

Public Market Advisory Commission

Thursday June 19, 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 May 29, 2008
7. Commission Business
 - a. Old Business
 - (1) Subcommittees
 - ~ Seniority
 - ~ Market Promotion and Education ideas
 - (2) Market Renovations update
 - (3) Inspection update
 - b. New Business
 - (1) Vendor selection and market mix
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



DRAFT

**CITY OF ANN ARBOR-PUBLIC MARKET ADVISORY COMMISSION
MEETING MINUTES**

May 29, 2008

1. Call to Order

The meeting was called to order at 5:07 p.m. by P. Pollack.

2. Roll Call

Members Present: (5) S. Brines, D. Black, K. King, P. Pollack, G. Service
Members Absent: (0)
Staff Present: (1) M. Notarianni
Guests: (0)

3. Special Presentations

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

5. Approval of Agenda

6. Approval of Minutes

7. Commission Business

a. Old Business

(1) Subcommittees

~Seniority

M. Notarianni: I have done a good deal of research on how other markets use seniority to make decisions, and found it varies greatly from market to market. Seniority is determined for some based solely on the amount of time a vendor is at market in years, for some the number of weeks, for some there is a component of behavior at market. The farmers market in Bellingham, WA had a very complicated system including sales, number of attendances, participation on market committees, etc. At the market in Madison, WI there were two categories for vendors, and within five years, a vendor moved up from one category to the next.

P. Pollack: There is possibly more to it than the length of time, in years, that you have been at market. The one that is interesting is possibly the number of times you come per season, which is something that helps keep our market vital, year round.

K. King: The number of attendances per season would be one way to calculate it, and number of seasons would be another piece of it. It would come down to total number of times a person has come to the market: this would help someone who has started coming

47 to market more recently, but comes quite often. This means people who have a long
48 history at market wouldn't lose their seniority often, but new vendors who make a large
49 contribution to the market would be rewarded.

50
51 D. Black: Would there be any distinction between producers and artisans?
52

53 K. King: I think the two, for better and for worse, are in separate categories.
54

55 P. Pollack: There is also the possibility that we look at the full length of the day;
56 whether a vendor leaves market early, without selling out. It would be nice to hang a
57 sign in a stall if you sell out that says "Sorry, we were so good today that we sold out," so
58 it isn't just an empty stall, but something that references that there was, in fact, someone
59 there. Perhaps it is the definition of seniority that we should expand: the overall activity
60 at the market (meaning time and number of days selling) as well as the length of service?
61

62 K. King: We also need to discuss the actual privileges granted by seniority.
63

64 P. Pollack: At the moment, it is primarily stall assignment.
65

66 K. King: This will become more significant when the market renovations begin.
67

68 P. Pollack: Yes; that is one reason we are focusing on this right now.
69

70 M. Notarianni: One thing I see feeding the focus on seniority is the perception that there
71 is only *one* area of the market that is profitable for vendors. I would like to make all of
72 the areas at market successful.
73

74 K. King: When I started at market, I decided to stay in the same area, on Wednesdays
75 and Saturdays, instead of moving up to the main aisle. Over the years, this has become a
76 really vital part of the market. I don't believe in good or bad spots on the market, per se.
77

78 P. Pollack: It is almost a function of us supporting the individuals doing well at market;
79 this is where promotions and educational events at market come into play.
80

81 M. Notarianni: I think we can also provide vendors with some pieces of information
82 regarding how to be successful at market.
83

84 P. Pollack: While we are talking about creating successful markets, I believe that the use
85 of the public sidewalks is also important. It is nice for them to be a place for people to
86 get out of the market hubbub and socialize. When we add new stalls, we need to make
87 sure we keep some spaces for people to socialize, to maintain the welcoming nature of
88 the market.
89

90 S. Brines: Have you come across any notes on what markets have done to change their
91 rules?
92

93 M. Notarianni: Nope! It is going to be difficult... I would recommend helping everyone
94 keep the big picture in mind.

95

96 P. Pollack: Perhaps we can bring this up at our upcoming public meetings. The goal has
97 always been increasing access to the market: allowing new vendors to join market, as
98 necessary, and helping both Wednesday and Saturday markets stay vibrant.

99

100 K. King: I think, if seniority included total number of days at market, and if Wednesday
101 was included in that count, than that would help boost attendance on Wednesdays.

102

103 P. Pollack: For example, could Wednesdays be worth 1.1, and Saturdays .9??

104

105 **Market Promotion and Education**

106

107 P. Pollack: Molly, you've prepared a list of events already that you've done...

108

109 M. Notarianni: It is primarily advertising, but yes.

110

111 P. Pollack: (reads list) Any thoughts on what we should do for Wednesdays?

112

113 D. Black: I enjoy going on Wednesdays. Would there be a way to promote it to parents
114 of children in school, by word of mouth?

