: Many applications from potential vendors this month: two vendors who want to sell photography, cut flowers, an orchard selling donuts and caramel apples, the Kerrytown spice shop, a new farm, a food cart vendor with a traditional Chinese medicine focus, pasta, a greenhouse, and a large farm with a variety of herbs, seeds, teas, note cards, peppers, flowers and produce.

D. Black: When it comes to farmers, how do you decide how many of a certain type of product to have?

M. Notarianni: I feel at this point if they have something totally unique and different then

38 maybe.

39 D. Black: Yes. I feel like adding more of the same is less profit for everyone

40 D. Barkman: When you see how much food goes to food gatherers at the end of the day,
41 it may be a better value for these applying vendors to seek a different market. There are
42 many markets in the area that need vendors.

43 P. Pollack: What about for a Wednesday?

44 D. Barkman: You could find a market within 30 miles of here every day of the week

45 D. Black: Peter, are you asking if we could use more vendors for a Wednesday? I know
46 we need more shoppers, but what about vendors?

47 M. Notarianni: I have that question too. Maybe bringing in more of the same thing is not
48 going to draw shoppers, but new things may draw interest. I wouldn't be likely to allow
49 another apple and cider vendor, but if someone would like to bring warm steamed buns to
50 eat that may be a better fit. But since we can't say which days vendors are allowed to
51 come, I have to make broader decisions about who to accept.

52 D Black: You could tell someone we have no space on Saturday, but you can't tell
53 someone we have too may flower vendors on a certain day.

54 M. Notarianni: Right. In that case I could just reject them.

55 P. Pollack: That's where the ones who seem different would come in: pasta, Chinese
56 medicine focus food cart.

57 D. Black: Well, could you say to a vendor, we already have too much of this item you
58 sell but we notice you sell, say, pomegranates, and you could bring those?

59 M. Notarianni: Yes. And sometimes they will agree to do that and sometimes they won't.

60 P. Pollack: The comment most of us would offer then is that we are interested in
61 diversity, particularly on Wednesday, where diversity can facilitate more customers.

62 M. Notarianni: I just got an email today, actually, from someone who would like to bring
63 fish that they catch. I would need to do a lot of research on this.

64 P. Pollack: Definite potential.

65 M. Notarianni: Is it helpful to keep bringing new vendor applications to the meetings?

66 D. Black: I like hearing about it!

67 P. Pollack: It's reassuring to see all the interest, and it fosters discussion. The companion
68 piece to that is that we need more customers on Wednesdays. We're entering a new
69 academic year, with new neighbors and students, so we could generate ideas on how to
70 promote to them.

71 8. Work Session Discussion

72 a) Goals and activities for the next year.

73 P. Pollack: We'll be discussing the need for committees and subcommittees, and goals for
74 2010. And we need to be a bit more proactive in setting an agenda for ourselves in
75 relation to policy and promotion and education. There is also a possibility of setting up
76 meetings with other organizational bodies like the DDA or the Parks department and

77 generally reaching out to other organizations involved in the public and farmers market.

78 M. Notarianni: I found it helpful to look at previous topics from earlier commission
79 meetings. I agree with Peter that it is useful to have both policy goals and action items.

80 P. Pollack: It would be helpful to understand your goals, Molly. Could you bring them to
81 the work session so we could see specifically how we could assist you in reaching them?
82 It may also be beneficial for Jessica Black to attend the work session. We've also begun
83 to talk about chef demonstrations and vendor show and tell within the market, with
84 regular location and times to draw crowds.

85 M. Notarianni: It is helpful to have the support of the commission on this to ensure
86 vendor participation!

87 P. Pollack: Also, we could possibly have the sessions videotaped and rebroadcast online.
88 The value of the sessions would be extended. Making more use of everyone's
89 presentations using new media would be very valuable to the market and the vendors.

90 M. Notarianni: Many customers are very interested in vendor's stories.

91 G. Service: Football season draws so many new customers to the market. Perhaps we
92 could find a way to tell a story about that.

