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2 **Public Market Advisory Commission Minutes, January 15, 2009**  
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5 **Meeting Agenda**  
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7 1. Call to Order

8 2. Roll Call  
9

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

11 Members Absent: (1) K. King

12 Staff Present: (1) M. Notarianni

13 Guests: (0)  
14

15 3. Approval of Agenda

16 4. Special Presentations

17 a. Molly Notarianni: Terra Madre 2008

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

19 6. Approval of Minutes

20 a. Meetings of October 30 and November 20, 2008

21 7. Commission Business

22 a. Old Business

23 (1) Seniority~review past discussions and action to continue current status for 1 year  
24

25 M. Notarianni: One question I've had from the vendors is why postpone the decision one  
26 year, instead of indefinitely?  
27

28 S. Brines: Making a permanent statement about seniority is not really possible. We  
29 should include a date for clarity & the opportunity to revisit this issue.  
30

31 P. Pollack: June 2010?  
32

33 S. Brines: This is a living document.  
34

35 P. Pollack: Yes, it is good to allow ourselves the opportunity to amend it as we see fit.  
36

37 S. Brines moves to pass the resolution.

38 Seconded by G. Service.

39 Unanimously approved.  
40

41 (2) Public Market Operating Rules~initial discussion  
42

43 S. Brines: I think it is important to add a date and version to the updated rules.

44

45 M. Notarianni: One issue I would like to discuss is leasing land.

46

47 S. Brines: The rules define “growing.”

48

49 P. Pollack: Paying someone to do the work involved with growing something is not  
50 synonymous with a vendor growing the item.

51

52 M. Notarianni: How do we quantify this? That employees need to be on the vendors’  
53 payroll? Do we specify a distance between farm locations?

54

55 P. Pollack: Let’s bring this to the attorney for more clarification.

56

57 S. Brines: We should determine the legal definition of “employee’ vs. “contractor.”

58

59 P. Pollack: Perhaps via tax paperwork? This is a question for the attorney.

60

61 M. Notarianni: We have also not yet dealt with the issue of what makes baked goods  
62 “homemade.”

63

64 S. Brines: Should we re-classify some of the vendors as “food cart vendors?”

65

66 M. Notarianni: The same question exists with nursery stock: how long must a plant be  
67 grown before it is considered “grown” by the vendor?

68

69 S. Brines; We need clear definitions and better labeling of products.

70

71 M. Notarianni: We could create our own market classifications, so each vendor can fit  
72 into some category.

73

74 S. Brines: I don’t think providing additional information will drive shoppers away.

75

76 P. Pollack: The “tipping point: may be 50%: we could put a question on the application,  
77 “Are your baked goods 100%? Or 75%? Or 50%? etc from scratch”

78

79 M. Notarianni: I don’t want to drive away existing vendors; just provide customers with  
80 more information.

81

82 S. Brines: More clarity is good. This goes hand-in-hand with us marketing ourselves as  
83 **producer only**.

84

85 M. Notarianni: What about the sales of invasive species at market?

86

87 P. Pollack: We certainly shouldn’t allow vendors to sell plants recognized by the City as  
88 invasive species, such as purple loosestrife, at market.

89

90 S. Brines: This is the City's market, and its operations shouldn't be contradicting City  
91 rules.  
92

93 P. Pollack: Let's discuss the creation of a complaint form, so vendors can file official  
94 complaints against other vendors who they believe aren't bringing items they grow to  
95 market, along with an associated inspection fee.  
96

97 S. Brines: I think this is great. We will have a mechanism to deal with complaints.  
98

99 P. Pollack: We should make clear that this is NOT for behavior, but rather for  
100 misrepresentation of product. I think we are adding a new category of enforcement to our  
101 rules, and it should include a complaint form, inspection process, and appeal process.  
102

103 S. Brines: It would function similarly to the inspection process, in some regards.  
104

105 b. New Business  
106 (1) 2009 Events~ publicity/promotions and a possible schedule  
107

108 G. Service: I would love for the market to create some programming for school groups at  
109 market!  
110

111 (2) Election of officers  
112

113 Peter Pollack is re-elected as chair; Shannon Brines as vice chair.  
114

115 (3) 2009 Meeting schedule  
116

117 The best time for meetings is weekday evenings, between 5 and 8 pm. More information  
118 to come.  
119

120 (4) Winter 2009 public meeting  
121

122 P. Pollack: Historically, this meeting happened each winter. We could use it to discuss  
123 market renovations, potential rule changes, and the season's event schedule.  
124

125 8. Reports and Communications  
126 a. Market Manager  
127

128 M. Notarianni: No vendors have been inspected in the past 2 months. Annie Elder and  
129 Paul Bantle of the Community Farm of Ann Arbor brought their newly-created solar  
130 tractor to market on Saturday, November 22. I am in the process of creating a blog for  
131 the market, to keep marketgoers and vendors more up-to-date on market happenings. At  
132 long last, wonderful market tote bags have been created. New market pins and bumper  
133 stickers will be available soon for sale in the office. In the last month, I have given  
134 presentations promoting the market at Google, on WCBN's environmental talk show, at  
135 the Ann Arbor Open at Mack, and at the Great Lakes Fruit and Vegetable Expo. With

136 the onset of the winter season, I am intensifying my promotional efforts. Advertisements  
137 will be appearing in the Observer, Ann Arbor News, West Side News, and People's Food  
138 Co-op newsletter. A banner promoting market will soon be hung in the market.  
139 Additionally, I secured one of the City's Customer Service Grant, to promote  
140 informational literature for the market. A permit was granted for a sign on the corner of  
141 Main and Catherine or Huron. Point-of-Sale software is now functional, with EBT  
142 transactions anticipated in the next month!! On schedule, panel upgrades were installed  
143 in early December. Fluorescent light fixtures are scheduled to arrive this Friday, with  
144 installation beginning as soon as possible. Phase 1 work will continue throughout the  
145 remainder of December and January, and will not interfere with market days. The second issue  
146 of a newsletter was created, which will be distributed to both vendors and shoppers  
147 routinely throughout the renovation process. In the past month, I've begun to focus in on  
148 exciting collaborations with CAN, as well as area Farm to School efforts and other  
149 projects focused on community food security. A new intern will soon begin to work with  
150 the market, focus on enhancing the market's website, undertaking a market oral history  
151 project, and creating educational curricula and kid-focused activities for the market. We  
152 were also highlighted as the MIFMA member of the month, and will be featured in the  
153 Campus Green Guide, a new eco-guide for students living off-campus!

154

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

156 c. Items from Commissioners

157 d. Transmittals/communications received

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

159 10. Adjournment

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