

Public Market Advisory Commission

Thursday July 17, 2008
5:00pm Council Chambers
City Hall, 100 N. Fifth Avenue

Meeting Agenda

1. Call to Order
2. Roll Call
3. Special Presentations
 - a. Parks Advisory Commission presentation, 6/17/08: M. Notarianni
 - b. Greenbelt Commission presentation, 7/2/08: M. Notarianni
4. Approval of Agenda
5. Public Commentary – Agenda items only (3 minutes per speaker)
6. Approval of Minutes
 - a. Meeting of June 19, 2008
7. Commission Business
 - a. Old Business
 - (1) Subcommittees
~ Seniority
 - b. New Business
8. Reports and Communications
 - a. Market Manager
 - b. Related Boards, Commissions, Committees, and Task Forces
 - c. Items from Commissioners
 - d. Transmittals/communications received
 - a. D. Brock, 7/16/08
 - b. G. Thompson, 7/16/08
 - c. A. Matthies, 7/16/08
 - d. J. Cousino, 7/16/08
 - e. E. Callaway, 7/16/08
 - f. K. Melmoth, 7/16/08
 - g. L. Morris, 7/16/08
 - h. P. Perlman, 7/17/08
 - i. B. & J. Cousino, 7/17/08

j. L. Welch, 7/17/08

k. B. Varani, 7/17/08

l. M. Swanson, 7/17/08

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

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

10. Adjournment

The next meeting of the Public Market Advisory Commission will be Thursday, August 21st. 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

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1. Call to Order

7 The meeting was called to order at 5:10 p.m. by P. Pollack.

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2. Roll Call

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

12 Members Absent: (1) G. Service

13 Staff Present: (1) M. Notarianni

14 Guests: (0)

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3. Special Presentations

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

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20 L. Vazquez: I am disappointed that the packet was posted only this morning on the city's
21 website. I question if the city is truly concerned in hearing the input of the public. In
22 conjunction with the market renovations, I would like to express my solidarity with the
23 International Brotherhood of Electrical Workers in their message that jobs related to the
24 renovations should be Union jobs. I feel all construction jobs in Ann Arbor should be
25 done by contractors using Union workers, and at the very least, with people hired locally.
26 I filed a FOIA request that was denied, mostly, and I am wondering why that is. When
27 citizens say they want to be part of the public process, I feel this organization should be
28 transparent as any other in the city.

29
30 In regards to the inspection form, it needs a publication date on it, so we can track when
31 revisions are made on it. Will baked goods at market be inspected? It is not listed on the
32 form. Will apiaries be inspected? What if the address of one vendor corresponds with
33 another vendor's address, or if the address is different than the vendor's location to sell.

34
35 Molly said the market inspector does not inspect vendor's licenses, however these items
36 are listed on the inspection form. Why? Who reviews these applications? Is it the
37 commission, or some other body?

38
39 Order forms and receipts: I think this is a good requirement, but I think it should apply
40 also to baked goods, and they should be made from scratch. Former commissioner Scott
41 Newell had a great idea for baked goods, and the information he suggested should be
42 included. If I don't feel like I can commissioners and the city to be forthcoming with
43 information, than I will have to resort to "voting with my dollars," and shopping only at

44 vendors whom I trust and know at the market. I would like to see more emphasis on
45 organics.

46
47 In terms of seniority, I support the idea of seniority encompassing carbon footprint. We
48 should have more local growers at the market.

49

50 **5. Approval of Agenda**

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52 **6. Approval of Minutes**

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54 **7. Commission Business**

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56 **a. Old Business**

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58 **(1) Subcommittees**

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60 **a. Seniority**

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62 P. Pollack: We haven't had any additional meetings, but we stopped last time with the
63 notion of what criteria might be. If we can leave here with assignments, we can consider
64 us a committee as a whole, so we will be prepared for the main discussion. Perhaps the
65 label "Seniority" may have to change if it includes circumstances in addition to length of
66 time at the market, such as carbon footprint.

67

68 S. Brines: Maybe we could come up with more concrete things written down from a
69 subcommittee, and then move towards vendor and public meetings.

70

71 P. Pollack: I think preparing such information for the next meeting is a good idea. I also
72 agree that the agenda and minutes should be up earlier, so we can get a rhythm
73 established. As an assignment, let's take a week and get back to Molly and myself our
74 thoughts, regarding seniority, from our discussions. We'll compile that information and
75 send it back out, as discussion points for the next meeting.

76

77 S. Brines: Specifically, I'd like to see peoples' thoughts regarding how seniority is
78 integrated into the existing system, whether that is a grandfathered clause or additional
79 conditions...and it is important to make clear that this information would only be a draft
80 at this point in time.

81

82 D. Black: I have heard the mediation brought up, and thought perhaps the issue has
83 already been dealt with, to some degree...

