

1 **Public Market Advisory Commission Minutes**

2 Thursday, June 2, 2011

3 1. Call to Order

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5 The meeting was called to order at 5:30 p.m.

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7 2. Roll Call

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9 Members Present: (5) D. Barkman, S. Brines, A. Germain, L-J. Hard, D. Santacroce

10 Members Absent: (0)

11 Staff Present: (1) M. Notarianni

12 Guests: (0)

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14 3. Approval of Agenda

15 4. Special Presentations

16 a. Introduction of New Commissioners

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18 M. Notarianni: I'd like to introduce our newest member of the PMAC, David Santacroce.

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20 D. Santacroce: I have lived in Kerrytown since 1997, and teach in town.

21
22 5. Public Commentary – Agenda items only (3 minutes per speaker)

23 6. Approval of Minutes

24 a. Meeting of May 5, 2011

25 7. Commission Business

26 a. Old Business

27 (1) Wednesday Evening Pilot Market

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29 M. Notarianni: Yesterday was the first meeting of the Wednesday Evening Pilot Market. Any
30 thoughts from the Commission?

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32 A. Germaine: There were more vendors than I'd expected, but not a lot of produce variety. I
33 found the music a bit hard to hear, and think it would be nice to have more seating available for
34 customers.

35
36 L-J Hard: I was happy to see the new vendors represented at the market.

37
38 S. Brines: It was nice to give the vendors an opportunity to sell their products. I think it will be
39 important to keep the costs in mind, as the stall fees may be a bit too high. Some of the vendors I
40 talked to said it seemed a bit lean, business-wise. This is a new market and will take time to get
41 established. It definitely had a different atmosphere than the other markets. It would be great if
42 we could include a greater variety of produce, including fruit. Could the music be lightly
43 amplified?

44
45 D. Barkman: Is there a way to count customers each market day, so ew can track attendance?
46

47 S. Brines: I am concerned with maintaining vendor interest. Waiving fees may be one way to
48 accomplish this—my stall fee was 1/3 of the entire day’s sales. The customers I saw at market
49 did not fit the morning “stereotype,” which is good! it felt like there was a lot of walk-through
50 traffic. The market could use lots more signage, as well as word of mouth advertising, and
51 perhaps radio advertising?
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53 b. New Business

54 (1) New Vendor Discussion
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56 M. Notarianni: This month, I received the following vendor applications: hand-printed tshirts,
57 granola and other baked goods, jewelry, hickory syrup, and handmade greeting cards.

58 (2) Market Inspections
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60 M. Notarianni: The market inspector is continuing to inspect vendors. We hope to bring him to
61 an upcoming PMAC meeting to discuss the process, as well as his progress.
62

63 (3) PMAC Organization
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65 S. Brines: This, most recent iteration of the “market commission” is named the Public Market
66 Advisory Commission. It serves in a purely advisory capacity of both the Farmers Market, and
67 the “Public Market” space in general.
68

69 M. Notarianni: According to its bylaws, the Commission meets each January and elects officers
70 and sets goals for the upcoming year. Since all of the seats on the Commission were not full in
71 January, we were hoping to do this next month.
72

73 8. Reports and Communications
74

75 a. Market Manager
76

77 M. Notarianni: The Wednesday evening market happened for the first time yesterday! Over 20
78 vendors, great weather, and many customers-in all, a success. Thanks to my intrepid new
79 assistant manager, the market now has both a Facebook page and a blog. The market was
80 featured in articles in the Detroit News, the Ann Arbor Observer, and AnnArbor.com. It was
81 also featured as a destination for morning news show on Fox News in Cleveland, and was visited
82 by a national group of community organizers as part of a week-long workshop based in Detroit.
83 Double Up Food Bucks began June 1, and run through October. Representatives from the
84 Washtenaw County Health Department will be offering SNAP education at the market most
85 Wednesdays, throughout the busy season. In partnership with the DDA and market vendors,
86 several planters at the market were installed.
87

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

89 c. Items from Commissioners

90 d. Transmittals/communications received

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

92 10. Adjournment: The meeting was adjourned at 7:00 p.m.

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