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2 **CITY OF ANN ARBOR-PUBLIC MARKET ADVISORY**
3 **COMMISSION MEETING MINUTES**
4 **July 17, 2008**

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6 **1. Call to Order**

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8 The meeting was called to order at 5:09 p.m. by P. Pollack.
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10 **2. Roll Call**

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12 Members Present: (4) S. Brines, D. Black, K. King, P. Pollack

13 Members Absent: (1) G. Service

14 Staff Present: (1) M. Notarianni

15 Guests: (0)
16

17 **3. Special Presentations**

18
19 a. Parks Advisory Commission presentation, 6/17/08: M. Notarianni

20 b. Greenbelt Commission presentation, 7/2/08: M. Notarianni
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22 M. Notarianni: The members of the Greenbelt Commission are interested in coming to
23 speak with us, if we are interested in collaborations.
24

25 P. Pollack: I've been a member of the county's NATAC, and some of the land that the
26 county purchases as natural land does have farm field on it, which is leased out for
27 agricultural purposes. That seems like a great possibility for linkage, as an incubator. It
28 has public access, and is publicly owned. Tom Freeman is the contact at NATAC.
29

30 S. Brines: Yes, that is definitely worth exploring.
31

32 **4. Approval of Agenda**

33 **5. Approval of Minutes**

34 a. Meeting of June 19, 2008

35 **6. Public Commentary – Agenda items only (3 minutes per speaker)**
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37 A. Aygac: I produce olive oil from my olive farms in Turkey. I would like to sell it at
38 the Ann Arbor Farmers Market. Eight years ago, I also applied for the market, and the
39 manager at that time told me I needed to provide her with a little additional information,
40 which I have here. Another vendor already sells oil at the market, with herbs and garlic
41 in it. I love making olive oil. I make it the traditional way, in November and December.
42 I want to sell my oil at the market.

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P. Pollack: Your application will be reviewed by the market manager.

7. Commission Business

a. Old Business

(1) Subcommittees

~ Seniority

P. Pollack: We've gotten a lot of electronic messages, and there are 3 things we have: a summary of all of the points that came up from our spring meeting in February and related comments, the collected discussion points dated July 10th, and then we've also received significant communications related to seniority, most specifically, carbon footprint. The biggest commentary seems to be in regards to the so-called "carbon footprint," which actually came from an audience suggestion, in relation to distance, and specifically what constitutes *local*.

S. Brines: I wanted to respond some emails, which expressed the misunderstanding that there was an existing proposal regarding seniority. If this were the case, there would first be a draft proposal, which would be reviewed in public meetings. This exploration of seniority has openly been part of our work list for the year, and we have been gathering and reviewing information, as well as input from vendors and the public. At our last meeting, we had tasked ourselves with paring down the suggestions to see if there was anything worthy to discuss at a public meeting. Carbon footprint was one suggestion, among many, for determining seniority. This suggested carbon footprint concept was a little more nuanced than what was mentioned in many of the emails we received. We all had the feeling that defining "local" and "carbon footprint" is very complicated, and decided we would most likely not move in that direction, unless we had some indications that the Mayor and members of City Council began to focus attention on that.

D. Black: I was really grateful that you sent that email. I spoke with lots of vendors at market yesterday who were concerned and confused about this "proposal" in regards to carbon footprint. We, as Commissioners, are here to serve the market! We want the market to be healthy and strong, and we don't want to do anything in secret. People are free to express their ideas, but it is easy for misinformation to spread very quickly over email.

P. Pollack: Our task is to understand current condition, in regards to seniority at market. Then the task becomes to put together a list of possible changes, and bring that to the community, which will take place in September, October, and November. There will be plenty of opportunity for discussion about any rule changes that might occur. There are no definitives, and no proposals to change the rules. They will all be discussed in the public, with anyone who wants to be there.

85 K. King: I don't see any way that any of us are qualified to assess carbon footprint. It is
86 an incredibly complicated thing to assess, and involves both distance to market and
87 carbon use on the farm. Everyone who farms has to worry about carbon footprint, and it
88 is a responsibility of the farmers. I don't know how the City or the Commission could try
89 to meddle on this level, with what the farmers are doing. I think it has very little to do
90 with Seniority.

91

92 P. Pollack: Through talking with a member of the Energy Commission, Robert Black, I
93 learned this is not legislatable. We can create incentives, but can't enforce anything.

94

95 S. Brines; I am pretty sure this was our consensus even at the last meeting: without any
96 precedent from the mayor, we aren't planning on pursuing this.

97

98 P. Pollack: Currently, seniority is largely based on market attendance. The question is,
99 are there other criteria? Is the term "Seniority" even appropriate, or are we talking about
100 market participation in a larger sense? This list is an initial draft. It will be at least 8 or 9
101 months, if there are any changes, for them to be applicable. They would start with the
102 new fiscal year, in July of 2009.

