

1 **Public Market Advisory Commission Minutes**

2
3 Tuesday, April 5, 2011, 6:30 pm

4
5 **Meeting Agenda**

6 1. Call to Order

7 2. Roll Call

8 Members Present: (3) S. Brines, D. Barkman, L-J. Hard

9 Members Absent: (0)

10 Staff Present: (1) M. Notarianni,

11 Guests: (0)

12 3. Approval of Agenda

13 4. Special Presentations

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

15 6. Approval of Minutes

16 a. Meeting of March 1, 2011

17 7. Commission Business

18 a. Old Business

19 (1) Annual Application Update

20
21 M. Notarianni: I gave you all a copy of the draft application for existing vendors that
22 vendors have to fill out every three years. There are a couple of small amendments. One
23 of them talked about listing the ways if they went to other markets where they resold
24 produce to make sure that what they were selling the indeed grew themselves. Another
25 was a sheet towards the end where they explicitly put here contact information and that
26 this would be available to the public. Another was a lease verification so that farmers
27 who were leasing land would provide a copy of the lease in whatever form that would be
28 (fancy or not). Those were the changes, so if anyone has further suggestions I welcome
29 those. I will say that one vendor said that since these are due mid-May, that the lease
30 verification should be due earlier because of the timing of the growing season, it could be
31 almost useless.

32
33 S. Brines: For those watching, this application is available on A2.gov. I think the draft
34 looks good. I talked to many annual vendors and they didn't seem too up in arms, but
35 they may not have looked at it closely.

36
37 M. Notarianni: I know we had gone back and forth about wondering if requiring the
38 signatures on the lease verification form was too much of a commitment-any more
39 thoughts?

40
41 S. Brines: I think I brought that up and am now convinced it's not a big deal.

42
43 D. Barkman: Yeah, I think if you're willing to have it stand on a handshake, get the guy
44 to put a pen in his hand and give a signature. It's reasonable.

45
46 M. Notarianni: I still think it's reasonable.

47

48 D. Barkman: Expect in extenuating circumstances where the guy is in Florida, and then
49 there is faxmail.

50

51 S. Brines: It seems like something that could also be added and updated to the vendors
52 file as the market manager sees fit. Is there anything else you need from the commission
53 on this. Like a resolution of support like we did for the pilot market?

54

55 M. Notarianni: I think we could make a recommendation to the community support
56 administrator in support of it, if the commissions feels it's necessary and supports it.

57

58 S. Brines: All in favor of recommending this draft to become the new vendor application
59 for the upcoming year. Aye.

60

61 L-J Hard: Aye.

62

63 D. Barkman: Aye.

64

65 M. Notarianni: Great, I will pass that along as unanimous support on that.

66

67 (2) Wednesday Evening Pilot Market

68

69 M. Notarianni: Brief recap is that we are proposing a new market on Wednesdays that
70 would run at the same market site from 4:30-8:30 from June through September ideally.
71 It will be a pilot market that is independent of the other market. That means that vendors
72 in the current market are not automatically added to the new market, but are invited to
73 apply just like anyone else. Some of the operations will be different. Vendors aren't
74 going to be able to accrue seniority so current vendors' seniority will not transfer to the
75 new market, they will all be on the same page. When they apply, vendors check off the
76 dates and number of stalls they want, so we are not going to daily stall assignment. I will
77 create a map and people will be in essentially the same place all year. Amazingly, I have
78 had nothing but positive feedback, so I've had a good response.

79

80 S. Brines: From my perspective, it's been a positive response. The space does seem like
81 it's being under-utilized, so it seems like an exciting thing for the Kerrytown District and
82 the downtown area. Concerns that I have are mostly on the possible logistics. One being
83 crossover period from the morning market ending at 3 and this one beginning at 4:30.
84 The other concerns were that it would financially support itself and not so to speak have
85 other uses at the market space be subsidizing it.

86

87 L-J. Hard: Everyone I told was excited about having a market to get to after work.

88

89 D. Barkman: It seems like a good opportunity for those new to the business to get in at
90 the ground floor. That's always been a difficult of the existing rules and regulations. As
91 a vendor being in lots of different markets I understand that you need to have the right
92 amount of vendors and customers, so you need to have some plans for advertising and

93 flyers. There are at least 22 google pages about the market so there are plenty of ways
94 for people to access information about the market. People should be able to see what
95 times its at and if they can get down there in time for it to close at 8. Give it a try and see
96 what happens.

97
98 S. Brines: That is a good point. There was a concern that a market starting is a whole
99 new thing and it does often take time to build the right balance of customers and vendors.
100 So it looks like we will need ways to get the word out. I saw that the Ann Arbor
101 Chronicle already did a story on it.

102
103 M. Notarianni: To address the concern that the existing market would be subsidizing the
104 new market I did a little bit of math. If we look at a season from June – September, that's
105 17 market days, I estimated 30 vendors, and that's not even 30 stalls, so that's a
106 conservative estimate. We're asking about 20 dollars from the vendors per day, so that
107 comes out to approximately 10,000 of revenue. The expenses for that period come out to
108 about 1500 dollars. Those may be optimistic estimates but either way, it seems this
109 market will be bringing in additional revenue because they overhead is so low because
110 I'm on salary, temp time is not much, the lights are already on in the evenings. There will
111 be some additional expense for promotion and outreach, but I think we're not going to be
112 in the hole on this one.

