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3 **Public Market Advisory Commission**
4 **Minutes: June 2, 2009**

5 **Please note the change in time and place of this and subsequent meetings**

6
7 **Meeting Agenda**

8 1. Call to Order

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10 The meeting was called to order at 5:35 p.m. by P. Pollack.

11
12 2. Roll Call

13
14 Members Present: (4) S. Brines, D. Black, G. Service, P. Pollack

15 Members Absent: (1) K. King

16 Staff Present: (1) M. Notarianni

17 Guests: (0)

18
19 3. Approval of Agenda

20 4. Special Presentations

21 a. Remembering Ken King, Public Market Advisory Commission and market vendor

22
23 P. Pollack: Last night there was a memorial service for Ken King, who was a member of
24 our commission and a monumental member of our market. There were several hundred
25 people there, and it was just amazing. Ken is greatly missed.

26
27 5. Public Commentary – Agenda items only (3 minutes per speaker)

28 6. Approval of Minutes

29 a. Meeting of May 5, 2009

30
31 M. Notarianni: Broadcast equipment wasn't working last time; as a result, the minutes
32 are by memory and somewhat minimal.

33
34 7. Commission Business

35 a. Old Business

36
37 P. Pollack: In some respects, the only old business is regarding the budget. I did go to
38 City Council's working session in advance of the budget meeting, and I went through the
39 resolution we passed, explaining why. The nature of the process was quick from the
40 public's awareness point of view

41

42 Two questions were raised by Council: What kind of financial info might we be looking
43 for? To which I answered: a quarterly report of what is the market's income, in
44 comparison to the outflow?

45
46 Secondly: What was the nature of the timing? The comment came that the actual fee
47 increase wouldn't be implemented until next year, this time. This is true, but still, the
48 passage of the increase is now. The activity of raising the fees is happening a year in
49 advance, there is no real knowledge in the community of it taking place. As everybody
50 does know, Council voted for the increase as it was presented in the resolution by staff,
51 so the 20% increase will go into effect, and be billed next year.

52
53 Has anybody heard any comment or opinion?

54
55 D. Black: Several vendors were saying it was lean times, and the only way to
56 accommodate that was raise prices, which was not what they wanted to do. I think we
57 need to be proactive in the future, and give input to Council regarding the process.

58
59 S. Brines: I think the key would be following up to make sure some of the things we
60 raised in the resolution will happen. This will help bridge the information gap.

61
62 P. Pollack: The other part of it is to think about the relationship of Public Market
63 activities in general to the Farmers Market specifically, and try to understand the fee
64 relationship.

65
66 D. Black: One vendor suggested that she was upset that basic maintenance has not been
67 made, yet the fees are increases.

68
69 S. Brines: I think most vendors just want to see that it is equitable, and know what they
70 are paying for. Providing that financial information should help.

71
72 P. Pollack: Could information regarding the fee increase be shared with vendors and
73 shoppers in a newsletter, as well as the key financial goals we identified: tracking
74 incomes & expenses, looking at fees for non-farmers market rentals in relation to the
75 incomes being recorded, and really trying to understand how funds being taken out of the
76 fund balance are being spent.

77
78 D. Black: How can we help expedite the completion of basic maintenance and
79 renovations in the market?

80
81 S. Brines: Could the newsletter include a mention of the resolution that the PMAC
82 passed?

83
84 P. Pollack: One of the simple but key phrases in our resolution is "at this time," as in we
85 did not support the nature of the resolution **at this time**. It was the process that made
86 supporting it difficult.

87

88 S. Brines: This will continue to strengthen our relationship with vendors and customers,
89 as they know they will be able to share information with us.

90
91 b. New Business
92 (1) FY 10-11 Budget
93

94 S. Brines: Is there any update on the renovations?
95

96 M. Notarianni: Not really. We are waiting to receive the light fixtures, and anticipating a
97 late-July or August start date.
98

99 D. Black: It really would be great if the renovations could be done by August 8th for the
100 market's birthday celebration. How can we encourage this?
101

102 M. Notarianni: I think the majority of the setbacks are beyond the City's control.
103

104 P. Pollack: It seems a little formal, but I wonder if we could convey a consensus from the
105 Commission that we have a 90th birthday celebration on the 8th of August, and we want to
106 encourage the City to move forward as swiftly as possible to complete the renovations by
107 this date. This could be a communication from us to PAC and Parks staff. It wouldn't
108 hurt to send it to the Mayor, and First Ward Councilpeople as well.
109

110 (2) New Vendor Discussion
111

112 M. Notarianni: Several applications have come to me lately: clothing; knit handbags and
113 decorative wooden wall hangings; gemstone jewelry; stained glass structures; and
114 finally artesian spring water and pears. Any input?
115

