

Market Manager Report
Presented March 19, 2015

Operations

- New Assistant Market Manager, Liz Kellam, has officially begun training. Liz will be responsible for Wednesday Evening Market Operations in 2015. She will be introduced at the May 21, 2015 PMAC meeting when she presents the season overview for the 2015 Wednesday Evening Market.
- Carrie DeWitt will serve as the Acting Market Manager while Sarah DeWitt is out of the office on maternity leave. All communications can be directed to Carrie at cdewitt@a2gov.org, 734.794.6255. Carrie will inform the commission when her role as Acting Manager takes effect.
- Market staff are working with the Downtown Development Authority for the creation of a walking map to be placed outside of the market office in the breezeway for better identification of parking options adjacent to the market. Additionally, signs noting Saturday Market Customer Loading Zones along 4th and Detroit are being created.

Market Infrastructure Project

- Vendor survey regarding winter market use is currently underway. Responses will be collected through Monday, March 23, 2015. Results will be utilized in the creation of the scope of work document for the architects.
- Kohler Architecture has been selected for the market project.

MIFMA Conference Follow Up

- Keynote Speaker, Richard McCarthy from Slow Food USA
 - Recognizing strengths and opportunities in inefficiencies
 - Work to identify and measure what we do best:
 - Trust or Social Capital – between consumer & producer, community & market, producer & producer, and market & producer
 - Meeting place that allows for social interaction
 - Place to build consumer power, esp. for those who are disenfranchised
 - Financial Capital – good for the economy around us
 - Human Capital – acquiring new knowledge, learning to navigate food choices, building confidence in navigating food choices, transparency
- Food Demonstrations & Safe Sampling, MDARD
 - Plan review process now available for markets
 - One time review process to allow sampling at food demos and tastings on yearly permit
 - MIFMA working with a few markets this year to go through the process