

Public Market Advisory Commission

Thursday May 29, 2008
5:00pm Council Chambers
City Hall, 100 N. Fifth Avenue

Meeting Agenda

1. Call to Order
2. Roll Call
3. Special Presentations
4. Approval of Agenda
5. Public Commentary – Agenda items only (3 minutes per speaker)
6. Approval of Minutes
 - a. Meeting of April 17, 2008, 2008
7. Commission Business
 - a. Old Business
 - (1) Subcommittees
 - ~ Seniority
 - ~ Market Promotion and Education ideas
 - (2) Market Renovations update
 - b. New Business
 - (1) EBT Implementation at Market
8. Reports and Communications
 - a. Market Manager
 - b. Related Boards, Commissions, Committees, and Task Forces
 - c. Items from Commissioners
 - d. Transmittals/communications received
 - 1 May, 7 May, 13 May from Luis Vazquez - Licensing at the Market
 - 13 May from Glenn Thompson - Lighting
9. Public Commentary – General (3 minutes per speaker)
10. Adjournment



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**CITY OF ANN ARBOR – PUBLIC MARKET ADVISORY COMMISSION
MEETING MINUTES
April 17, 2008**

1. Call to Order

The meeting was called to order at 5:05 p.m. by P. Pollack.

2. Roll Call

Members Present: (4) G. Service, K. King, P. Pollack, D. Black
Members Absent: (1) S. Brines
Staff Present: (2) J. Black, M. Notarianni
Guests: (1) J. Dehring

3. Special Presentations

4. Public Commentary-Agenda Items only (3 minutes per speaker)

B.Upston, market vendor, Wasem Fruit Farm: I am not sure what topics regarding seniority will be discussed, but I feel seniority is working pretty well right now.

G. Thompson: I commented on the survey as well. I feel that seniority is both objective and predictable; two very important things. Historically, the market paid tens of thousands of dollars for a mediation in '98-'99, in order to try and resolve seniority-based disputes among vendors. Today's market rules are, essentially, the result of that mediation. There is always the assumption that if you had a little better location, you would have a better slice of the market pie. The larger producers are the anchors of the market, and you have to ask the question: if you limit their ability to make money or drive them from the market, then will you have a market? You should deal with seniority issues in an economic model. Perhaps some stalls are worth more than others. Perhaps it is worth more to have an assigned stall than to be a daily vendor. Perhaps there should be higher standards to move to an annual. Perhaps there should be higher standards to enter the market. Perhaps the market should consider allying with other markets in the area, where 1 inspection gets you into 3 markets.

5. Approval of Agenda

6. Approval of Minutes

7. Commission Business

a. Old Business

(1) Market Renovations Update with Jeff Dehring

46 J. Dehring: Back in January, we met with the PMAC to discuss the phased approach to
47 implementing the market renovation. Today I am going to speak to the status of Phase 1,
48 which includes painting of the structure, upgrading of the lighting, existing circuitry
49 mapping, and the installation of a public address system. Allied Building Services out of
50 Detroit presented the lowest bid for the project, and have been selected as the contractor.
51 They've also been involved in several other projects of a smaller scale with the Parks and
52 Recreation Service Unit. While this was going on, the mayor and the Energy Office
53 introduced the idea of the use of LED lights, for a more sustainable, and cost-effective
54 design. That affected our original award date of late-February, because we had to go
55 back and look at how we could substitute LED lights into the original design. We are
56 currently in the process of having test light fixtures installed at market, for vendors and
57 the public to look at. Along with the LED issue came the involvement of the solar panel
58 installation project. This project is being funded by the DDA, and is to provide a
59 demonstration site for the use of solar energy. They are currently in the process of
60 offering an award to a contractor for the project. It appears the project will be initiated
61 in June. We are trying to integrate the two projects. We are in the process of getting the
62 contract documents executed with Allied. We have been faced with a lot of challenges
63 and set-backs as far as getting actual work implemented at the Market.
64

65 We had a meeting scheduled for next Tuesday, April 22, to discuss Phase 2 elements.
66 Unfortunately, this meeting needs to be cancelled. The schedules we have created will
67 need to be somewhat revised. We haven't selected a date yet to reschedule the cancelled
68 meeting. We want to regroup as staff and make sure we can bring something to the group
69 that we are comfortable with. Are there any questions?
70

