



City of Ann Arbor

301 E. Huron St.
Ann Arbor, MI 48104
<http://a2gov.legistar.com/Calendar.aspx>

Meeting Minutes - Draft Public Market Advisory Commission

Thursday, April 18, 2013

5:30 PM

301 E. Huron St.

A CALL TO ORDER

B ROLL CALL

Present: 4 - David Santacroce, Aimee Germain, Jillian Lada, and Karlene Goetz

Absent: 1 - Lindsay-Jean Hard

C APPROVAL OF AGENDA

Approved as presented

D PUBLIC COMMENTARY - (3 Minutes per Speaker)

Jan Upston, Market Vendor expressed concerns about a lack of incentive for shoppers to choose a farmers market over a grocery store. Upston also expressed concern regarding parking, specifically the parking payment setup for the Ann/Ashley lot. Upston wants market vendors to be present at market to answer customer questions, not just to send staff on their behalf.

E APPROVAL OF MINUTES

Approved as presented

E-1 13-0408 Public Market Advisory Commission Meeting Minutes of 2-28-13

A motion was made by Lada, seconded by Germain, that the Minutes be Approved by the Commission and forwarded to the City Council and should be returned by 5/20/2013. On a voice vote, the chair declared the motion carried.

E-2 13-0409 Public Market Advisory Commission Work Session Minutes of 3-12-13

A motion was made by Lada, seconded by Germain, that the Minutes be Approved by the Commission and forwarded to the City Council and should be returned by 5/20/2013. On a voice vote, the chair declared the motion carried.

E-3 13-0437 Public Market Advisory Commission Budget Session Minutes of 3-9-13

A motion was made by Lada, seconded by Germain, that the Minutes be Approved by the Commission and forwarded to the City Council and should be returned by 5/20/2013. On a voice vote, the chair declared the motion carried.

F SPECIAL PRESENTATIONS

F-1 13-0475 Wednesday Evening Farmers Market Presentation 4.18.13

Carrie DeWitt, presented plans for the 2013 Wednesday Evening Market Season.

Commission recommends that staff propose changes to the vendor definition in the Wednesday Evening Market Operating Rules in order to allow all desired food-related businesses to be considered under the rules.

G UNFINISHED BUSINESS

G-1 13-0476 Farmers Market Gravel Lot Resurfacing Memorandum & Resolution

Farmers Market Gravel Lot Resurfacing Memorandum & Resolution

Commissioners want to keep improvement updates on the agenda when there is news to report.

With regards to the memo and resolution to support the spending of market funds for gravel lot improvements, commissioners want to see discussion about less parking in the lot over the course of the year

H NEW BUSINESS

H-1 Revenue Generation Discussion

Commissioners want to keep revenue generation updates on the agenda when there is news to report.

Market manager and Commissioners discuss stall fee comparisons, potential fees for token reimbursements. Commissioners give reasons for not wanting to charge vendors a token reimbursement fee. Commissioners discuss requiring vendors to participate in token programs.

H-2 13-0440 PMAC Annual Meeting Items

H-3 13-0438 PMAC Bylaws

Market Manager will propose updates to get PMAC bylaws in compliance with related city codes.

13-0439 City Code, Section 1, Chapter 8, 1.195 Public Market Advisory Commission

I COMMISSIONER PROPOSED BUSINESS

Commissioner Santacroce suggests looking into discussion with DDA

regarding ease of parking in lots in the area surrounding the farmers market.

Policy regarding use of gravel lot into resolution to be considered by PMAC.

J REPORTS FROM MARKET MANAGER

Market Manager Report
Presented April 18, 2013

Market Updates

Marketing

- Facebook: 4/13 On An April Morning album reaches 1,800 people 16 shares, 68 likes, many comments
- Detroit Free Press Article highlights Garden Works and Goetz Greenhouse greens:

<http://www.freep.com/article/20130411/FEATURES02/304110040/local-spring-greens>

Operations

- Daytime and Wednesday Evening Applications
 - o Daytime vendor applicants
 - Returning vendor applications were due April 15, 2013
 - Process causes some annual vendor stalls to become vacant for the 2014 Fiscal Year (which begins July 1, 2013)
 - Will report vacant annual stalls in June and the process for assignment
 - Responded to the Commission's February recommendation to list more guiding information for new applicants on our website (regarding which products the market is most interested in currently)
 - Second market inspector to come on board: Michaelle Rehmann
 - Uneven concrete was leveled on Monday, April 15, 2013

Events

Partnerships

- Starr Valley Farms, Ann Arbor Rec & Ed, Green Adventure Camp, Hands On Museum, and Project Healthy Schools, Robinsong all on board for the Wednesday Evening Farmers Market's Family Fun Night, June 26th

Other updates

- March 20-23, 2013 National Association of Produce Market Managers Conference in Columbia, MD
 - o The National Association of Produce Market Managers' annual conference served as a source for new ideas and considerations in terms of programming, marketing, local food education, market improvements and renovations, employee relations, and safety and risk assessments for the Ann Arbor Farmers market. It also provided context for the Ann Arbor Farmers Market's position within the local, regional and national food systems. It provided a significant opportunity for networking with other market managers, architects, USDA and FDA officials, non-profits, and other relevant food system stakeholders. (See the attached notes)

K REPORTS FROM RELEVANT COMMISSIONS, COMMITTEES, BOARDS AND/OR TASK FORCES

L PUBLIC COMMENTARY - GENERAL (3 Minutes per Speaker)

Jan Upston, Market Vendor, does not want to have vendors be charged for token reimbursement. Upston also asked that some of the programmatic efforts happening for the Wednesday Evening Market be explored for the Wednesday and Saturday markets as well.

Tom Field, Market Vendor, commented on the market hours being a very long day for all vendors and produce. Field recommends changing the hours to 7am-2pm.

M CLOSED SESSION

N TRANSMITTALS

O ADJOURNMENT