93 b) Work session meeting scheduled for 6:15 pm, 9/22.

94 9. Reports and Communications

95 a) Market Manager

96 M. Notarianni: Blandowski, Brock, Bliss, Kierczak, Koski, Vena, Dolores Gracia, Tony
97 Gracia, Bremmer were inspected in the past month. New vendors in the market include:
98 Vedic Village, Agrarian Adventure. Even though it was very rainy the 90th birthday
99 celebration was a successful event. Lots of people came out for the free snacks though
100 unfortunately the weather put a damper on the music and balloons. Project Grow's
101 annual tomato tasting on August 22 went very well, and this Saturday we will be hosting
102 a plastic planter/plant flat recycling pickup with non-profit Peace Love and Planet. Both
103 the mayor and the governor proclaimed September Local Food Month, which is very
104 exciting. We are working to promote and celebrate this in the market, offering challenges
105 and tips on eating local. The Market has been promoted in the Ann Arbor Chronicle, on
106 CTN, in the Current, A2 Journal, AnnArbor.com, some national travel blogs and
107 weddings. We also have new stickers, totes and buttons. Trunkapalooza is still going on
108 every Thursday until September 10. Nash Bash was on August 20; in September will be
109 the Homegrown Festival, the Bookfest and the Ozone house fundraiser, all in the same
110 weekend.

111 P. Pollack: Remind us what the two new vendors sell?

112 M. Notarianni: Vedic Village sells heirloom varieties of vegetables and Agrarian
113 Adventure is a partnership with Tappan Middle School, which involves teens growing
114 produce and bringing it to market.

115 P. Pollack: That's an academic version of the incubator farm that's been talked about
116 before which could be discussed during the work session; the ability of the farmer's
117 market to connect to land conservation and development.

118 M. Notarianni: Additionally, the renovations are still underway. The roof has been
119 repainted, and the posts are next. They'll be painted with decorative colored stripes to
120 help with market navigation. The lights have arrived and will be going up starting the
121 day after Labor Day. We hope to have all improvements finished by the fall.

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

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125 c. Items from Commissioners

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127 M. Notarianni: I have an item from Shannon, who is not here today. Passing an informal
128 resolution to support Homegrown fest had been discussed?

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130 P. Pollack: Last year we passed a motion enthusiastically supporting the festival. I think
131 we could do another version of that this year. So moved?

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133 All: So moved

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135 P. Pollack: Is there a second?

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137 D. Black: Second.

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139 P. Pollack: all in favor?

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141 All: Aye.

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143 P. Pollack: Motion passed.

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145 d. Transmittals/communications received

146 (1) Field Farms

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148 M. Notarianni: The concern was the charge of a \$55 inspection fee. They felt they hadn't
149 been made aware of this, that the cost was disproportionate given their proximity to the
150 market. My response was that inspections have always had this fee, but we made the
151 decision not to charge vendors last year because it had been so long and we just wanted
152 to get everyone up to date, but now that they are going to be done on a regular basis the
153 market can't absorb that cost. Since there seems to still be confusion surrounding the
154 frequency and grouping together of inspections I sent out a newsletter on Saturday and
155 will continue to try to get the information out to all our vendors.

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157 P. Pollack: So basically a reminder of what the process is and we're going on to an
158 approximate two year schedule.

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160 D. Barkman: I think it would be useful for the inspector to communicate the fee and
161 scheduling when he calls to make the appointment.

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

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G. Thompson: If you're looking for projects or concepts for the coming year one of the things we had talked about in the past had been vendor identity at the stalls. I know there's been some improvement but not as much as I would like. Another issue I would like to comment on is pricing. Many vendors don't display prices, which doesn't bother me so much as I know the vendors I usually patronize, but what does bother me is when there's someone in front of me asking the vendor the price of many individual items and holding up the sale. So I would encourage more display of prices also.

10. Adjournment

The meeting was adjourned at 6:20pm.