71 P. Pollack: What was the dollar scope of the project?
72

73 J. Dehring: Initially, when the market master plan was adopted by Council in January
74 2006, the construction elements were around \$800,000. There was also a design fee of an
75 additional \$150,000. The plan that was passed in January includes fees of close to \$1.5
76 million.
77

78 P. Pollack: And the general direction of the site plan that is coming out is consistent with
79 the master plan that was approved by Council a year and half ago?
80

81 J. Dehring: Yes. We are in process of applying for grants that may cover some of the
82 costs of the Phase 2 design elements, including a green roof on the new shed and
83 stormwater management.
84

85 P. Pollack: At the last session that you were here, there was some discussion about a
86 citizen's advisory committee, and the consensus was that the PMAC as a whole would be
87 that advisory committee. Does the schedule include a meeting with the advisory
88 committee before the public meeting, or does that all happen at the same time?
89

90 J. Dehring: Yes, an initial meeting with the advisory meeting will occur. The DDA is
91 another key player that is not here tonight. They not only manage the site, but have also
92 offered about \$300,000 in funding.

93

94 M. Notarianni: I just wanted to reiterate that although the renovations have been delayed,
95 we will work hard to make sure vendors and the market are not inconvenienced.

96

97 P. Pollack: At the Kerrytown District Association meeting today, there was also
98 discussion of a formal celebration at the start of the work. I think we should do
99 everything we can to celebrate the installation of the solar panels and the start of the
100 market renovations. The date falls very close to the summer solstice; perhaps we could
101 have a big celebration that weekend.

102

103 **(2) Promotional and Educational Events**

104

105 M. Notarianni: Our official subcommittee hasn't had a meeting yet, as we have not all been
106 available. Shannon and myself have sat down at market and spoken about this informally.

107

108 D. Black: When I was at market on Saturday, there was a wonderful a capella
109 performance.

110

111 M. Notarianni: Yes, there is a group of UM students who are working hard to get
112 students more aware of, and involved with, the market.

113

114 **b. New Business**

115 **(1) Discussion of Seniority**

116

117 P. Pollack: Let me put this into context: At the beginning of this year, we collectively,
118 as a follow-through from last year, we came up with several items to look at, under the
119 label of "Public Market Policy Analysis." Those were several large items that did not get
120 addressed when we took the time to modify the rules last year. They included
121 development of a mission statement for the Public Market-which we've done-and another
122 was clarification of language and definitions in the Public Market rules. That one has not
123 been done, but is on our agenda list for this year. Another was vendor seniority, and with
124 it, the discussion of seasonal markets and associated rules. We were basically looking at
125 the market holistically, to figure out how things occur, as far as who gets what position.
126 It was also tied to the fact there will be some things happening, physically, to the market
127 that will require us to make some changes, and this was a good time to revisit those rules.
128 Verification and inspection of market vendors was another one, and we now have a
129 market inspector and are in the process of inspecting vendors. Another was refining the
130 vendor application form, which has also been completed, and the last was vendor
131 marketing strategies, which we are in the process of examining as well.

132

133 So the first step of the process is to research how things are currently done. This involves
134 gathering information, learning the history, and looking at where problems exist, if they
135 do at all. As we've heard from emails and comments, some think things are fine, and

136 some think things are not fine. There isn't necessarily an action that is going to change
137 things; we are in an information-gathering period right now. If there are changes
138 proposed, we will go through a process of public informational sessions, like we did for
139 the rules last year, and that will basically happen from June to September.

140
141 G. Service: For this year, are we going to follow the guidelines we have at market?
142 1

143 P. Pollack: Yes. There has already been a good deal of research done on this topic over
144 the course of the past year. This topic is more broad than "just" seniority; it really takes
145 into account the ebb and flow of the market over the course of a year, and how best to
146 deal with that. Let's have a report on this at our next meeting.

147
148 M. Notarianni: To reiterate, no large changes will be happening for a considerable
149 amount of time!

