

Market Manager Report
Presented October 17, 2013

Market Updates

Marketing

- Ann Arbor Farmers Market is in the top 100 most celebrated farmers markets in the country, as noted by the American Farmland Trust “I Love My Farmers Market” campaign. More details: <http://www.farmland.org/>.

Operations

- Market website will begin to undergo changes in the coming months and into 2014 as the City begins the process of implementing its website redesign. The market is working closely with City Communications staff to implement the changes to content that will make the website more user-friendly.
- The City’s new Safety Manager, Steven Schantz, trained Parks & Recreation full-time employees during the October all staff meeting on Hazard Communication. The updates to training are required by OSHA and will be completed with the market’s 2014 temporary employees.
- Working with City IT Staff to propose future digitalization of market records, including digital archives for old market information as well as digital access to current market vendor information.

Events

- Saturday October 26, 2013 – Halloween Bash at the Farmers Market: Pumpkin carving (B.Y.O.P – customers can purchase a pumpkin from one of our many vendors and bring it to our carving station); face painting; costume wearing and more! 12-2pm at the market.
- Wednesday October 30, 2013 – Halloween at the Wednesday Evening Market: Kids are encouraged to wear their costumes and come trick-or-treating with our market vendors, 4-8pm! Special spooky music will be provided.