116 S. Brines: I know we have rules on the numbers of artisans; do we have room to add any
117 more artisans?
118

119 M. Notarianni: Yes, we do. I'd like to find someone who is interested in coming through
120 the winter, and also offers something different than the current artisans.
121

122 P. Pollack: Availability on Wednesdays would also be desirable. There are also times
123 when all of the artisans are grouped in one place, and too many artisans in one place does
124 change the character of the market. Do you put everyone together, or do you distribute
125 throughout the market?
126

127 M. Notarianni: The arrangement of vendors is actually the vendors' choice, so I have no
128 say.
129

130 P. Pollack: Many people have told us artisans are there as enrichment; the primary
131 interest is food.
132

133 Regarding the sales of bottled water, the rules stated that vendors must offer articles that
134 are made, grown, or produced by them. It is hard to say that water taken from the ground
135 is “produced, made, or grown” by the vendor. There’s not much involvement in the
136 individual other than the packaging of an existing product.

137

138

139

140 8. Reports and Communications

141 a. Market Manager

142

143 M. Notarianni: The following vendors have been inspected in the past month: Ted
144 Windish, Kern Road Farms, Barb Gibson. Zipcar has been at market several times this
145 month, promoting their cars and teaching about alternative methods of transportation. I
146 highlighted the market on a local news show on WCBN, and also presented an
147 educational event at the library which was well-attended. I recently met with the
148 Hollanders, who have some fantastic ideas about using their kitchen for cooking
149 demonstrations, etc. This is fantastic, because it solves two of the main roadblocks of
150 cooking demonstrations at the market: space availability and the cost of cooking
151 materials. We hope to start them within the month. I am in the process of scheduling
152 several Rapid Market Assessments, aided by volunteers, for the summer months. I am
153 also planning at least two major festivals in the next few months: a 4th of July fest, and
154 the market’s 90th birthday bash. I would love to have some help planning these events!
155 Several new vendors have joined market on Wednesdays in the last month, and several
156 more will be joining in the months ahead. These include: Salomon Jost (certified
157 organic produce) Joe & Cathy Schmidt (sustainably-grown produce), Abe Schwartz
158 (sustainably-raised produce), Tasty Bakery (gluten-free baked goods), Thomas Organic
159 Creamery (organic ice cream, yogurt, milk, meat etc).

160

161 P. Pollack: This is a really good opportunity to promote the Wednesday market, with a
162 big list of all the vendors, new and old, who are attending.

163

164 G. Service: Wednesday could be a really good time to start chef demonstrations.

165

166 D. Black: How is the EBT going?

167

168 M. Notarianni: It’s off to a slow start, but each week new people do take advantage of
169 the service. I think it takes time for the word to get out.

170

171 S. Brines: Could you make a list of all of the vendors who currently accept EBT, so
172 shoppers will know who to go to? I think this would make it more welcoming.

173

174 G. Service: I think it would be really great to have the birthday bash be all about the
175 market, and how wonderful it is. Birthday cakes, balloons, young people and old people!

176

177 P. Pollack: Some history; too: images we have, as well as more added to it. We could
178 show the market through time.

179

180 D. Black: Perhaps we could honor the longest vendors...or, all of the vendors for their
181 contributions to the market!!

182

183 S. Brines: I think tying the oral history project into the birthday bash would be a good
184 idea. I think attempting to close Detroit St would be a bad idea. Could we use the
185 sandlot, or the area between the sandlot and the center aisle of the market?

186

187 D. Black: I am also thinking of including people who have shopped at the market for a
188 long time, and have memories of the market to share.

189

190 S. Brines: A little music would be great, just to drive people to the market. I mean,
191 someone has to play "Happy Birthday!!"

192

193 M. Notarianni: We could also highlight vendors at their stalls.

194

195 S. Brines: I would also like to explore sourcing ice cream this year from market vendors.

196

197 P. Pollack: It would be nice to include PAC, Council, and the DDA in our newsletter
198 mailing lists.

199

200 G. Service: Let's try to reach out to summer camps, to invite them to the market on
201 Wednesdays.

202

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

204 c. Items from Commissioners

205

206 P. Pollack: I will not be able to attend next month's meeting.

207

208 S. Brines: I will not either, however I can do the week before.

209

210 M. Notarianni: Let's try to reschedule. We will not have a quorum. How about
211 Tuesday, June 30th.

212

213 d. Transmittals/communications received

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

215 10. Adjournment

216

217 The meeting was adjourned at 6:35 p.m.

218

219 ***Note: In response to pending City Hall/Courts and Police construction, Market***
220 ***Commission meetings have been relocated to the 4th floor Board Room of the Ann***
221 ***Arbor District Library, and will occur on the first Tuesday of each month, at 5:30 pm.***
222

223

224 ***PMAC meetings will be rebroadcast on CTN at 10:00 AM on Thursday, 5:30 PM on***
Friday, and 3:00 PM on Saturday.

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