150
151 **(2) Public Meeting, April 22, 2008--This meeting has ben cancelled.**
152

153 **8. Reports and Commissions**

154 **a. Market Manager.**

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156 M. Notarianni: Market inspections are continuing and going well. There are 2 of the
157 new types of lights that are being considered which were installed at market today.
158 Please tell me what you think about them. We have been selected by the City of Ann
159 Arbor to participate in a food waste-centered compost collection program, which is a
160 great honor. Vendor applications have been updated and distributed. The Wednesday
161 market starts very soon, and Martin Bandyke will broadcast live from market on the first
162 day. I continue to focus energy on the Wednesday market, and am recruiting volunteers
163 to help out with market operations and special events at market. I made new flyers to
164 promote the Wednesday market, and have created promotional buttons that are for sale at
165 market. I am in the process of applying for FNS authorization. We will also be receiving
166 an educational rainbarrel at market in the weeks ahead.

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

168 **c. Items from Commissioners**

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170 P. Pollack: the KDA is going to have a strategic planning session next week.
171

172 **d. Transmittals/Communications Received**

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174 **1. email received from Denise Brock 3/27/08**
175 **2. email received from Donald Gibbs, 4/9/08**
176 **3. email received from Carol Vena, 4 / 15/ 08**
177 **4. email received from Peter Stark, 4 /16/08**

178 179 **9. Public Commentary, General**

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181 G. Thompson: There are 2 very different uses or needs for the lighting: one is safety or
182 night lighting, the other is what vendors use for setting up. These types of lights are
183 actually used very few hours of the year. The life expectancy of any of these lights is the
184 same. I urge you to let the vendors tell you which lights work, in regards to colour
185 rendition, and select those lights.

186

187 D. Otis: Could you please explain what prompted discussion of the seniority issue again?

188

189 P. Pollack: Usually there is not interaction that happens during public comment, but the
190 history from last year suggests that there are perspectives that range from saying having
191 any seniority at all is not acceptable to what we have now is perfectly acceptable. We are
192 trying to understand IF there is a problem, and if so, WHAT the problem is. This is the
193 start of a 9 month long process.

194

195 **10. Adjournment**

196

197 The regular meeting was adjourned at 5:58 p.m.

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200

201

Athens, Ohio

STALL ASSIGNMENTS AND SENIORITY

20) Producers may hold an assigned stall space at the market. Stall assignment shall be made by seniority in market membership. The treasurer shall maintain a list of all producers by seniority and make this list available at the annual meeting.

21) Producers shall have the right to retain an assigned stall space the next year provided they participate in the market at least twelve times during the year, notify the Treasurer of their intent to continue by the annual meeting and pay fees as provided in these Rules. The Executive Committee may waive the attendance requirement for hardships such as crop failure, prolonged illness, or other good cause.

22) Producers holding assigned stalls who wish to change location or size must notify the Treasurer by the time of the annual meeting. Further assignment of vacant stalls shall be made by the Executive Committee by seniority from the list of unassigned producers who have paid the full fee.

23) Producers' seniority shall date from the first date on which the producer attended the market, providing the full membership and stall fees were paid at that time. Seniority for producers who elect to pay in installments shall date from the date of the last installment payment. A producer retains seniority by paying the full membership and stall fees each year.

Producers who joined the market prior to 2003 shall be considered to hold equal seniority with all other producers who began in the same year, since past market records do not permit us to ascertain actual dates on which members began.

In the event two or more producers have equal seniority and sufficient stalls are not available for assignment, the executive committee shall select the producer for assignment randomly.

Bellingham, WA

Stall assignment is based on vendor seniority. Points are awarded according to the system described below.

- A. At the end of each season, The Market Manager will develop a list, separated by membership category, of each member's seniority by points.
- B. Points will apply separately to the stalls that are assigned to each category of membership.
- C. Farmer members are eligible for a reserve stall, and choose a stall based on their points accumulation. The number of reserve stalls is limited, so placement is made on a seniority basis.
- D. The minimum criteria for a reserve stall is to have sold for a minimum of 8 weeks the previous year and to have paid annual dues.