84

85 P. Pollack: The mediation was either 9 or 10 years ago, so it has been a significant
86 amount of time. There have been changes in the market and changes in people, as well as
87 the proposed physical changes in the market, so I think this is a good time to reevaluate
88 seniority.

89

90 K. King: Especially with the market renovation, we really need to have a seniority
91 assessment committee, because so many new issues regarding stalls are going to arise.

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93 P. Pollack: Who do you see as members of such a committee??
94

95 K. King: The market manager, of course, and a number of Council members...I would
96 consider a representative of the Grower's Association, and a Daily grower. As with any
97 economy, when you put a certain value on any item, such as these stalls, then there
98 becomes a stronger need to decide who gets what. Another approach would be to look at
99 what the privileges of seniority are, and how far they reach. Maybe it isn't something
100 that is so worth struggling for...

101

102 **b. Promotion and Education**

103

104 M. Notarianni: Since our last meeting, there hasn't been a lot of new activity in
105 promotion and education. I have run some print ads, I am working on collaborations with
106 Slow Food Huron Valley, and am planning a bike-to-market event, tentatively scheduled
107 for July 12th. I would love to have some sort of Harvest festival in the fall.

108

109 D. Black: There will be an Indian festival on Fourth Ave, at the end of September.

110

111 P. Pollack: The bike to market event is a good reminder that there aren't any bike racks
112 at market.

113

114 M. Notarianni: We've ordered some through the DDA.

115

116 P. Pollack: This is also a reminder to Jeff Dehring, for Phase II of the improvements.
117 We need space not only for normal bikes, but also extended bike spaces, for family visits.

118

119 I learned about a restaurant that, once a week, features a meal from local food, directly in
120 conjunction with the market, after the market. Take a walk through the market, and join
121 us for a meal afterwards. It would have to be lunch on Saturday, but that could also be
122 great.

123

124 Maybe you could list promotion and educational events in your reports...and that's also
125 where the newsletter can begin to have a presence announcing some of these events as
126 well. KDA is planning to put out a monthly newsletter, which will also include dates in
127 it.

128

129 M. Notarianni: I will send you a list of my ideas, and we can prioritize events to focus
130 on.

131

132 P. Pollack: Sandwich boards on Main St. that direct customers to the Farmers Market are
133 a good idea as well.

134

135 **(2) Market Renovation Update**

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137 M. Notarianni: The solar panels are in! Phase I –a mapping of the market’s electrical
138 circuitry-will start soon.

139

140 P. Pollack: The vendors will want to know when the pressure washing and painting will
141 occur...it might be helpful to share the construction schedule with both vendors at market
142 and the public. It might be really beneficial for the design team/contractors could be
143 available at market on a weekly or bi-weekly basis to field questions.

144

145 D. Black: Is it appropriate for this body to discuss the Union picketers that were present
146 at market last Wednesday?

147

148 S. Brines: We could pass a resolution representing what we think, but those decisions
149 [regarding who to hire for renovations] are made by City Council.

150

151 P. Pollack: We, as a commission, support the general concept that local; closer to home,
152 is better.

153

154 M. Notarianni: An educational kiosk, in conjunction with the Hands-On Museum, will
155 be installed at market describing the solar panels.

156

157 P. Pollack: The location of that will be important, so that it supplements, but doesn’t get
158 in the way of, customer activity at market.

159

160 **(3) Inspection update**

161

162 M. Notarianni: Inspections continue. A list of the recently inspected vendors has been
163 included in the packet. I also created a letter outlining inspections that was distributed to
164 all vendors, as recommended at the last PMAC meeting.

165

166 P. Pollack: What kind of response, if any, did you get from vendors regarding the letter?

167

168 M. Notarianni: What I did hear was good.

169

170 P. Pollack: Any more news from Matt about doing inspections *at* the market?

171

172 M. Notarianni: Yes; this has become part of his agenda as well.

173

174 **b. New Business**

175 **(1) Vendor Selection and Market Mix**

176

177 M. Notarianni: I have been receiving a lot of applications from new vendors, and wanted
178 to touch base with all Commissioners on this.

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180 S. Brines: I agree with your decision to disallow a franchise to sell at market. So far, all
181 your selections of new vendors have been good so far.

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D. Black: I agree.

K. King: In our market mission statement we also include the phrase “in collaboration with other local enterprises,” and we need to make sure we don’t include vendors who compete with Kerrytown.

P. Pollack: What other kinds of vendors may there be that are not yet represented at the market? If we are successful in building up the Wednesday market, then that is a great opportunity for new products to begin showing up. We might give some thought to what that market mix is, and even have a column in the newsletter regarding what may be missing. What do the customers want?

