



# City of Ann Arbor

301 E. Huron St.  
Ann Arbor, MI 48104  
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## Meeting Minutes Public Market Advisory Commission

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Thursday, November 15, 2012

5:30 PM  
301 E Huron City Hall, 2nd Floor Council Chambers, 301 E Huron Street

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### CALL TO ORDER

*Meeting called to order at 5:32pm*

### ROLL CALL

Karlene Goetz (absent)  
Jillian Sweetman (present)  
Aimee Germain (present)  
David Santacroce (present)  
Lindsay-Jean Hard (present)

### APPROVAL OF AGENDA

Approved as presented

### PUBLIC COMMENTARY

(4 SPEAKERS MAXIMUM - 5 MINUTE SPEAKING TIME - SIGN UP MUST TAKE PLACE PRIOR TO THE MEETING BY NOTIFYING THE CHAIR OR CITY STAFF. THIS SECTION OF PUBLIC COMMENTARY IS LIMITED TO ITEMS RELATED TO THE AGENDA.)

#### A APPROVAL OF MINUTES

Approved as presented

#### B OLD BUSINESS

#### Gravel Lot Update

*Market manager, Sarah DeWitt, to meet with City Planner, Amy Kuras, on December 6, 2012 to discuss options for improving the sand lot at the market.*

#### Application update

The updated market application and inspection report form will be presented at the December PMAC meeting on December 20, 2012.

Commissioner Sweetman asks about updates and whether they will include similar questions regarding product list and estimated yield and months available. Sweetman expresses that those questions can be challenging to answer. Sarah DeWitt explains that the estimation of this information is

enough to give the manager and inspector relatively reliable information regarding crops and what is feasible to expect at market from a vendor. Storage information will also be sought on the new application.

Commissioner Sweetman asks about the stall limit for annual vendors occupying space on the main aisle. Sarah DeWitt, market manager, reiterates the rules for stall limits. There is ambiguity on the application as to who can sell on behalf of a vendor and whether other market vendors can sell on behalf of another vendor on any given market day. The discussion of who can sell for a vendor will be revisited with a larger evaluation of the market rules in early 2013.

### Winterization at market

Tarps will be hung at the market on Saturday November 17, 2012 to evaluate the possibility of using these during the winter.

## C NEW BUSINESS

### Report from Market Manager

#### New Vendors:

- Question about cooperative producers: how is producers' only status evaluated

Public Market Advisory Commission discusses the scalar issue presented by large cooperatives. Commissioners Hard and Germain concur with the market manager that it would be challenging to inspect and ensure producers-only status of large cooperatives.

#### Application Updates:

- o Application updates will be reviewed at December PMAC meeting

#### Market Updates and Events

- Last Wednesday market of the year will be Wednesday December 19, 2012
- The Double Up Food Bucks season (which supplements the funds given to customers using Bridge Cards at the market) will end December 1, 2012; The market was granted \$20,500 for the 2012 season (June-November) and will be granted additional funds by the Fair Food Network to cover expenditures above this amount
- Vendor feedback has highlighted vendors' interest in understanding the manager's current and future plans for marketing strategies for the market, plan to add as an agenda item for a PMAC meeting in early 2013.
  - o Website and blog updates (a brand new Meet the Vendors page will be appearing later this week!), posts on social media sites, Govdelivery emails, create posters, and ads in local news magazines/papers.

Commissioner Santacroce brought up the issue of marketing to undergraduates (and all students) at the University of Michigan. Commissioner Germain reminds that there has been a Farmers Market table at the Graduate Student Orientation at Rackham. MHealthy Wellness information was passed along to former market manager, Molly Notarriani, and might be revisited. Sarah DeWitt plans to follow up with UM contacts in early 2013.

**D COMMUNICATIONS**

**PUBLIC COMMENTARY (5 MINIMUTE MAXIMUM SPEAKING TIME - NO LIMIT TO THE  
NUMBER OF PEOPLE SPEAKING IN THIS SECTION.)**

**ADJOURNMENT**

*6:10pm*

**Adjourn**