



**Public Market Advisory Commission Minutes - October 6, 2009**

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Meeting Agenda

1. Call to Order

The meeting was called to order at 5:35 p.m.

2. Roll Call

Members Present: (3) S. Brines, P. Pollack, D. Black, G. Service, D. Barkman

Staff Present: (1) M. Notarianni

Guests: (0)

3. Approval of Agenda

4. Special Presentations

5. Public Commentary (Agenda Items Only)

6. Approval of Minutes

a. Meeting of September 1

7. Commission Business

a. Old business

(1) Special Events

M. Notarianni: I had a meeting with Karen Farmer who runs Kerrytown, and since Halloween falls on a Saturday this year they are planning to do a festival there, we co-planned some activities to have at the farmer's market as well.

G. Service: I do. A vendor suggested that market vendors dress up in costume and the customers vote for their favorite costumed vendor.

M. Notarianni: Another event that is happening-not in the farmer's market per se, but in the public market space-is a winter evening market. We're hoping to do it on the first Friday in December, during midnight madness, when all the shops in Kerrytown, and all of Ann Arbor are open late.

b. New Business

27 (1) New Vendor Discussion

28 M. Notarianni: I've received fewer applications this month. Applications I've received include  
29 an artisan who wants to make scarves, pillows and bags with picture transfers highlighting an  
30 arbor; handmade soaps and baked goods; and dried spice blends and baked goods like tarts,  
31 cobbler, cakes, and bread pudding. Any thoughts?

32 D. Barkman: It seems like we have quite a few of those in the summer months, if they're willing  
33 to tough the winters and Wednesdays certainly I think let the customers choose who they like.

34 P. Pollack: The last couple months you have been giving us a report of potential new vendors.  
35 How has that actually been realized? Have some come on board and started to attend?

36 M. Notarianni: Yes, of the people that have been approved I think they've all decided to come.

37 8. Work Session Recap

38 P. Pollack: The work session took place two weeks ago on Thursday night, and we wound up  
39 discussing a fair number of things. Agenda started with Molly reviewing her goals for the year,  
40 do you want to go through those?

41 M. Notarianni: They include increasing participation in the EBT program through outreach,  
42 focusing on promotion and development of the public and farmers market, and working with the  
43 commission in general to engage and activate the commission into projects and subcommittees.

44 P. Pollack: That actually led to a discussion that focused in two arenas. One was policy  
45 including operations and procedures and the second was outreach, essentially activities and  
46 events. The first one we focused on financial reports and what the schedule might be for those  
47 and how we might use them and at that point what we brought up was making sure the  
48 information available to the vendors is that money that does come in is in the farmers market  
49 account. It was part of the discussion about the market as a physical space being equitable, the  
50 funds that come in and the funds that go out being equitable. We talked a little bit about making  
51 sure the application content is up to date, and that was part of the notion of complaints, and that  
52 tracking to see what the complaints are in relation to policies. Some of that was also the  
53 discussion about baking, which brought up the definition of what constitutes the term "made".  
54 The bylaws use the term "made" but there are no definitions that describe what constitutes being  
55 made by the vendor. We also talked about publicity materials under operations and procedures,  
56 the ability to have uniform information available that the opportunity exists to have vendors  
57 promote themselves and that we might even be able to use that promotion in different ways.

58 S. Brines: We also established subcommittees, which haven't met yet, but hopefully will before  
59 the next meeting.

60 P. Pollack: What's important for us to do is to understand that we are not an administrative body,  
61 we are only an advice and suggestion body, so we have little to do with complaints except to  
62 track what they are to see if there's an impact on policy.

63 The second topic we discussed generally was activities and events, education and outreach. One

64 important comment Molly made was that on market days she's really busy running the market  
65 and therefore too busy to also run special events.

66 M. Notarianni: I like the idea of having a volunteer orientation in the spring, to get everyone  
67 excited about the season, and maybe have a big book of events listing what people can sign up  
68 for.

69 P. Pollack: That's also a good opportunity to take advantage of the oral history project, and the  
70 stories we've started to accumulate.

71 D. Black: Could we ever hear those stories here in the Commission meeting?

72 M. Notarianni: Yes, it could be nice. We've been planning to burn some of them on a CD and  
73 have a listening booth set up at the market.

