

Public Market Advisory Commission

Thursday August 21, 2008
5:00pm Council Chambers
City Hall, 100 N. Fifth Avenue

Meeting Agenda

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Special Presentations
 - a. Ginny Trocchio, Greenbelt Commission
5. Public Commentary – Agenda items only (3 minutes per speaker)
6. Approval of Minutes
 - a. Meeting of July 17, 2008
7. Commission Business
 - a. Old Business
 - b. New Business
 - (1) Winter season market utilization
 - (2) Fostering agriculture in SE Michigan
8. Reports and Communications
 - a. Market Manager
 - b. Related Boards, Commissions, Committees, and Task Forces
 - c. Items from Commissioners
 - d. Transmittals/communications received
 - (1) M. & B. Oliver, 7/25/08
 - (2) L. Perlman, 7/31/08
 - (3) K. Melmoth, 7/31/08
9. Public Commentary – General (3 minutes per speaker)
10. Adjournment

The next meeting of the Public Market Advisory Commission will be Thursday, September 18, 2008. Public Market Advisory Commission meetings are broadcast on CTN(cable channel 16) live at 5:00 on the third Thursday of every month and replayed the following Friday at 10:00 AM and Saturday at 12:00 PM.



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

1. Call to Order

The meeting was called to order at 5:09 p.m. by P. Pollack.

2. Roll Call

Members Present: (4) S. Brines, D. Black, K. King, P. Pollack

Members Absent: (1) G. Service

Staff Present: (1) M. Notarianni

Guests: (0)

3. Special Presentations

a. Parks Advisory Commission presentation, 6/17/08: M. Notarianni

b. Greenbelt Commission presentation, 7/2/08: M. Notarianni

M. Notarianni: The members of the Greenbelt Commission are interested in coming to speak with us, if we are interested in collaborations.

P. Pollack: I've been a member of the county's NATAC, and some of the land that the county purchases as natural land does have farm field on it, which is leased out for agricultural purposes. That seems like a great possibility for linkage, as an incubator. It has public access, and is publicly owned. Tom Freeman is the contact at NATAC.

S. Brines: Yes, that is definitely worth exploring.

4. Approval of Agenda

5. Approval of Minutes

a. Meeting of June 19, 2008

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

A. Aygac: I produce olive oil from my olive farms in Turkey. I would like to sell it at the Ann Arbor Farmers Market. Eight years ago, I also applied for the market, and the manager at that time told me I needed to provide her with a little additional information, which I have here. Another vendor already sells oil at the market, with herbs and garlic in it. I love making olive oil. I make it the traditional way, in November and December. I want to sell my oil at the market.

43 P. Pollack: Your application will be reviewed by the market manager.

44

45 **7. Commission Business**

46 **a. Old Business**

47 **(1) Subcommittees**

48 **~ Seniority**

49 P. Pollack: We've gotten a lot of electronic messages, and there are 3 things we have: a
50 summary of all of the points that came up from our spring meeting in February and
51 related comments, the collected discussion points dated July 10th, and then we've also
52 received significant communications related to seniority, most specifically, carbon
53 footprint. The biggest commentary seems to be in regards to the so-called "carbon
54 footprint," which actually came from an audience suggestion, in relation to distance, and
55 specifically what constitutes *local*.

56

57 S. Brines: I wanted to respond some emails, which expressed the misunderstanding that
58 there was an existing proposal regarding seniority. If this were the case, there would first
59 be a draft proposal, which would be reviewed in public meetings. This exploration of
60 seniority has openly been part of our work list for the year, and we have been gathering
61 and reviewing information, as well as input from vendors and the public. At our last
62 meeting, we had tasked ourselves with paring down the suggestions to see if there was
63 anything worthy to discuss at a public meeting. Carbon footprint was one suggestion,
64 among many, for determining seniority. This suggested carbon footprint concept was a
65 little more nuanced than what was mentioned in many of the emails we received. We all
66 had the feeling that defining "local" and "carbon footprint" is very complicated, and
67 decided we would most likely not move in that direction, unless we had some indications
68 that the Mayor and members of City Council began to focus attention on that.

69

70 D. Black: I was really grateful that you sent that email. I spoke with lots of vendors at
71 market yesterday who were concerned and confused about this "proposal" in regards to
72 carbon footprint. We, as Commissioners, are here to serve the market! We want the
73 market to be healthy and strong, and we don't want to do anything in secret. People are
74 free to express their ideas, but it is easy for misinformation to spread very quickly over
75 email.

