

1 **Public Market Advisory Commission Minutes**
2 **May 4, 2010**
3

4 **Meeting Agenda**

- 5 1. Call to Order
6 2. Roll Call
7 3. Approval of Agenda
8 4. Special Presentations
9 5. Public Commentary – Agenda items only (3 minutes per speaker)

10
11 L. Vasquez: I got your email, Molly, about the minutes, but for April 2010, there was only an
12 agenda posted. But I wanted to make a comment about how last meeting I had asked the market
13 manager to investigate the sale of proven winners at the market, and I just wanted to point out
14 that Market Commissioner David Barkman admitted to selling Proven Winners at the Ann Arbor
15 Market, and although I don't have the actual quote from the minutes, it was stated that they are
16 "just like any other plants sold at the market." I would like to beg to differ with that assertion.
17 Proven Winners are a trademarked item, and are essentially being resold at the market. I want to
18 direct the audience to www.provenwinners.com. I can purchase Proven Winner plants at
19 Meijer's, Produce Station, Alexander Farm Market, Abbot's Nursery, English Gardens, Home
20 Depot, Freileigh's Nursery, Plymouth Nursery, J & T Gracia's, and about 100 other retailers
21 within 25 miles of Ann Arbor. I am dubious as to why these products are being sold at the
22 market. I would like you to squeeze out all of the resellers at the market, who are really
23 undercutting legitimate, real farmers. About a year ago, I brought forward a set of proposed
24 baked goods rules, and I've seen no action on it. It is a year later, a new season is about to start,
25 and the cheaters and the liars at the market are still having a free hand, making a lot of money,
26 deceiving the public in Ann Arbor.

- 27
28 6. Approval of Minutes
29 a. Meeting of April 6, 2010
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31 M. Notarianni: The reason the minutes for April were not posted on the website is because they
32 are in draft form until they are approved by the Commission, at which point they are posted on
33 the website.
34

- 35 7. Commission Business
36 a. Old Business
37 b. New Business
38 (1) New Vendor Discussion
39

40 M. Notarianni: I have received an enormous amount of applications in the past month.
41 The first is for produce, pies, and preserves, the next is for fresh squeezed lemonade, the next is
42 for raw organic foods, the next is for produce and cut flowers, then produce and jellies, the next
43 is a food cart vendor who'd like to sell kettle corn and freshly roasted nuts, the next is for
44 prepared foods including granola, the next is a variety of honey and beeswax-based products, the
45 next is handcrafted cutting boards, the next is a food cart vendor who would like to sell a variety
46 of crepes, and finally kraut and kimchi.

47

48 S. Brines: Will there be room for them? We did recently receive a note from a customer who
49 was concerned a new vendor will not have room to continue attending on Saturdays.

50

51 M. Notarianni: I made the space limitations very clear with new vendors I've admitted.

52

53 P. Pollack: One of the implications of this is how can we create more space? Is that a desirable
54 thing to do? What else is nearby? What else might we look to do? I know this is a big thing to
55 suggest, but a lot of public markets do take place on the streets. I've seen this in Rome. If there
56 really is this much demand, should we look into that? There is also space at Community High,
57 which could possibly be an option.

58

59 S. Brines: Obviously the expansion is a bigger conversation with a longer timeline, but the
60 demand does seem to exist, as evidenced by the success of winter market. Perhaps we could
61 circulate a question among vendors, to see which, if any of the potential situations they might
62 like.

63

64 P. Pollack: If we do start to consider closing Detroit St, we'd also need to think about the
65 parking spaces that would need to be closed.

66

67 S. Brines: Certainly the KDA would need to be a sponsor of this idea.

68

69 P. Pollack: It is also worth looking at how many spaces we would gain, in relation to how
70 complicated it might be.

71

72 M. Notarianni: One question I have is focused on how many produce vendors the Wednesday
73 market support. I don't want to provide more produce than there is demand for.

74

75 S. Brines: It is a legitimate concern, although one could argue any vendor added could possibly
76 pull from any other vendor.

77

78 P. Pollack: It is also important to continue the promotional efforts, and remember the
79 Wednesday market is indeed a different market-targeting downtown business people, and City
80 Hall, for example.

81

82 (2) Event Planning

83

84 The next item is a bit of a followup from our annual meeting-event planning.

85

86 It is possible to do a lot of different things at the market that are special, but on market day,
87 Molly is unable to coordinate and run both events and the market. This is an issue of
88 coordinating volunteers. Perhaps we want to choose several larger events to focus on: the ice
89 cream social, the Halloween event, the Kindfest, perhaps? Some events seems more
90 participatory than others. Since we are a 5 member committee, we can almost function as a
91 committee in the whole to work on these ideas. If we want to have events, we need to assist as a
92 commission to help organize what we do.

93

94 M. Notarianni: I'd like to hear what events the commission thinks I should focus on, and also
95 what their purpose is. Is it building community, celebration, or actually increasing vendors'
96 sales?

97

98 P. Pollack: One thing I think we have heard is that, as much as possible, these events should
99 focus on food. I don't want to eliminate everything else, but I do believe that's what we have
100 heard from others. I think the idea of a 20 minute show-and-tell for vendors would be a great
101 idea.

102

103 S. Brines: I would recommend partnering with other community organizations that have similar
104 focuses, both for promotion and actual coordination.

