

1 **Public Market Advisory Commission Minutes**

2 Tuesday, September 13, 5:30 pm

3
4 **Meeting Agenda**

5 1. Call to Order

6 The meeting was called to order at 5:30 pm

7 2. Roll Call

8 Members Present: (4) D. Barkman, S. Brines, A. Germain, D. Santacroce

9 Members Absent: (1) L-J Hard

10 Staff Present: (1) M. Notarianni

11 3. Approval of Agenda

12 4. Special Presentations

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

14 6. Approval of Minutes

15 a. Meeting of August 5, 2011

16 7. Commission Business

17 a. Old Business

18 (1) Vendor / Customer Survey

19
20 S. Brines: Were there general topics we'd like the survey to cover?

21
22 M. Notarianni: Some ideas we talked about were market hours, product mix.

23
24 S. Brines: I think it should be two separate surveys, one for vendors and one for customers.

25
26 D. Santacroce: I would recommend including some of the same questions that were asked in
27 previous market surveys, so we can trend how the responses change over time.

28
29 A. Germaine: Related to hours, we could get information from vendors on sales trends.

30
31 S. Brines: We could also introduce market vision questions.

32
33 D. Barkman: We could introduce new ideas during a spring vendor meeting—that might
34 increase attendance and participation at the meeting.

35
36 D. Santacroce: A survey which is a little more scientific than the dot surveys might be worth
37 considering.

38
39 (2) 2011 PMAC Goals

40
41 M. Notarianni: Here is a list of the goals we'd decided upon last month.

42
43 D. Santacroce: It feels like goal 1 is done.

44
45 S. Brines: There is an Earth Fest September 27 that I will learn more about. I believe they are
46 going to have a miniature market of their own that they'll be discussing. They were going to

47 purchase produce from some of the farmers they already purchase from, and then resell it in a
48 little market, with the vendors there answering questions. There was also a meeting of Food Day
49 on campus, where I represented the market. There is a national Food Day occurring October 24,
50 and anything in that general vicinity can be associated with Food Day.

51
52 D. Santacroce: In March, before your life gets completely nuts, we should revisit this in March,
53 so we can get in all of the University's various packets.

54
55 S. Brines: Goal 2 is possible winter market enclosure.

56
57 M. Notarianni: The Public Market Commission acts in a purely advisory capacity. The process
58 would involve making a recommendation to PAC, and then making a recommendation to City
59 Council. The immediate action we could take would be making a recommendation that this
60 possible enclosure should be make a priority. I know the Parks Planner and Parks Manager are
61 in conversations about this, but it is not an immediate action priority. I think one concern of the
62 City's is not doing something now that would negate future improvements to the market.

63
64 D. Santacroce: I discovered that as of June 30, 2010, there was a balance of about \$580,000 of
65 that fund.

66
67 S. Brines: When people hang tarps in their market during the winter, do they weigh them at the
68 bottom?

69
70 D. Barkman: I think they just deal with the maintenance themselves each day.

71
72 D. Santacroce: What do you think, as a vendor Dave?

73
74 D. Barkman: It seems to me that if you let the vendors take care of it all, that's really the easiest
75 and most cost effective way. It doesn't necessarily look as pretty, but in essence, a lot of those
76 use 10 x 10 popup tents, which come with curtains, so it's much more enclosed than even a tarp.
77 That's easier for them, because it hold the heat in better. If they tell us that's really what they
78 want, we could consider it.

79
80 M. Notarianni: We should include it in the survey.

81
82 D. Santacroce: It's warm for the vendors, but not for the shoppers. Would some sort of
83 enclosure make more vendors want to come to market?

84
85 D. Barkman: I think you are on the order of 30 or 40 vendors in the winter.

86
87 S. Brines: Next on our list is EBT outreach.

88
89 M. Notarianni: I think participation has increased significantly due to the Double Up Food
90 Bucks Program, and will continue to even after the program has ended. We've started to have a
91 representative from Food Gatherers at the market on Wednesdays to sign up eligible customers
92 for SNAP, which is a great addition.

93

94 S. Brines: Number four on our list was inspection update, and I think was specifically related to
95 making sure they are effective.

96

97 M. Notarianni: We do have a new inspector, who has already started and done 5 inspections in
98 the next week.

99

100 S. Brines: The next topic is promoting vendors. One idea I had is cross-linking with resources
101 that are already out there, like Real Time Farms. Perhaps it is as simple as providing biographies
102 and links to the oral history project.

103

104 D. Santacroce: You might just want to have a standardized form that can be filled in with vendor
105 picture, information, location, etc.

106

107 D. Barkman: These people are really there for business, and if their business is so good that they
108 don't feel like they have to do anything else, then do we need to spend dollars and time helping
109 them along? If they feel like they need radio or TV spots-and some of them do-then they can do
110 that. Some of them can't even remember to take their sign with them!

111

112 b. New Business

113 (1) New Vendor Discussion

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115 M. Notarianni: Applications include an artisan who wants to make walking sticks, vegan gluten-
116 free baked goods, all-purpose food seasoning, handmade gourmet cookies, handmade cards out
117 of recycled materials, Algerian baked goods, beeswax candles, homebaked molasses drop
118 cookies, various Thai foods, body butter skin moisturizer, and marinara sauce and salad dressing.

119

120 S. Brines: Perhaps there can be some synergy with the Sunday Artisan Market for some of these
121 overflow vendors.

122

123 8. Reports and Communications

124 a. Market Manager

125

126 M. Notarianni: We have a new inspector, Elissa Trumbull! Elissa has over nine years of organic
127 farm and garden experience in Washtenaw County with experience selling produce at the Ann
128 Arbor Farmers' Market and in Downtown Ypsilanti. She is also a passionate, professional
129 educator and certified teacher who has been teaching youth about food and agriculture in schools
130 for over nine years. Elissa is a founding board member of The Agrarian Adventure, a local
131 educational nonprofit where she has been a leader in the development of a district-wide local
132 school lunch initiative, creating innovative youth programming, and fostering year-round school
133 garden and hoop-house food production. She loves spending time outside, running, teaching, and
134 enjoying being a new mother. In the past month, the following vendors have been inspected:
135 Wasem, J. Nemeth, D. Gracia, A. Nemeth, + Goetz. The market has been promoted in the Ann
136 Arbor Observer, Ann Arbor Chronicle, Balance magazine, & the Wild Swan Theater program.
137 We've posted endless flyers, large and small, throughout town, and reached out to MHealthy and
138 various groups within the University. I've also led several tours of the market to various large

139 groups, both students and non-students. Many special events were held in the market: Nash
140 Bash, the Homegrown Festival, the Kerrytown Book Fest, and an educational canning
141 demonstration. We've had representatives from Food Gatherers at market on Wednesdays,
142 signing up eligible shoppers for Bridge Cards. Representatives from the Washtenaw County
143 Public Health Department have continued to attend market to provide their SNAP-education
144

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

146 c. Items from Commissioners

147

148 S. Brines: The Homegrown Festival was another big success in the market.

149

150 D. Barkman: A few people commented to me that they've been inspected 3 years in a row, since
151 it's 3 years that we've instituted the \$55. I would suggest confirming with the inspector that we
152 aren't over-inspecting some vendors and not under-inspecting others.

153

154 d. Transmittals/communications received

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

156 10. Adjournment

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158 The meeting was adjourned at 6:30 pm.

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160 ***Note: In response to pending City Hall/Courts and Police construction, Market***
161 ***Commission meetings have been relocated to the 4th floor Board Room of the Ann***
162 ***Arbor District Library, and will occur on the first Thursday of each month, at 5:30 pm.***

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