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3 **Public Market Advisory Commission Minutes, March 3, 2009**  
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6 **Meeting Agenda**  
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8 1. Call to Order

9 The meeting was called to order at 5:38 pm.

10 2. Roll Call

11 Members Present: (3) S. Brines, P. Pollack, G. Service

12 Members Absent: (1) K. King, D. Black

13 Staff Present: (1) M. Notarianni

14 Guests: (0)

15 3. Approval of Agenda

16 4. Special Presentations

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

18 6. Approval of Minutes

19 a. Meetings of February 19, 2009

20 7. Commission Business

21 a. Old Business

22 (1) 2009 Events~ publicity/promotions and a possible schedule  
23

24 P. Pollack: One thing I want to bring up is that I saw that the Farmers Market will be  
25 rezoned to public land. Right now it is C2BR, which is a residential business zone, and is  
26 to be changed to public land, appropriately. The question for us, in relation to events &  
27 promotions, is the effect, if any, on events at the market. Right now its not public land,  
28 and it will become public land. I don't know if it has an impact on the rental of the  
29 market space, the nature of food preparation, rules and regulations of music, etc...The  
30 impact would be not so much for the market, as other activities in the market space. Are  
31 there any new events you'd like to talk about, Molly?  
32

33 M. Notarianni: Since it has only been a week and a half from our last meeting...not so  
34 much! I have spoken with Master Gardeners who are interested in having a booth at the  
35 market, as well as various chefs interested in cooking demonstrations. Any thoughts  
36 from you the Commissioners?  
37

38 P. Pollack: We've just had 2 weeks since our last meeting, and our next meeting isn't  
39 until the end of April...so...just to recap, we've been looking at cooking demos, the  
40 potential for Wednesday and what activities might bring more people out on Wednesday,  
41 including school children.  
42

43 G. Service: Also potentially getting a flyer out to the Art Fair vendors, because they set

44 up on a Tuesday.

45

46 P. Pollack: At the last meeting, we learned 2 weddings are scheduled to be held in the  
47 farmers market, as well as several festivals in August and September. One of the goals  
48 we might have is to create a potential schedule by the April meeting.

49

50 (2) Public Market Operating Rules~update

51

52 M. Notarianni: I did have a meeting with the attorney, and he gave us several  
53 suggestions. He is going to think through the issue of leasing land, and wording  
54 describing exactly what a producer/artisan is. I also had a meeting with the inspector,  
55 where we discussed many topics including invasive species. He suggested that it will be  
56 very difficult to prevent sale of invasive species at market. The delineation of "invasive"  
57 is very subjective, even black cherry is on some invasive lists...although bittersweet is  
58 certainly the most serious threat at the market. Perhaps we should make an informational  
59 card to distribute with the bittersweet that says, "this is invasive, if you buy it, throw it in  
60 the trash, instead of on your compost"

61

62 P. Pollack: There are truly invasive species-like purple loosestrife-and that there ought to  
63 be a way to prevent those plants from being sold. Maybe the way is to let all of the plant  
64 growers know about the plants are truly invasive or difficult, as some things that are  
65 troubling and "not recommended to use" aren't truly invasive.

66

67 S. Brines: If there is an actual list, would that be part of an educational campaign? We  
68 could include that with the City's ordinance pertaining to the use of invasive species.

69

70 P. Pollack: You might be in touch with Dave Borneman, and see what he has to say  
71 regarding rules and education from the Natural Areas Preservation perspective.

72

73 G . Service: You also might contact the Master Gardeners.

74

75 M. Notarianni: Another topic of discussion with the attorney was the issue of a challenge  
76 form which we had discussed before. This would require official complaint (pertaining  
77 to growers selling items they did not grow at market) to be filed with a form and a filing  
78 fee. Upon inspection, the fee would be returned to the filer's complaints were  
79 substantiated. The most significant concern of the attorney was the appearance of us to  
80 discouraging complaints by associating them with a fee, whether or not this is true.

81

82 P. Pollack: I think our goal was to make sure that complaints are substantiated, and that  
83 the more frivolous repetition of accusations was managed. There is no attempt to hinder  
84 that, but just keep them "legitimate," or perhaps just make sure they are serious and  
85 substantiated, because it does take your time & the time of others, as far as tracking  
86 information down. I don't know if there is another way other than the fee to manage the  
87 process a little bit more.

88

89 S. Brines: I agree. I think we are trying to provide a concrete option so that a complaint

90 feels justly listened to. It seems like complaints can still be expressed, but if a vendor has  
91 a specific vendor to complain about, this offers a concrete step. In my mind, it offers a  
92 direct linkage between what they can do and what they can see in return.

93

94 P. Pollack: I wonder if there is something on the form to the effect of "Have you filed a  
95 complaint against this vendor previously? What was the nature of that complaint? How  
96 is this different?" It basically asks for a little bit of a track record for the complainer.

