

1 **Public Market Advisory Commission Minutes**

2 Thursday, July 14, 2011, 5:30 pm

3
4 **Meeting Agenda**

5 1. Call to Order

6 The meeting was called to order at 5: 30 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 a. Jenna Bacolor, Washtenaw County Public Health

15
16 J. Bacolor: I am the Program Supervisor in the Health and Disease Prevention. We've been
17 involved with farmers markets around the county for several years. The specific way we are
18 involved with the Ann Arbor Farmers Market this year are with two different programs: Senior
19 Project Fresh, which provides low-income seniors around the county with coupons to come and
20 spend on produce at the market, and another program called SNAP-Ed. That stands for
21 Supplemental Nutrition Assistance Program, and it's the new term for food stamps. That
22 provides direct education to customers at the Farmers Market that have Bridge Cards, or food
23 stamp cards, or people who are eligible. The other thing we are doing this year is through our
24 Building Healthy Communities grant, we have some money to subcontract with Molly at the
25 market to spend on outreach directly targeting low-income folks who would like to shop at the
26 market. We feel farmers markets are a key part of helping low income residents have better
27 access to fresh, healthy food. Our assessments have suggested that lower income residents of the
28 county want to be eating more fruits and vegetables, but have significant barriers to doing so-and
29 the most significant barrier is cost. We see that there are health consequences to not having
30 access to these foods. I want to urge you to think about how you can make the farmers market a
31 welcoming place to shoppers of all income levels. Some farmers markets choose to have
32 specific marketing, some make their mission statements reflect that they really embrace people
33 of all income levels, and there are many other options to consider as well

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

36 6. Approval of Minutes

37 a. Meeting of June 2, 2011

38 7. Commission Business

39 a. Old Business

40 (1) Wednesday Evening Pilot Market

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42 M. Notarianni: Now in its sixth week, the market has had a slow start. Some weeks are better
43 than others, it feels much more tied to fluctuations in the weather than the existing market. I am
44 continuing to work to ensure the things that people want to buy are at the market, as there has
45 been some fluctuations with vendors as well. Both vendors and shoppers really like the idea, but
46 the traffic is not what we anticipated. To counter that, we are continuing to recruit more vendors

47 and focus on outreach.

48

49 A. Germain: Hast the beer and wine tent added to traffic?

50

51 M .Notarianni: Not as much as I thought. People seem excited about it, but I want to be
52 conscious not to over-promote the beer and wine part of the market.

53

54 S. Brines: I think it is largely lack of work of mouth knowledge of the market. I am continuing
55 to get the word out via electronic media, and we crafted a new press release to re-launch. We
56 really just need more people to come down to the market.

57

58 D. Santacroce: The neighborhood is empty right now. I think you are missing a lot of foot
59 traffic that will be back in September. It seems like it could work, once you get more foot
60 traffic.

61

62 S. Brines: I think we are sort of spoiled with the Wednesday and Saturday markets, and forget
63 that it takes time to get a new market off the ground.

64

65 D. Barkman: How was the fee determined? Can it be changed?

66

67 M. Notarianni: It was a fee that was approved as part of the annual budget by Council, so we
68 would have to go back through that process to change it. In the interim, vendors could be offered
69 discounts.

70

71 S. Brines: Ultimately, stall fees are fairly cheap at all of the Ann Arbor Farmers Markets.

72

73 M. Notarianni: While I don't want to absolve myself of any responsibility, I think the market's
74 success depends upon all involved parties: vendors and shoppers!

75

76 b. New Business

77 (1) New Vendor Discussion

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79 M. Notarianni: These are all for the daytime market: hand-painted clothing and fine art
80 on remnant wood; seasonal vegetables, primarily Asian greens; quiche; cards, woodwork,
81 frames, jewelry, and banners; pasties; empanadas; tortilla chips and guacamole; art, jewelry,
82 potter and photography; more jewelry; vegetables, beef, and pork; soap; dog treats; sweet
83 breads; jewelry.

84

85 D. Barkman: It sounds like a lot of them would be good options for the Sunday Artisan Market.

86

87 (2) PMAC Organization

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89 S. Brines: Usually the PMAC has an organizational meeting in January in which chair and vice-
90 chair of the commission is elected, but because we didn't have a quorum at that point, we are
91 doing it now.