115

116 G. Service: I think Wednesdays are a great time to go and meet at market, because it is
117 less crowded.

118

119 M. Notarianni: Right now, it seems like attendance on Wednesdays really tapers off later
120 in the day. I would like to try to schedule events in the second half of the day to draw
121 people to market. I have also been considering that the Wednesday market may have a
122 slightly different audience than Saturdays, and am considering ways to draw them to
123 market.

124

125 D. Black: Food carts would be great! Are the current hours the best hours for the
126 Wednesday market?

127

128 M. Notarianni: Perhaps we do need to broaden the concept of the audience to people
129 besides office employees, so there are customers available all day.

130

131 P. Pollack: I think it would be great to reach out to University hospital employees and
132 other UM researchers, so business could extend later in the day. There are very few
133 Wednesday markets in the area, in terms of competition.

134

135 S. Brines: What about the "crazy" idea of shifting market hours to 11 am – 7 pm?

136

137 M. Notarianni: I have seen afternoon market hours that have been successful at other
138 markets I've managed and been a vendor at.

139

140 D. Black: Maybe we could ask vendors what they might think about this?

141

142 P. Pollack: I think Wednesday would be a good idea for other special events to occur at
143 market; perhaps a focus on a different vendor each week at market?

144

145 D. Black: Could we try to encourage local chefs to shop at market, especially on
146 Wednesdays?

147

148 S. Brines: That is a great idea!

149

150 P. Pollack: Maybe we could even promote them shopping at market, by highlighting
151 them on the market's website!

152

153 S. Brines: On the topic of Market Promotion and Education, I would like to talk about
154 the Home Grown Festival. This will be the first annual festival; it is a new Michigan
155 nonprofit. We are in the process of planning the festival, it will be Saturday, September
156 13th, from 11 am to 4 pm, on the Community High School lawn. I would like to get a
157 letter of support, or even a resolution, from the PMAC.

158

159 P. Pollack: It looks like this letter could be changed quite easily to a resolution.

160

161 G. Service moves to create a resolution for PMAC to support the festival.

162

163 Motion seconded by D. Black.

164

165 Unanimous approval.

166

167 (2) Market Renovation Update

168

169 M. Notarianni: The solar project is set to begin June 2nd, and will take an estimated 2-3
170 weeks. Phase 1 will begin immediately after the completion of the solar project. After
171 much surveying, we plan to install a combination of fluorescent lights and induction
172 lights. Fluorescent lights will be used during vendor set-up, and induction lights will be
173 used as safety lighting during non-market hours.

174

175 P. Pollack: It would be wonderful to have a celebration to commend the completion of
176 construction!

177

178 b. New Business:

179

180 (1) Project Fresh and EBT:

181

182 M. Notarianni: We have received FNS authorization, and will now be able to accept food
183 stamps (which are now in an electronic format) at market. Logistically, I envision

184 running customers' cards in the office, providing them with some sort of token or scrip to
185 spend at the vendors' stalls, and then reimbursing vendors for the tokens biweekly.

186

187 D. Black: Perhaps you could advertise at the physical location where people sign up for
188 food stamps.

189

190 P. Pollack: Signage at market will help publicize once the program has been instituted.

191

192 S. Brines: From my experience with Project Fresh, advertising would really help
193 encourage shopper participation.

194

195 **8. Reports and Communications**

196

a. Market Manager

197

198 M. Notarianni: Many of the items (FNS Authorization, Market Renovations the
199 Wednesday Market, Market Newsletters) on my report we have already discussed during
200 the course of this meeting.

201

202 P. Pollack: Perhaps vendors could submit articles for the newsletter!

203

204 S. Brines: Maybe it would be nice to include some links in the newsletter, since it is
205 electronic?

206

207 M. Notarianni: I've hired an Assistant Market Manager. She has lots of experience in
208 this area, and will be wonderful! Paul Holeva is doing some research at the market this
209 summer, hoping to learn more about the market as a public space and the social
210 interactions it fosters. We don't have much demographic, statistical information about
211 the market and its shoppers, and this information will be very useful to us in the future.
212 The PPS Conference I went to in New York was great! I also have an inspection update.
213 Matt Demmon, our market inspector, has been inspecting vendors all season, and will
214 continue to do so throughout the season. We hope to inspect all of our vendors at least
215 once by the fall or winter, doing additional secondary inspections for vendors with many
216 products, if time permits.