76

77 P. Pollack: Our task is to understand current condition, in regards to seniority at market.
78 Then the task becomes to put together a list of possible changes, and bring that to the
79 community, which will take place in September, October, and November. There will be
80 plenty of opportunity for discussion about any rule changes that might occur. There are
81 no definitives, and no proposals to change the rules. They will all be discussed in the
82 public, with anyone who wants to be there.

83

84 K. King: I don't see any way that any of us are qualified to assess carbon footprint. It is
85 an incredibly complicated thing to assess, and involves both distance to market and
86 carbon use on the farm. Everyone who farms has to worry about carbon footprint, and it
87 is a responsibility of the farmers. I don't know how the City or the Commission could try
88 to meddle on this level, with what the farmers are doing. I think it has very little to do
89 with Seniority.

90

91 P. Pollack: Through talking with a member of the Energy Commission, Robert Black, I
92 learned this is not legislatable. We can create incentives, but can't enforce anything.

93

94 S. Brines; I am pretty sure this was our consensus even at the last meeting: without any
95 precedent from the mayor, we aren't planning on pursuing this.

96

97 P. Pollack: Currently, seniority is largely based on market attendance. The question is,
98 are there other criteria? Is the term "Seniority" even appropriate, or are we talking about
99 market participation in a larger sense? This list is an initial draft. It will be at least 8 or 9
100 months, if there are any changes, for them to be applicable. They would start with the
101 new fiscal year, in July of 2009.

102

103 D. Black: Have vendors had access to the data Molly has gathered from other markets?
104 Are we going to grandfather people in with respect to changes?

105

106 M. Notarianni: We'll have to decide once we decide what, if any, changes will be made
107 to seniority. I don't envision revoking anyone's existing seniority!

108

109 K. King: It is very important to put the seniority matter to some sort of rest. For an
110 indefinite period of time, seniority does not change, and when and if we do revise our
111 present system, that won't affect anyone's seniority as it was determined today. We
112 should begin to keep precise records of how many times vendors have come to market.
113 This motion specifies that nobody's seniority will change in regards to any changes we
114 will devise. At the same time, we have to look seriously at what seniority means, and
115 what the privileges are.

116

117 D. Black: When new stalls open up from the renovation, according to seniority, new
118 people could move into them?

119

120 M. Notarianni: I think this is a bigger issue to be dealt with once we make some decisions
121 regarding the renovations.

122

123 S. Brines: The more I think about it, the more I think we should focus on what privileges
124 are associated with seniority. One major issue is the fact that dailies are dailies, and don't
125 have a permanent space. The lack of ability to create an identity for new vendors is really
126 difficult. At the same time, why does everybody want to "move up?" There is this
127 concept that the main aisle is the best place to be. Can we come up with a way, with
128 additional signage, to get customers to visit every area of the market? This might be
129 more beneficial...

130

131 P. Pollack: What is happening right now is uneasiness at the vendor level, not knowing
132 what is to come. A motion like this that suggests seniority would not change for a
133 specific period of time: a year. Until July of 2009, when the next fiscal year begins!
134 There will also be a public process to review what is taking place.

135

136 D. Black: Do the current market hours seem appropriate? We should ask the vendors.

137

138 S. Brines: In my opinion, we have different scales of producers. I leave early, because I
139 sell out. I just don't have that much volume. Unless we can really work to develop the
140 afternoon, it is really slow.

141

142 D. Black: I'm thinking about how to let people know. Could you create an email, or
143 some statement to post on the bulletin board in the office?

144

145 **b. New Business**

146

147 **8. Reports and Communications**

148 **a. Market Manager**

149

150 M. Notarianni: Inspections continue to go well. At the recommendation of the inspector
151 as well as several vendors, I am suggesting we implement a vendor challenge system,
152 similar to the one in place at the Portland Farmers Market. I've been meeting with other
153 area market managers to learn more about their chef demonstrations, and how to replicate
154 them at the Ann Arbor Farmers Market. Ozone House will be hosting their annual
155 fundraiser at the market on the evening of Friday, September 19th. This is really exciting!
156 Promotional A-boards and tote bags are being designed. I attended a Rapid Market
157 Assessment workshop several weeks ago, and am planning on conducting our own
158 assessment at the market in the weeks ahead. We had a very small (due to poor weather)
159 bike-to-market last week, and are planning another for the fall. Paul Holeva has
160 completed a lot of demographic research which will be really useful for us. Vendors are
161 now accepting Project Fresh vouchers.

