

Market Manager Report
Presented January 15, 2015

Marketing

- The Spring Parks Guide will be available in February. This includes information about the market's token programs, upcoming events, and hours of operation.

Operations

- Rule updates proposed and supported by PMAC at the November 2014 meeting go into effect today, January 15, 2015.
- Returning daytime vendors have received their 2015 market applications. Applications for current vendors are due back by March 1, 2015.
- Daytime and evening market applications for new vendors will be available on the market website in February 2015.
- Interviews for a second Assistant Market Manager will take place in February. This new support staff member will begin training in March and will oversee Wednesday Evening Market Operations during 2015.

Events

- Sunday, February 15: The Local Food Summit
- Tuesday March 10 & Wednesday March 11: Michigan Farmers Market Association Conference (East Lansing). Sarah will be speaking on a panel regarding Transition in Market Management.
- A Taste of Music will return to the market in 2015. This partnership with the Ann Arbor Symphony Orchestra was a big hit at our Wednesday Evening and Saturday markets during 2014.