217

218 P. Pollack: Could we put this information online, or perhaps in the electronic newsletter?
219 In the vendors' newsletter, it might be useful providing some information regarding the
220 inspector's background and the status of inspections. Could we write an official notice
221 stating that inspections will continue to occur, and that there is a very clear penalty for
222 those who disobey market rules by bringing items they don't produce to market?

223

224 M. Notarianni: I think that is a great idea. I will draft a notice.

225

226 S. Brines: Could we have a working session regarding protocol for these inspections?

227

228 P. Pollack: Molly, you have our support to write the letter we've discussed and include it
229 with the vendor newsletter.

230
231
232
233
234
235
236
237
238
239
240
241
242
243
244
245
246
247
248
249
250
251
252
253
254
255
256
257
258
259
260
261
262
263
264
265
266
267
268
269
270
271
272
273
274
275

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

P. Pollack: The KDA met today, and we are still working to complete strategic planning for the years ahead. Saturday, June 7th will be the African American Festival on Fourth, and the KDA is sponsoring a Nash Bash, the fourth Saturday in August. It will be a music fest, including Whit Hill. We will confirm the date; it may be on a Thursday in conjunction with Trunk A Palooza.

K. King: I think it is important to send out a very clear message to new and old growers that buying and selling wholesale produce that is going to be noticed and stopped. The very success and health of the market is at stake.

D. Black: What is the process if there is an accusation?

M. Notarianni: To my knowledge, there is no specific procedure. Matt and myself react to complaints as they arise, conducting inspections as necessary.

S. Brines: Different markets have different systems to deal with these complaints.

P. Pollack: I think it is important to make a distinction between Molly as the Manager of the market, and Matt as the Inspector. It might be good to have him inspect not only on the farm, but at market.

M. Notarianni: I learned that at Greenmarket, in NYC, they select several vendors to inspect at market, before they unload in the morning.

S. Brines: I think that's a good idea.

P. Pollaack: A marketplace inspection piece to the inspection process would be useful.

d. Transmittals & Communications Received

1 May, 7 May, 13 May from Luis Vazquez – Licensing at Market

13 May from Glenn Thompson – Lighting

20 May from Peter Stark – ownership of vendors' businesses

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

V. Elmer: I am writing an article about the market inspection process

10. Adjournment

276 The meeting was adjourned at 6:30 p.m.
277
278
279
280

Market Manager Report

Presented June 19, 2008

EBT Cards at the Ann Arbor Farmers Market!

We are in the process of creating financial infrastructure for the EBT program. We have also been selected to receive a grant to participate in the Grow Your Kids social marketing campaign, targeting Food Stamp-eligible mothers of young children.

Market Renovations

The solar project is 75% complete, and the construction has been seamless! Phase 1 of the renovations are underway/

Wednesday Market Update

New vendors are continuing to enter the Wednesday market, and increased sales by all are reported.

Market Promotion and Education

I am in the process of fostering an exciting relationship with the Ann Arbor News. We will be advertising in the Current Ann Arbor for the upcoming months, as well as the Observer. I am starting to organize volunteers for a Vendor Oral History Project, and have a tentative Bike Market event scheduled for July. I am also closing in on a date for a Harvest Festival at market, as well as several dates for educational collaborations with Slow Food Huron Valley and some delightful other festivals for Wednesday afternoons!

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. A letter was distributed to all vendors regarding inspections, as discussed at the last PMAC meeting. In the past month, the following vendors have been inspected:

Peter Stark
Don Gibbs

Duke Donahee
Ralph Snow

Tom Rumble
David Sordt

June 2, 2008

Dear Ann Arbor Farmers Market Vendor,

It is with great pleasure that I welcome both new and returning vendors to market, as we begin another wonderful season! I feel incredible fortunate to be part of a market with such vibrancy and history.

One element that makes the Ann Arbor Market so unique is the integrity represented by its producers-only requirements for vendors.

We have already received several complaints in regards vendors that are reselling goods they have not grown at market. This violates the Public Market Operating Rules, and will *not* be tolerated. We have hired a market inspector, and are systematically visiting each vendor to inspect their farm/facility during the market season. Accusations of reselling will be taken seriously, and dealt with immediately. As noted in III.4.E of the Public Market Operating Rules, **“A vendor who has been found to offer for sale articles that are not made, grown, or produced by the vendor shall be immediately expelled from the Market and shall forfeit all fees.”**

Please join me in helping to ensure our market maintains the authenticity that makes it so unique.

Thanks,

Molly Notarianni

Ann Arbor Farmers Market Manager