162

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

164 **c. Items from Commissioners**

165

166 S. Brines: Would the commission be interested in supporting the KDA's ideas for
167 expanded parking provisions during the HomeGrown Festival?

168

169 *Unanimously approved.*

170

171 **d. Transmittals/communications received**

172

a. D. Brock, 7/16/08

173

b. G. Thompson, 7/16/08

174

c. A. Matthies, 7/16/08

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d. J. Cousino, 7/16/08

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e. E. Callaway, 7/16/08

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f. K. Melmoth, 7/16/08

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g. L. Morris, 7/16/08

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h. P. Perlman, 7/17/08

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i. B. & J. Cousino, 7/17/08

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j. L. Welch, 7/17/08

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k. B. Varani, 7/17/08

183

l. M. Swanson, 7/17/08

184

m. H. & D. Aminoff, 7/17/08

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

186

187 B. Upston, vendor: I think the vendors' nervousness about changes to seniority can be
188 expected. I am glad it seems like you've put the idea of carbon footprint to rest. I
189 think that the fact that vendors worry about these things is reasonable. It is their
190 livelihood! I haven't had a job other than farming for 30 years. I think there isn't room
191 for dailies to be assigned permanent spaces, within the current market structure. I think
192 the hours are fine as they are, although the afternoons do get slow. Sometimes each
193 vendor has to decide whether their time is more valuable at market or working on the
194 farm. Shoppers that come late in the day will need to understand that they won't have the
195 same selection as early in the morning, even if everybody is there.

196

197 **10. Adjournment**

198

199 The meeting was adjourned at 6:33 p.m.

Market Manager Report

Presented August 21,, 2008

Inspection Update

The following vendors have been inspected since last month's meeting:

Merkel Gardens	GardenWorks	Heim Gardens
Kapnick Orchards	Ernst Farm	Brines
Native Plant Nursery	Umin	Neuvirth
Erie Orchards	Island Gardens	Wagner
Krueger		

as well as various at-market inspections.

Promotional and Educational Events Update

We celebrated the market's 89th birthday on August 9th, with our annual Ice Cream Social. We gave away 600 cups of free ice cream in just under an hour! Vendors reported great sales all day. Beautiful new signage has also been created for the market, and a host of new market merchandise will be available for purchase within the next month. I am starting to focus on ways to market the market to returning college students! Preparations for chef demonstrations at market are moving along as well, and should begin in early fall. The planning for Ozone House's fundraiser, which will be held at the market, is going well. We've had great participation from many community groups over the past month, including Slow Food Huron Valley, Lost Voices, a solar taxi, and Canine Assistants. We've also had some wonderful live music at market!

Rapid Market Assessment

We will be conducting our first independent Rapid Market Assessment this Saturday, August 23, from 7 am – 3 pm!

New Vendors at Market

Several new vendors will be joining us at market in the weeks ahead. Gary Toller, the lovely knife sharpener, will begin to come on Saturdays in addition to Wednesdays. John Aylward, from the Four Corners Creamery in Tecumseh, will soon be coming with handmade cheeses (both goat & cow), butter, and yogurt. New hot food options will soon be present at market as well!

Newsletter

Two newsletters, one for vendors, and one for customers, were created and distributed this month.

Project Fresh

Eligible market vendors are currently accepting Project Fresh coupons

Terra Madre 2008

Both myself and Shannon Brines, Ann Arbor Farmers Market vendor and Public Market Advisory Commissioner, have been selected to attend the biennial Terra Madre conference in Turin, Italy this October. The conference is presented by Slow Food, an international nonprofit dedicated to preserving local food traditions and heritage. Terra Madre is a weeklong conference that brings together 5000 producers, students, and educators from around the world, to share knowledge and celebrate food traditions. The selection for Terra Madre is quite competitive, and being chosen as a delegate is a huge honor. This will be a fantastic opportunity for me and Shannon to represent the diversity and vitality of our local food community, while learning from, and collaborating with, other producers from around the world.