- E. The minimum criteria for a farmer's double stall is the following: for any period of time in the previous year that one's average daily gross sales were over \$1000, that farmer may apply for a double stall. The assignment of double stalls will be made by the Membership Committee and is based on availability in the season, and highest gross sales.
- F. Point System
 - 1. ACTIVE MEMBERS ACCRUE POINTS.
 - 2. Participation in the Market: .18 points for each sales day in the Market.
 - 3. Sales in the Market: One point for each \$5000 of gross revenue in the Market during the previous year (e.g. sales of \$500 earn 0.1 points; sales of \$2000 earn 0.4 points; etc.).
 - 1. Participation on the Board: One point for sitting on the Board and attending at least 80% of the meetings the previous year.
 - 2. Participation on Committees; A maximum of 1.5 points for serving on a committee (or committees) and attending at least 80% of the meetings the previous year (see committee list, Section 1 for point awards for each committee). Committee chairs will have the discretion to award full, partial or no points based on an individuals contribution to the committee.
 - 6. All accumulated points (See Section 6.2 E1) will be forfeited if a vendor is not active for two consecutive years. For farmers “active” is defined as being present at 15 or more sales days in the Market’s previous year. Crafters are defined as “active” if they are present 8 days in the market’s previous year.
 - 7. Transfer of Membership/Points: Membership and Seniority points may be transferred with the approval of the Board of Directors. They may only be transferred to a family member, or to a legitimate business partner who has actively participated in the business at the Farmer’s Market site. The definition/ requirement to be a “Legitimate/Active Business Partner” is to have names of partners on Market Application and names on the Business License. Points cannot be transferred between categories.

6.2 Roll Call

Senior vendors with reserve stalls who desire more space may go on roll call, and have priority over new vendors. Senior vendors may contact the Market Manager on a weekly basis, or may notify the Market Manager at any point during the season to be put on roll call for the remainder of the season. Double booth assignments will be made at the discretion of the Market Manager and the Membership Committee, taking into consideration the needs of the requesting vendor and the impact of such assignments on the Market as a whole.

- A. All vendors without reserve stalls will be placed on a Roll Call List according to their category.
- A. Stall assignments will be filled within each category first (contract vendors to contract vendor stalls, farmers to farmer stalls, etc.) Any stalls still available will be scheduled according to the order described below
 - 1. Farmers with at least 80% of their daily sales being produce and having four or more seniority points at the start of the current season, in order of

seniority. Such vendors shall be required to have sufficient produce, in the judgment of the Market Manager to provide a reasonable display for the market day.

2. Other farmers and processors having four or more seniority points at the start of the current season, in order of seniority.
3. Crafters having four or more seniority points at the start of the current season, in order of seniority.
4. All other vendors, at markets discretion.
5. Ties between senior vendors will be broken by the date of this year's first sale. Ties between new vendors will be broken by their date of application.

Dade County Farmers Market (Madison, WI)

Seniority is based on number of consecutive years previous to receipt of application that vendor was a Member in good standing. If membership is terminated due to rule violations, vendor must be approved by 2/3 vote of market Board of Directors. If approval is denied, vendor cannot apply for two years following the denial.

Member partners who applied in 1989 on an "Application for Membership" have been granted "A" status. Individuals newly appearing on membership applications subsequent to

1989 are granted "B" status. After a "B" status Member has been a Member or co-Member for

five (5) consecutive years they will be changed to "A" status. Partners newly listed on past-

1989 applications from "A" status Members will also be "B" status co-Members.

"A" status Members shall have the right to their season stall as long as they apply to the Market consecutively each year. If an "A" status Member fails to apply for their season stall in

any year it will be considered surrendered and will be available to the general membership on

the usual seniority basis. However, a "B" status co-Member who had one or more "A" status

partners the previous year which "A" status partners are not re-applying may request "A" status

for purposes of maintaining the Member's season stall by making a special written request to

the board of directors including proof: (1) of the "B" status partner's required participation and

(2) 20% or more ownership for the previous five years.

Portland Farmers Market (Portland, OR)

“Seniority” ranking integrates:

- Number of years vendor has sold at PFM
- Number of PFM markets at which vendor sells
- Attendance record
- History of compliance with Market rules

Garden Grove, CA Market

3) DETERMINATION OF SENIORITY

a. Participation in a market during any week earns one seniority point at that market. Farmers required to alternate with another farmer with the same product (such as honey) will receive 2 seniority points for each market appearance. A maximum of 52 points can be earned in any one year (53 if the calendar permits). Such seniority point accumulate from year to year and are used by staff to compute seniority.

b. All accumulated seniority will be lost upon:

i. 3 No Show-No Call misses in any 6 month period

ii. 52 weeks of continuous absence from a market without communication from the Manager.

Bainbridge Island, WA Market

5.) **SENIORITY:** BIFMA recognizes two types of Seniority.