M. Notarianni: According to our rules, our jurisdiction is Michigan, Indiana, and Ohio. Would you be interested in inviting a vendor who has a unique product that wasn’t represented at market from one of those states?

P. Pollack: It’s interesting, because there are some parts of Ohio that are a lot closer than Michigan! I believe the uniqueness of the product the vendor offers is the most important...

8. Reports and Communications

a. Market Manager

M. Notarianni: We received a grant to participate in the Grow Your Kids Social Marketing Campaign, and will also be participating in Project Fresh. Wednesday markets are going well, with lots of new vendors.

P. Pollack: Contact with the Ann Arbor Housing Department may be a good resource for promotion of the EBT program. There was a bit of discussion about hours for the Wednesday market, and it may be a good idea to track activity for the latter hours of both Wednesday and Saturday markets.

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

P. Pollack: We might want to start to think about meeting with PAC.

c. Items from Commissioners

S. Brines: This commission fully intends to be open, and the comment regarding agendas and packets being posted online earlier is well taken.

d. Transmittals/communications received

None to report on.

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

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231 L. Vazquez: The mediation was mentioned, and it was in 1998. Not all the vendors were
232 entirely happy with the outcome of that mediation. It was a flawed outcome that
233 benefitted few at the expense of many. Now you have the opportunity to correct some of
234 the flaws that came out of the mediation, and I encourage you to keep all avenues open.

235 There has been some discussion about extending the market's hours; perhaps on
236 Saturday you could have a second market in the afternoon to allow other vendors a
237 chance to sell. Perhaps there needs to be an incentive for vendors to come on
238 Wednesday. The easiest thing to do with seniority would be leave it as it is, but I
239 encourage you not to.

240

241 **10. Adjournment**

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243 Meeting adjourned at 6:12 p.m.

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Seniority Discussion Points: July 10, 2008
Initial Draft

1. What criteria is seniority based upon?
 - + number of years at market
 - + number of market days attended per year
 - + number of hours present at market for each market attended
 - + carbon footprint
 - + is the current requirement of 15 attendances reasonable?

2. What are the problems with seniority at the moment?
 - + takes too long to move up / excludes new vendors
 - + gives all the privileges to a few vendors
 - + physical records of today's seniority classifications no longer exist
 - + divisive between producers and artisans

3. What privileges does "seniority" grant a vendor?
 - + earlier selection of stall assignment
 - + additional privileges?

4. Renovations and seniority
 - + how to allocate stalls in new area of market?

5. How to implement change of rules regarding seniority?
 - + "grandfather clauses"
 - + rolling institution of new rules

Market Manager Report

Presented July 17, 2008

Inspection Update

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

A. Nemeth

F. Kierczak

W. West

J. Nemeth

Wasem Fruit Farm

Tabone Orchards

K. Neuvirth

as well as various at-market inspections.

Promotional and Educational Events Update

I am meeting with several area market managers to learn more about their experiences presenting chef demos at market, in anticipation of beginning cooking demonstrations at our market this fall. Sue Upton, the Development Director of Safe House, has decided to hold Safe House's large annual fundraiser at the market this year. The event will be held in the evening on Friday, September 19th, and will be a beautiful outdoor dinner catered by local chefs, complete with a silent auction and music! Promotional A-boards and tote bags for the market are currently in the design phase.

Rapid Market Assessment

I attended a workshop on the Rapid Market Assessment technique presented by the Michigan Farmers Market Association, and am planning to conduct our own assessment in the weeks ahead. This assessment will provide us with a one-time, market-day snapshot of attendance at and overall satisfaction with the market. As part of the market assessment, volunteers will use simple, tested methods to count market customers, survey customers with a dot survey, and compile market observations and recommendations. These assessments help will be invaluable to making the market bigger and better than ever

Bike to Market

Last Saturday, in collaboration with the Washtenaw Biking and Walking Coalition, we held our first Bike to Market event. The day included a led bike ride to market, with several spots for cyclists to join, culminating at market. Volunteers from Great Lakes Cycles were present to teach about commuting, and snacks were provided. Due to the rainy weather, turnout was low. Another event is being planned for this fall, in conjunction with the return of students.

Newsletter

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

Paul Holeva

Mr. Holeva is nearly finished with his research on the market for his Masters Thesis, and it looks like we will receive much useful demographic data from his studies.

Project Fresh

Joanna and myself received Project Fresh training, and now all eligible vendors will be able to accept the Project Fresh coupons, issued to WIC and Senior WIC participants, this season.

Solar Project

The solar panels are working!! Stop by the office and check out our inverters!!

Greenbelt Advisory Commission

I was invited to speak at the Greenbelt Advisory Commission's meeting last month. We discussed possible collaborations to foster the growth of small-scale market farmers within the Greenbelt's boundaries.