103

104 D. Black: Have vendors had access to the data Molly has gathered from other markets?
105 Are we going to grandfather people in with respect to changes?

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107 M. Notarianni: We'll have to decide once we decide what, if any, changes will be made
108 to seniority. I don't envision revoking anyone's existing seniority!

109

110 K. King: It is very important to put the seniority matter to some sort of rest. For an
111 indefinite period of time, seniority does not change, and when and if we do revise our
112 present system, that won't affect anyone's seniority as it was determined today. We
113 should begin to keep precise records of how many times vendors have come to market.
114 This motion specifies that nobody's seniority will change in regards to any changes we
115 will devise. At the same time, we have to look seriously at what seniority means, and
116 what the privileges are.

117

118 D. Black: When new stalls open up from the renovation, according to seniority, new
119 people could move into them?

120

121 M. Notarianni: I think this is a bigger issue to be dealt with once we make some decisions
122 regarding the renovations.

123

124 S. Brines: The more I think about it, the more I think we should focus on what privileges
125 are associated with seniority. One major issue is the fact that dailies are dailies, and don't
126 have a permanent space. The lack of ability to create an identity for new vendors is really
127 difficult. At the same time, why does everybody want to "move up?" There is this
128 concept that the main aisle is the best place to be. Can we come up with a way, with
129 additional signage, to get customers to visit every area of the market? This might be
130 more beneficial...

131

132 P. Pollack: What is happening right now is uneasiness at the vendor level, not knowing
133 what is to come. A motion like this that suggests seniority would not change for a
134 specific period of time: a year. Until July of 2009, when the next fiscal year begins!
135 There will also be a public process to review what is taking place.

136

137 D. Black: Do the current market hours seem appropriate? We should ask the vendors.

138

139 S. Brines: In my opinion, we have different scales of producers. I leave early, because I
140 sell out. I just don't have that much volume. Unless we can really work to develop the
141 afternoon, it is really slow.

142

143 D. Black: I'm thinking about how to let people know. Could you create an email, or
144 some statement to post on the bulletin board in the office?

145

146 **b. New Business**

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148 **8. Reports and Communications**

149 **a. Market Manager**

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151 M. Notarianni: Inspections continue to go well. At the recommendation of the inspector
152 as well as several vendors, I am suggesting we implement a vendor challenge system,
153 similar to the one in place at the Portland Farmers Market. I've been meeting with other
154 area market managers to learn more about their chef demonstrations, and how to replicate
155 them at the Ann Arbor Farmers Market. Ozone House will be hosting their annual
156 fundraiser at the market on the evening of Friday, September 19th. This is really exciting!
157 Promotional A-boards and tote bags are being designed. I attended a Rapid Market
158 Assessment workshop several weeks ago, and am planning on conducting our own
159 assessment at the market in the weeks ahead. We had a very small (due to poor weather)
160 bike-to-market last week, and are planning another for the fall. Paul Holeva has
161 completed a lot of demographic research which will be really useful for us. Vendors are
162 now accepting Project Fresh vouchers.

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164 **b. Related Boards, Commissions, Committees, and Task Forces**

165 **c. Items from Commissioners**

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167 S. Brines: Would the commission be interested in supporting the KDA's ideas for
168 expanded parking provisions during the HomeGrown Festival?

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170 *Unanimously approved.*

171

172 **d. Transmittals/communications received**

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a. D. Brock, 7/16/08

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b. G. Thompson, 7/16/08

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c. A. Matthies, 7/16/08

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d. J. Cousino, 7/16/08

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e. E. Callaway, 7/16/08

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f. K. Melmoth, 7/16/08

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g. L. Morris, 7/16/08

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h. P. Perlman, 7/17/08

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i. B. & J. Cousino, 7/17/08

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j. L. Welch, 7/17/08

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k. B. Varani, 7/17/08

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l. M. Swanson, 7/17/08

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m. H. & D. Aminoff, 7/17/08

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

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188 B. Upston, vendor: I think the vendors' nervousness about changes to seniority can be
189 expected. I am glad it seems like you've put the idea of carbon footprint to rest. I
190 think that the fact that vendors worry about these things is reasonable. It is their
191 livelihood! I haven't had a job other than farming for 30 years. I think there isn't room
192 for dailies to be assigned permanent spaces, within the current market structure. I think
193 the hours are fine as they are, although the afternoons do get slow. Sometimes each
194 vendor has to decide whether their time is more valuable at market or working on the
195 farm. Shoppers that come late in the day will need to understand that they won't have the
196 same selection as early in the morning, even if everybody is there.

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198 **10. Adjournment**

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200 The meeting was adjourned at 6:33 p.m.