A.) Market Seniority is defined as cumulative years of membership as a Voting member. Effective 4/2/07, Market Seniority is defined as years during which a voting membership is held and during which a member vended at least five market days at Saturday, Wednesday or Winter Markets.

B.) Booth Seniority is defined as cumulative days a vendor spent at any particular location in the course of a season and in preceding years. Booth Seniority may be used by the Board to determine permanent space assignment at the beginning of the season, unless there are other critical factors the Board has to consider.

Market Manager Report

Presented May 29, 2008

EBT Cards at the Ann Arbor Farmers Market!

It's true! In a record-quick turnaround time, we received our FNS authorization, which means market vendors who qualify will be able to accept the modern equivalent of Food Stamps. This is really exciting and fantastic news, and will greatly expand the reach of the market!

Market Renovations

Construction on the Solar Project is scheduled to begin June 2, with a grand press event at 4 p.m. on June 2nd, involving the US Department of Energy presenting the Mayor official signage, designating Ann Arbor as one of 25 Solar America Cities. The solar project should be completed in approximately 2-3 weeks, with Phase 1 renovations beginning immediately after. The estimated completion date of Phase 1 is early August.

Wednesday Market Update

Wednesday markets are off to a great start. I am continuing to plan special events to bolster attendance and enhance interest. Recent events have included a 25-foot salmon and a live broadcast with Martin Bandyke on 107.1. I have also been hard at work involving school groups with the Wednesday market. New vendors continue to express interest in the Farmers Market, and I have been slowly introducing those I who I feel are a good fit to the Wednesday market, with great success!

Market Newsletters

To increase communication, I have created two new market newsletters: one for customers, and one targeting vendors. I anticipate creating a bi-weekly customer newsletter, highlighting what's in season, recipes, and vendor updates. The vendor newsletter will be issued as needed.

Assistant Market Manager

I am very excited to announce the addition of Joanna Smither, as the new Assistant Market Manager! A recent graduate of the UM School of Public health with a Masters of Public Health degree in Human Nutrition, Joanna has long been involved with community food security work in an around Ann Arbor. Joanna brings a wealth of experience in environmental education, farming and gardening, and nutrition education to the position; most recently working to improve underserved communities' access to healthy foods. Joanna will be at the market Wednesdays and Saturdays through the fall, starting this week. In addition to assisting me with day-to-day tasks, Joanna will be working on volunteer coordination, helping to plan and execute the season's upcoming special events and festivals, and working to create a system so that vendors will be able to accept EBT cards from market shoppers.

Fantastic Research Happening at the Farmers Market

Paul Holeva, a former Ann Arbor resident and a student pursuing a Masters Degree in Geography, will be doing some exciting research at the Ann Arbor Farmers Market this spring and summer! Paul hopes to study farmers markets as a public forum, learning more about the social interactions that happen at the market, and the role they play in community development. He has created several surveys that he will be inviting market shoppers to fill out, and he is considering creating surveys for vendors as well.

PPS Farmers Market Conference

I was lucky enough to have the opportunity to attend a fantastic conference presented by the Project for Public Spaces in New York several weeks ago, entitled **How to Create Successful Markets**. What a wonderful experience! I learned so much fantastic information that will be applicable to the Ann Arbor Farmers Market, including ingredients of successful markets, techniques we can utilise to “audit” our market and measure its success on an ongoing basis, and finite tools to help the market stay financially viable. In addition, I had the opportunity to visit many different markets in New York to examine their operations and network with market managers from across the country. Already, I have been in communication with the NYC Greenmarket’s Inspector, seeking advice on vendor inspections.

Inspection Update

Matt Demmon, our market inspector, has been inspecting market vendors all season, to ensure that vendors are, in fact, producing the items they bring to market. To date, the following vendors have been inspected:

Ben Bodewes
Dolores Gracia
Tina Gracia
Toni Gracia
Denise Brock
Carol Vena
Luke Field
Hannewald Lamb
Catherine Reske

Mark Krueger
Glenn Heim
Jim Todoscuik
Joe Ray
Wilczewski Greenhouse
Devulder’s Farm
Esther Kapp
Ray Blandowski
Fusilier Farm

Richard Andres
Fieldstone Farms
James Marks
TJ Farm
Kern Road
Jeff Nemeth
Mill Pond Bakery
Janna Field
Ingrid Jenkins