113
114 S. Brines: It's a pilot. Along those lines, we wrote up a draft resolution for a new project
115 at the space. We can choose to pass this tonight or not. We have passed with edits, so
116 we could do that. One idea of passing tonight would be to get it in line with other bodies.
117 Do you think this resolution reflects what we just talked about?

118
119 L-J. Hard: I think so. The rules attached would explain what we talked about – all
120 vendors starting on the same level. I think it looks good.

121
122 M. Notarianni: The rules have a mission statement that flushes out the spirit of the
123 market.

124
125 D. Barkman: Seems fine to me. I think it will stand on its own.

126
127 S. Brines: Do you want to tell us about the timeline and next steps this will go through if
128 we were to approve this tonight.

129
130 M. Notarianni: It's on going to go to PAC to become part of the budget, which will go to
131 city council. I've already spoken to PAC (Park Advisory Commission) and they seemed
132 pleased with it. The next step is to make a recommendation to the Community Services
133 Administrator. It's just protocol like anything else.

134
135 S. Brines: The Ann Arbor Farmer's Market is actually a City park, so it falls under the
136 parks department. Our group is unique. All in favor to pass this resolution considering
137 the typos we saw.

138

139 ALL: Aye.
140
141 b. New Business
142 (1) New Vendor Discussion
143
144 M. Notarianni: Something exciting it that now vendors who haven't been able to get in to
145 the existing market could get into the Wednesday pilot market. One is an artisan who
146 makes hats with recycled industrial felt, and one makes prints and cards. One wants to
147 bring gluten free and specialty breads and spreads. Green smoothies, ginger juice,
148 cinnamon rolls, nut and seed bars. Brewed coffee, locally roasted. Fresh, frozen, and
149 smoked fish, caught in Michigan.
150
151 S. Brines: Caught by the vendor applicant?
152
153 M. Notarianni: Yes.
154
155 D. Barkman: Is there a legal concern with the lake or stream it was caught in and then
156 being resold?
157
158 M. Notarianni: I might have to look into that.
159
160 D. Barkman: There is a limit on catching local game and reselling it.
161
162 M. Notarianni: This applicant sells as other markets, one of which is in Ann Arbor, so
163 I'm assuming they are operating legally, but I'll look into it.
164
165 D. Barkman: Is it USDA inspected and all that?
166
167 M. Notarianni: They look to have the documentation, inspections, fishing license.
168
169 M Notarianni: In addition to fish, baked goods including scones, crisps, cookies
170 brownies. Very many different things. Pierogies. Pour over coffee. Pastas. Homemade
171 soaps and body care products. Lamb, raspberry, and eggs. I have an existing vendor who
172 would like to bring some pork. So all of those plus I'd like to hear your thoughts on the
173 existing amount of pork we have at the market.
174
175 S. Brines: What is the quantity of pork at the market? We recently lost one of the meat
176 vendors. Is there 2? 3?
177
178 L-J Hard: I don't think there's an excessive amount of meat.
179
180 S. Brines: I think existing vendors expanding sounds like a good thing. I feel like the
181 market has been diverse, we certainly don't have any fish yet, though so that sounds
182 interesting.
183

184 D. Barkman: Those sound primed for the new market since the existing one is saturated
185 with food vendors and coffee.
186

187 S. Brines: We do have about 10 new applicants a month so there is space for those. Other
188 thoughts on new vendor discussion? Keep doing what you're doing!
189

190 8. Reports and Communications
191 a. Market Manager
192

193 M. Notarianni: One vendor was inspected, Schwartz. More inspections will be
194 happening, about one a week. A new vendor to the market is Dry Bucket Farms. We are
195 continuing discussions about the new market. It will be featured in the New York Times
196 so keep an eye out! I will share it on the website. Still working on the oral history
197 project with CTN. They will come to market and record 30-60 second snippets and have
198 them up seasonally to feature what's in season. They used to do a weekly market report
199 show, so they may start that up again. Parks and Recreation has a new volunteer
200 management and I have been connected with a few great volunteers in the last few weeks.
201 Double up Food bucks is on. It is set up to run June-October. Representatives from the
202 Washtenaw County health Department are going to be offering SNAP (EBT) education
203 during Wednesday markets.
204

205 S. Brines: Why Wednesdays on the SNAP education?
206

207 M. Notarianni: Maybe they thought their population is more likely to be there on
208 Wednesdays. I'm not sure. And it has to do with staffing, I think.
209

210 S. Brines: The video archiving at market sounds like a great idea.
211

212 L-J Hard: I think it's a great idea!
213

214 b. Related Boards, Commissions, Committees, and Task Forces
215 c. Items from Commissioners
216 d. Transmittals/communications received

217 9. Public Commentary – General (3 minutes per speaker)
218 10. Adjournment