105

106 8. Reports and Communications

107 a. Market Manager

108

109 M. Notarianni: No vendors were inspected in the past month. The market has been promoted in
110 the Old West Side News and the Ann Arbor Observer in the past month. We also received an
111 order of incredibly beautiful promotional postcards, which will be for sale in the market office. I
112 represented the market at the Glacier Hills Senior Living Community Wellness Fair, and
113 Rackham Employee Wellness Fair. A collaboration between Republic Parking and the DDA
114 will plant several large ceramic planters of flowers in the beds along the Fourth St side of the
115 market for Downtown Blooms Day on May 15. We hosted a free compost giveaways on April
116 24. A canning demonstration will take on May 8, with weekly plastic planter pickup starting
117 May 15. Finally, the market won the "Best Locally Produced Food" award in this month's issue
118 of the Current! I am working with the Ann Arbor Farm to School collaborative to connect
119 farmers at the market to local classrooms. I've also been meeting with MSUE educators and
120 agents from local WIC offices, to coordinate several events including Project Fresh and Senior
121 Project Fresh distributions at the market, as well as Bridge Card-related outreach and nutrition
122 education. I will be hosting market field trips for Avalon families through the Edible Avalon
123 program, as well as several middle schools in Dexter and UM classes in the next month.

124

125 I have been also working with several volunteers, focusing on special event planning, taking
126 daily market photos, and creating an updated vendor map! Some of these market pictures will
127 soon be featured on Real Time Farms, a great new website that allows marketgoers to see, and
128 contribute, pictures of farmers markets in real time!

129

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

131 c. Items from Commissioners

132

133 P. Pollack: I think it is wise to look at the physical structure of the market and see what simple
134 things can be done, in addition to the new signs, make the market shine.

135

136 Molly and I have committed to go to the Parks Commission Meeting in June, as we are
137 theoretically the Public Market Advisory Commission, and not just the market commission. It
138 will be on the third Tuesday, at 4.

139

140 S. Brines: I'd like to ask this commission to make a resolution of support for the Homegrown
141 Festival, which will be held on Saturday September 11, from 6-11 pm. I think it would be a
142 great idea for us to continue to develop our relationship with the KDA, especially as we plan
143 events, and possibly even consider expansion of the market.

144

145 P. Pollack: There is one thing I'd like to bring up, in response to things going on with the rules
146 and forms. I think one of the attempts we are making is to refine the information we are getting
147 from the inspection form and application, by clarifying the language. We have chosen to look at
148 what we can do ourselves as a Commission, instead of what City Council could do. We've said
149 we still have work to do, and are going to take into consideration what both the vendors and Matt
150 the inspector have said. The goal will be to have that done by the time the new application is
151 due, next year.

152

153 d. Transmittals/communications received

154

155 (1) 4/30/2010, M. Rezmerski

156 (2) 5/3/2010, S. Robertello

157 (3) 5/4/2010, L. Vasquez

158

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

160

161 L. Vasquez: I raise the issues I do because I really care about this market. I feel my being angry
162 is justified by fact. I am a shopper at the market, I shop for authentic, unique items, and I think I
163 reflect the thoughts and feelings of a lot of the clientele that comes to shop at the market week
164 after week. I just want to give a heads up to the City's legal department that I will be discussing
165 the removal of Mr. Barkman from the Commission for reselling of goods. I will be talking to
166 City Council members. I think that those who have a role in rule-making should also abide by the
167 rules. Mr. Barkman is the second commissioner, after Scott Robertello, who violates the spirit, if
168 not the absolute letter of the producer-only rules. I wanted to point out a couple of news items.
169 The Wall St Journal in their April 28 edition an item about reselling of goods at Farmers Markets
170 across the country, so apparently we are not the only market that has a problem with resellers.
171 To quote Scott, Kapnick Operator wo'nt say whether his pies, but "we've been..."I'm not sure
172 how he really knows that, as he is 47 years old, which means he has had knowledge of how
173 Kapnick made their baked goods when he was 12 years old. If it is true, that's 35 years of
174 cheating, essentially. I would like to see that stopped. I also wanted to point out an item in the
175 spring 2010 issue of Edible WOW. Tantre Farm is featured here, and I think that is a really good
176 thing to see our organic vendors profiled and highlighted. Regarding your discussing about
177 having so many new applications: that is a good thing. It means there are lots of people who
178 want to sell at our market, even with the problems we have. Revisit some of the documents and
179 discussions about closing off Detroit St-I think that's a great idea and would love to see that
180 happen. It is a wonderful rustic street, and would draw more customers to that area. Its been
181 done successfully during festivals and events. There may also be some useful data in some of
182 the renovation discussions from 2002-2005. At least one vendor survey was done. Strike while
183 the iron is hot! I would look top see if the DDA could be involved, and put some tall sheds over
184 the parking areas at Community. I think there is a lot of resistance to using the lawn area. I can

185 see a community market, as a secondary market, being developed there. That is a good idea.
186 Fifth St really needs a lot more traffic control and improvement in order for something on that
187 side to be useable, and parking for vendors and customers will always be an issue, no matter
188 what you do.

189
190 P. Pollack: While I know this is not a place for dialogue, one of the things that makes it difficult
191 to respond to, Luiz, is the anger, and whether you believe it is justified or not, civil discourse is
192 more important than personal accusations. I would urge that to become more of a mode for your
193 commentary to us. It gets to the point where it's not easy to listen to, and we don't hear it any
194 longer. We appreciate the intensity of the feelings, but need to deal with this in an objective, not
195 a personal, way.

196
197 10. Adjournment

198
199 ***Note: In response to pending City Hall/Courts and Police construction, Market***
200 ***Commission meetings have been relocated to the 4th floor Board Room of the Ann***
201 ***Arbor District Library, and will occur on the first Tuesday of each month, at 5:30 pm.***
202 ***PMAC meetings will be rebroadcast on CTN at 10:00 AM on Thursday, 5:30 PM on***
203 ***Friday, and 3:00 PM on Saturday.***