



City of Ann Arbor

301 E. Huron St.
Ann Arbor, MI 48104
<http://a2gov.legistar.com/Calendar.aspx>

Meeting Minutes - Final Public Market Advisory Commission

Thursday, January 17, 2013

5:30 PM

301 E. Huron St.

A CALL TO ORDER

Meeting called to order at 5:30pm

B ROLL CALL

Present: 5 - Lindsay-Jean Hard, David Santacroce, Aimee Germain, Jillian Sweetman, and Karlene Goetz

C APPROVAL OF AGENDA

Approved as presented

D PUBLIC COMMENTARY - (3 Minutes per Speaker)

E APPROVAL OF MINUTES

Approved as presented

E-1 [13-0048](#) December 20, 2012 Public Market Advisory Commission Draft Minutes

F SPECIAL PRESENTATIONS

None

G UNFINISHED BUSINESS

G-1 [13-0051](#) Resolution to Recommend Implementation of Proposed Changes to Vendor Application

A motion was made by Hard, seconded by Goetz, that the Resolution be Approved by the Commission.

Yeas: 5 - Hard, Santacroce, Germain, Sweetman, and Goetz

Nays: 0

G-2 Gravel Lot Update

Market manager Sarah DeWitt revisits the options for paving the gravel lot. DeWitt explains that the funds could possibly come from Park Operations in the spring depending on the budget. If Park Operations cannot cover a chip &

seal process in the spring of 2013, the market fund balance might be used to hire an external company to complete the chip & seal process.

Commission Goetz asks to consider the time factor for how long the improvements will last with regards to the longer term plans for the market.

Commissioner Goetz would like to see more information regarding the cost.

The question of whether the market has a master plan is revisited. Commissioner Sweetman recommends a work session to discuss a master plan and longer term improvements.

G-3 Winter tarps

Market manager DeWitt recommends the commission considers more substantial plans for the winterization of the market. Commissioners agree to add this to the list of items to discuss at the upcoming work session (scheduled for March 12, 2013).

H NEW BUSINESS

H-1 [13-0050](#) Resolution to Approve Updates to Vendor Yearly Procedures

Market manager reviews the content of the Memorandum and the Resolution.

Updates refer to the dates given by the Market Operating Rules. Changes will assist staff in application processing and corrects inconsistencies in the rules with regards to deadlines.

Commissioner Goetz suggests an alternate date to the memorandum. Goetz explains April 1 would work better for the application deadline. Market manager explains that future updates (in 2014 and beyond) will be made more streamlined for existing vendors.

Market manager DeWitt expresses understanding that all licenses may not be able to be turned in by March 1.

Commissioner Santacroce suggests added the parenthetical explanation of the fiscal year in the body of the operating rules. (July 1-June 30).

Commissioner Sweetman asks why the payment deadline is different from the application deadline. Manager DeWitt explains that the invoice system for annual vendor stall payments is backed out in order to receive payment for the fiscal year ahead. The daily vendors should also have a June 30 deadline for stall payments.

A motion was made by Santacroce, seconded by Hard, that the Resolution be Approved by the Commission as Amended.

Yeas: 4 - Hard, Santacroce, Germain, Sweetman
Nays: 1 - Goetz

I COMMISSION PROPOSED BUSINESS

J REPORTS FROM MARKET MANAGER

Market Updates

•Current marketing efforts:

Facebook advertisement to increase page “likes” (2,500 currently)

Rackham outreach, continue to seek out opportunities to promote market among students

Marketing Plan development with the City’s Office of Communications

Signage audit at market (to ensure good information visibility)

Rap for Food music video

- Local non-profit whose mission is to support localization, sustainable food systems, and youth gardening through the arts.

•Application packets for 2013, to go out at the end of January

Daytime vendors

Wednesday evening vendors

•Partnership in the Ann Arbor Public Schools Farm to School Collaborative, which includes the schools, Chartwells Food Service, The Agrarian Adventure, Project Healthy Schools, Washtenaw County Health Department, Ann Arbor Farmers Market, Food System Economic Partnership, Project Grow

•Great diversity at market: cheese, meat, produce, artisans, honey & syrup, bakery items, coffee, prepared foods

K REPORTS FROM RELEVANT COMMISSIONS, COMMITTEES, BOARDS AND/OR TASK FORCES

L PUBLIC COMMENTARY - GENERAL (3 Minutes per Speaker)

Linda Tenza, community member, brings forth an idea for public art in the Farmers Market (on the inside of the market roof).

The idea is in an early conceptual phase. Commission Goetz voices support for the idea. Commission Santacroce suggests adding this topic to the discussion at the March work session. Market Manager DeWitt explains involvement of Public Art Commission.

Market vendor Daren Otis expresses desire to have market staff make a continued effort to differentiate the Wednesday Evening Market from the Wednesday Daytime Market. Expresses confusion of customers in 2012.

M CLOSED SESSION

N TRANSMITTALS

O ADJOURNMENT