

1 **Public Market Advisory Commission Minutes-DRAFT**

2 Thursday, December 1st, 2011

3
4 **Meeting Agenda**

5 1. Call to Order

6 The meeting was called to order at 5:36 p.m.

7 2. Roll Call

8 Members Present: (5) D. Barkman, S. Brines, A. Germain, L-J. Hard, D. Santacroce

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 November 3, 2011

17 7. Commission Business

18 a. Old Business

19 (1) Vendor / Customer Survey

20 M. Notarianni- These are results from the customer survey. The vendor survey results
21 are not all back in yet, and I wanted to wait until we had all of those in. The survey we
22 had available both online and in person handed out at the market on both Wednesdays
23 and Saturdays over a couple of weeks. We had about 480 people respond. No huge
24 surprises here.

25
26 D. Santacroce- There's a lot here so my recommendation would be to table this until the
27 next meeting, unless you have something specific to talk about, the wait until we all have
28 time to look this over and see what we can take away, what questions we have. There's a
29 lot of data here.

30
31 L-J Hard- One of the questions this brings up for me is the one "Do you shop at the Ann
32 Arbor Farmers market year round?". . .and people can answer yes. I'm wondering if
33 there's a comparable question on the vendor survey to see who comes in the winter and if
34 that would actually reflect the sales that were happening year round?

35
36 M. Notarianni- It is on the survey.

37
38 D. Santacroce – It seems like that would be nice data to have alongside this. . .you've
39 worked so hard to get this info that it seems best to wait until we have time to look it all
40 over and discuss it thoroughly.

41
42 M. Notarianni- If we are changing the meeting time as we discussed to either the third or
43 fourth Thursday at this same time, then would should definitely have that by then since
44 it's almost two months away.

45
46 b. New Business

47 (1) New Vendor Discussion

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49 M. Notarianni- Small pile of applications this time. We have Indonesian cookies, various
50 items made of clay including ornaments and earrings, bodyscrubs, body washes and body
51 care. Various flavors of French macaroons. Nut milks, popcorn, cookies, and raw pies.
52 Fabric dolls, cat toys, handbags, and dresses. And glass art.

53

54 Related to vendor selection, I know we had talked last month about coming up with some
55 guidelines on product selection. Do we have anything more on that?

56

57 S Brines- I don't have anything more at this time. I was going to look into what some
58 other markets have done, but I don't have that now. Does anyone else? This was a busy
59 month.

60

61 A. Germain – You mentioned there was a limit on the number of food carts?

62

63 M. Notarianni- yes, so there are three different types of vendors: producers, artisans, and
64 food carts. And there's a limit to the number of permanent stalls artisans can have and by
65 proxy how many producers can have them as well. For food cart vendors there can only
66 be 4 food cart vendors at market on any given day. So I think I was initially interpreting
67 that as only 4 total, but it's 4 a day. So we could have 30, and would just have to know
68 that there are only so many on any given day. So we could have more food carts.

69

70 L-J Hard- So if you were to add more food cart vendors it would be by the time they
71 show up or by seniority?

72

73 M. Notarianni- It would be both, so there's a cut off time that the vendors need to be
74 there to check in in the morning and as long as you get there before that cut off time it's
75 all based on seniority.

76

77 S. Brines- Some people who come late after the 6 AM check in time . . . 6 Am most of
78 the year. 7 AM January through April. So yeah, I guess it would be the first four who
79 have seniority to get there in the morning would get in. So food cart vendors can apply.

80

81 D. Santacroce-Does that about the food carts apply to Wednesday Evening?

82

83 M. Notarianni- No, Wed evening has its own operating rules.

84

85 8. Reports and Communications

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a. Market Manager

87

88 M. Notarianni- Inspections are starting to slow down, but the only vendor inspected since
89 the last meeting was Donahee. We wrapped up Double Up Food Bucks for the year. We
90 sold a total of \$2,100 of Double Up Food Bucks, so that would mean double that is what
91 people spent at the market so that's pretty amazing! The chestnut people came and
92 they'll be back again in two more weeks. We had volunteers come and hang lights in the

93 market and they look very nice. It's an on-going volunteer project for the market and the
94 lights will be up all through February. Tomorrow night is the Kerrytown District
95 Association's KindleFest, which I am profoundly helping to plan for since I'm a part of
96 the KDA, but it's an independent even in the farmers market space. Vendors from the
97 market will be there.

98

99 S. Brines – Out of curiosity, the chestnut vendors don't get their 15 times in each year, so
100 they're not really a vendor they just get stall assignment as it's available when they show
101 up? Which it seems like has worked out since they come in the winter.

102

103 M. Notarianni- Yeah, it's worked out pretty well. They're getting a bigger draw too, with
104 them putting out their media that they're going to be at market. People were coming far
105 and wide to find them.

106

107 S. Brines- They don't have other products they'd want to bring the rest of the year?

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109 M. Notarianni- They do, but I think it's an issue of staffing for them. They're all
110 professors at MSU and doing other things, so it's hard for them to get people to come
111 staff the market.

112

113 S. Brines- The lights are nice. And everyone come down to KindleFest tomorrow night.
114 I've heard it's bigger this year.

115

116 D. Barkman- I assume you take attendance, but do we ever have a survey or record the
117 crowd to see how many people are at market?

118

119 M. Notarianni- Yeah, we do. It's complicated at our market because of the way it's
120 structured. The way I've seen it done is to have volunteers count people coming in at
121 the perceived entrances for a period of time and then extrapolate that number out. And
122 the same volunteer coordinator who brought the volunteers to put up the lights and a glut
123 of volunteers one Saturday so she brought them and they took that data for the whole day.
124 And she said they were interested in doing that once a month, which would be great to be
125 able to have those numbers.

126

127 D. Barkman – Yeah, it'd be good to make that effort to take that sort of, so we can know
128 who or what to target for advertising and all that.

129

130 S. Brines- Yeah, it's a good idea. And with the weather, I do think that's good to mark
131 what it's like when we take attendance so we can see how that affects it, since it does
132 seem to be a factor for some of the low-turnout days. One question: I know there has
133 been some at market inspection being done. I'm wondering if that information in being
134 stored in vendor files?

135

136 M. Notarianni- We haven't been doing inspections, per se. Since the summer, we've
137 been doing market inventories, so literally just walking around and writing down what
138 people have.

139

140 S. Brines – Ok just curious, another vendor had asked me

141

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

143 c. Items from Commissioners

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145 D. Santacroce- It was 3 or 4 months ago there was an appeal from a denial of an
146 application and I don't think we heard what happened.

147

148 M. Notarianni – The denial was held.

149

150 S. Brines – Anything else? I think market's been looking great lately. At least there are a
151 lot of vendors, it's hard to gauge customers, some days it seems to start slow and then
152 pick up.

153

154 D. Santacroce – The lights are wonderful.

155

156 M. Notarianni – Thank you. I had nothing to do with them, but they are nice. Have they
157 been on at night?

158

159 D. Santacroce- yes, I walked by at night and saw them and thought it really highlights the
160 space, which never hurts.

161

162 S. Brines – Yes, so we thank our public and our volunteers for that.

163

164 d. Transmittals/communications received

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

166 10. Adjournment

167 The meeting was adjourned at 6 pm.