92

93 M. Notarianni: Shannon was the vice-chair of the previous commission, and has been standing
94 in as the chair for the past several months.
95

96 L-J Hard: I move to suggest that Shannon remain the chair for the remainder of the year.
97

98 A. Germain: I second that.
99

100 The motion was unanimously approved
101

102 S. Brines: I move to suggest David become the vice-chair.
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104 A. Germain: I second that.
105

106 The motion was unanimously approved.
107

108 S. Brines: Does anyone have any ideas about goals for the PMAC to focus on in the next
109 month? Some of them have been naturally coming up, one of them being promotion.
110

111 D. Santacroce: It seems like it's our job to make a recommendation to City Council. If you'd
112 like that discount, it would be our job to make a recommendation regarding policies or actions,
113 and then you are the vehicle that takes that message to Council.
114

115 D. Barkman: I move to recommend to cap the fee for the pilot year at \$100, so it would
116 incentivize attendance, while creating a discount for vendors.
117

118 D. Santacroce: It sounds like a great idea, but it might not be until the end of August that the
119 new fee structure is in place.
120

121 D. Barkman: I'd like to make a motion to set a limit for the fee for the Wednesday Evening
122 Market of \$100, effective retroactively for all vendors.
123

124 S. Brines: I second the motion.
125

126 M. Notarianni: Would that \$100 fee be per stall or per vendor?
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128 S. Brines: I think it would be per single stall, per vendor. All in favor in sending this draft
129 resolution to Council, once it is in its final stage?
130

131 Unanimously approved.
132

133 S. Brines: Were there any other agenda items or goals for the next six months that this
134 commission should focus upon? Let's think about that, make it a specific agenda item for next
135 month's meeting.
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137 Another topic to consider is market hours. Is it better to shorten the hours, so vendors don't start
138 to filter out before the official closing time of 3, on Wednesdays?

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D. Santacroce: Do you think you might lose people if you force them to stay until 3?

M. Notarianni: I think so!

D. Barkman: Vendors need to remember that the market is really a “storefront,” and if they say the store will be open, they should be at market.

S. Brines: Focusing on past metrics for the future discussions might be very helpful.

M. Notarianni: Counting shoppers is very useful.

S. Brines: A vendor survey and a customer survey would also be useful.

8. Reports and Communications

a. Market Manager

M. Notarianni: The market was featured on the Lucy Ann Lance Business Insider Show, at the Ann Arbor Senior Center, and was visited by upwards of 20 national travel writers, hosted by the Ann Arbor Visitors + Convention Bureau. In the past month, the market has been promoted in the Ann Arbor Observer, the Ann Arbor Chronicle, on CTN, and in Groundcover news. The Wednesday evening market continues to grow. We’ve had live music, a jam-making demo, and a pickle-making demo is scheduled for mid-July. Vendor attendance and customer traffic are continuing to grow, and we are partnering with area nonprofits to offer a fundraising beer and wine tasting as a complement to the market. Double Up Food Bucks began June 1, and run through October. In addition to \$1902 of SNAP sales, \$1742 of Double Up Food Bucks were distributed. 37 of the 100 customers were first-time Bridge Card users at the Ann Arbor Farmers Market! Representatives from the Washtenaw County Health Department will be offering SNAP education at the market each Wednesday. We are partnering with the Health Department to produce outreach materials targeting low-income shoppers in the months ahead.

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

c. Items from Commissioners

S. Brines: I'd like to start by thanking Jenna Bacolor for coming, and think she makes many good points.

A. Germain: I do have one suggestion. I think it would be great if you could partner with the M-Healthy Program to promote the Wednesday market.

D. Barkman: How are we doing with inspections?

M. Notarianni: The inspector is continuing to conduct inspections, and hopefully will attend next month's meeting to give us a report.

D. Barkman: Any headway on blacktopping the sandlot?

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186 M. Notarianni: I do know that the DDA doesn't have any additional funds for that project, so I
187 am trying to find some additional funds in the City's budget so we can do this.
188
189 D. Barkman: Do we ever get a report from Food Gatherers about the food that they pick up at
190 market?
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192 M. Notarianni: I did read somewhere recently that they picked up 897 pounds of food at market
193 last Saturday!
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195 d. Transmittals/communications received
196 9. Public Commentary – General (3 minutes per speaker)
197 10. Adjournment
198 The meeting was adjourned at 6:35 p.m.