97

98 S. Brines: I don't think this is going to stymie ideas that people are going to convey. We  
99 should still have a suggestion box.

100

101 (3) Winter 2009 Public Meeting

102

103 P. Pollack: Let's discuss some ideas for the public meeting. We have a maximum of 2  
104 hours set aside for the public meeting, and our "homework" was to come up with agenda  
105 items.

106

107 G. Service: Let's talk about events. We can share some dates, and have a giant calendar  
108 with OTHER events happening at the market, because some of those dates would effect  
109 the vendors as well.

110

111 S. Brines: Yes! We should discuss the positive, exciting things going on at market! I'd  
112 also like to see a discussion of the market's EBT program, as well as how Project Fresh  
113 will work this year.

114

115 M. Notarianni: Yes! I agree with all of those suggestions. Perhaps we could also take  
116 suggestions from vendors regarding promotion, outreach.

117

118 P. Pollack: The nice thing about this is that there are several positive things we are  
119 focusing on. Let's address the fact that the market is a public park, and the farmers  
120 market is an activity happening there twice a week, making the distinction between the  
121 public market and the farmers market. This will broaden everyone's perception that there  
122 are other things that are happening. Another item is the current renovations occurring  
123 this spring and summer.

124

125 M. Notarianni: Should the inspector be there?

126

127 P. Pollack: Yes! As far as I can tell, we have 5 main topics for the meeting: the events  
128 calendar, EBT education (and door prizes!), requests for suggestions/comments, rules,  
129 renovations...and that's a good 2 hours. The rules changes focus on working to refine  
130 market operations, honing in on subtleties based on the experiences of this past year, with  
131 a new inspector, and new rules in place. There is also something that fits in as far as a  
132 status report of the market as a whole, an "annual report" on the operations of the market  
133 written by Molly. Additionally, any chance we have to welcome new vendors is good.

134

135 M. Notarianni: I think we should have it at Cobblestone.

136

137 S. Brines: Could a portable PA system help remedy the poor acoustics?

138

139 P. Pollack: Let's think about the way the room is set up: a circle of chairs is a good  
140 idea! This is not a presentation, it is a conversation.

141

142 M. Notarianni: The meeting is tentatively set for 6-8 pm, on April 8.

143

144 b. New Business

145 (1) New Vendor discussion

146

147 M. Notarianni: Nothing to discuss regarding new vendors.

148

149 P. Pollack: We are still trying to make connections between growers, restaurants, and  
150 chefs. The HomeGrown Festival, Shannon, is also part of that.

151

152 8. Reports and Communications

153 a. Market Manager

154

155

156 M. Notarianni: I don't have much for my report, as our last meeting was quite recently.  
157 I've been in contact with Food Gathers, and we are going to work together on cross-  
158 promotion of the market's EBT program. I was featured on CTN's Senior Moments TV  
159 show, and as part of that, someone from CTN came and shot a 3 minute promotional  
160 piece of the market. I'm hoping to upload that on the website, as it highlights several  
161 vendors. Since it was shot in winter, CTN wants to create others for spring, summer, and  
162 fall. The Ann Arbor library invited me, in conjunction with Slow Food Huron Valley, to  
163 host an event in April, promoting the market and local food.

164

165 P. Pollack: in related, to what you were talking about, in May, the KDA will be having a  
166 neighborhood party. Something else you said in your report that made me think of  
167 signage! Is there something we can do this year in the way of signage for each vendor?  
168 It is so easy to put together a format: a photograph, where the item is made-some way to  
169 begin to have more information available about vendors at each stall so we have more  
170 info about the source. This makes it more interesting to the consumer!

171

172 M. Notarianni: I've seen signs very similar to what you've described at New York City's  
173 Greenmarket. I have a photo of and would love to emulate the signs!

174

175 P. Pollack: Perhaps we could bring a mockup to the public meeting!

176

177 G. Service: Is there any news on stall fee increases?

178

179 M. Notarianni: Not to my knowledge, not at this time.

180

181 P. Pollack: At least as far as we know, there is no linkage between the renovation and  
182 fees.

183

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

185 c. Items from Commissioners

186 d. Transmittals/communications received

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

188

189 V. Elmer: What is the status on painting & other Phase 1 renovation elements?

190

191 M. Notarianni: I don't have a schedule with dates, but the Phase 1 elements are still set to  
192 happen, as soon as weather permits, in a way that doesn't interfere with market  
193 operations.

194

195 P. Pollack: It is intended to be this spring and summer.

196

197 M. Notarianni: This meeting will be officially broadcast 10 am on Thursday, with other  
198 rebroadcasts.

199

200 P. Pollack: Public Market Advisory Commission meetings-except for April-will be held  
201 on the first Tuesday of the month, at 5:30 pm, on the 4th floor of the Ann Arbor the  
202 library.

203

204 10. Adjournment

205

206 The meeting was adjourned at 6:20 pm.

207

208