## 74 9. Reports and Communications

### 75 a) Market Manager

76 M. Notarianni: Inspections are slowing down. Sansonetti and Prochaska have been inspected in  
77 the last month. New vendors are Stephen Kinnard, Cafe Japon and Pasta e Pasta. The inspector  
78 is going to start inspecting the artisans as well, probably in November. The FM solar project has  
79 been selected for the second year in a row as a stop on the Great Lakes Renewable Energy  
80 Association Solar Tour. September events included: plastic planter pickup with local nonprofit  
81 Peace, Love and Planet. It went over really well and they may try to set something up once a  
82 month in the summer. The Homegrown festival, Ozone House's fundraising dinner, and  
83 Kerrytown Bookfest. All went well. The Oral History Project was profiled in the AA Chronicle.  
84 A Rapid Market Assessment will be happening tomorrow at market, hosted by the MI Farmers  
85 Market Association, analyzing all areas of the market but also focusing on EBT usage. This the  
86 last month for project fresh, and EBT usage and participation is increasing. Collaborations with  
87 U of M students are happening as well. I'm also working with the ICC to try to get local food  
88 into their coop, and represented the market at the Rackham Health and Fitness Fair. As far as  
89 renovations go, they are almost done. The market is painted and the new florescent lights are a  
90 vast improvement, and the installation of the new PA system should be done by the end of the  
91 week.

92 P. Pollack: is the installation of the speakers the last piece of this first phase of renovations?

93 M. Notarianni: Yes. Eventually, the city will install induction lights down the center as evening  
94 security lights, but we don't have the lights yet.

95 P. Pollack: The reaction has been positive to the lights?

96 D. Barkman: Yeah, I walked around and it seemed nice down there.

97 P. Pollack: Is there any information about when anything is going to take place?

98 M. Notarianni: Not as yet, what I've heard is that it will be revisited by focus groups.

99 P. Pollack: There's the question too of the DDA's project for Fifth Ave, if you wouldn't mind  
100 checking on what the schedule for that would be. The work on division and fifth is supposed to  
101 make changes to the farmers market area and crosswalks.

102 b) Related Boards, Commissions, Committees, and Task Forces

103 c) Items from Commissioners

104 S. Brines: I feel like we need to publish the markets complaint handling procedure or protocol,  
105 perhaps on the website. So people understand the process. There might be a citywide procedure  
106 for complaint handling? People usually want some kind of response, and if we have a protocol  
107 we can say there was a response, and it has been documented to keep complaints from re-  
108 emerging. Sometimes we receive more comments and suggestions and not official complaints,  
109 so I don't know that everything gets responded to.

110 P. Pollack: In the operating rules there's a time specified for an appeal process but not for a  
111 complaint process. Some of the history behind the removal of the market's complaint process  
112 came through the revisiting of the marketing commission, and its purpose and makeup. There  
113 was a complaint form that was quite specific, sent to the Commission, and in effect the  
114 Commission was doing something that was an administrative process and it was judged to not  
115 be an advisory body role, so it was removed not because it wasn't needed any longer, but because  
116 it was not appropriate at the Commission level.

117 D. Barkman: Maybe that just gets put back in with your policies and procedures review, as  
118 something that we really need to reinstate and re-clarify

119 S. Brines: That's a good point, it could be something we revisit and think about thoroughly. And  
120 this is not to say that there haven't been responses, as we're talking about it, which is already a  
121 response. But it's just a suggestion, and it sounds like the subcommittee will think about it.

122 P. Pollack: The appeal procedure is time specific and there's no reason that kind of structure  
123 couldn't be attached to the original quote complaint, so there is a process on paper. whether a  
124 form is necessary or not is a whole other issue. One of the difficulties with the previous process  
125 was that there were all sorts of behavioral complaints as well as operating rules. It's an important  
126 suggestion and let's put it into the policy subcommittee

127 D. Barkman: One other item, could we go around and look at some of the old metal signage? As  
128 long as we've repainted and cleaned up can we replace the old signs with newer signs in better  
129 condition?

130 P. Pollack: That's an invitation to do something larger. For example, the location of where the  
131 solar sign is seems very remote from where the panel actually is. There's a whole signage  
132 question then, where they are and where they might be. Should we proceed with a general  
133 discussion of sign cleanup and where they all might be?

134 S. Brines: It might be a chance to revisit and think about some of the signs for sure, even just the  
135 main sign. I'd like it to say "open year round".

136 M. Notarianni: The reason they put the current sign where it is because they didn't want to block  
137 any vendors stalls, and also there's a kiosk that was recently put in by the benches and eventually  
138 the hands-on museum is going to do a whole interactive feature about the solar panels.

139 P. Pollack: This is an opportunity to look at overall sign condition all over the market, and if  
140 there's a slightly more aggressive signage system at the ends of all the pavilions, the DDA does  
141 have some money we may be able to request be allocated for the market.

142 d) Transmittals/communications received

143 M. Notarianni: I received on communication on Monday the 5th. I think we alluded to this  
144 regarding the baked goods issue as well as suggesting that several vendors don't have the  
145 appropriate licenses. I need to follow up with the MDA on that, because I think there's a bit of  
146 confusion about what the various licenses mean.

147 P. Pollack: It is October now and as part of the master calendar discussion...last year we had an  
148 annual meeting with the vendors, so think about doing that again. Typically it's been in the  
149 winter. It's an opportunity to meet with the vendors and the general community. That one might  
150 be on the year-round schedule.

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

152 10. Adjournment

153 The meeting was adjourned at 6:43pm.

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