



City of Ann Arbor

301 E. Huron St.
Ann Arbor, MI 48104
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Meeting Minutes Public Market Advisory Commission

Thursday, August 20, 2015

5:30 PM City Hall, 301 E Huron St, Second floor, City Council
Chambers

A CALL TO ORDER

The meeting was called to order at 5:30pm.

B ROLL CALL

Market Manager Sarah DeWitt, Parks Planner Amy Kuras also in attendance.

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

Absent: 1 - Peter Woolf

C APPROVAL OF AGENDA

D FIRST PUBLIC COMMENTARY (AGENDA ITEMS ONLY) - (3 Minutes per Speaker)

E APPROVAL OF MINUTES OF PREVIOUS MEETINGS

E-1 15-1057 PMAC Meeting Minutes 7.23.15

Approved by the Commission and forwarded to the City Council due back on
10/5/2015

F PRESENTATIONS

G REGULAR BUSINESS (AGENDA ITEMS)

G-1 Market Infrastructure Improvement Project Update: Operations

Project Update given by Market Manager Sarah DeWitt:
Response to August Design Boards

As of August 19, 2015, 41 comment cards have been received in response to the design boards and project description made available in the market office. Of these cards, 35 had positive comments on the project overall and helpful input regarding the three concepts presented. Six cards expressed concerns for the project. Many important questions were raised on the cards; an FAQ sheet will be created in an effort to provide as many answers as we are able to share. Parking, stall assignments, budget and funding sources were reoccurring themes in the questions posed on the comment cards. Comment cards reflect an interest in keeping the building as close to 4th Ave as possible and favor for the design elements that most closely reflect the market's existing sheds and

roofline.

Proposed Vendor Layouts

The layouts shown at this meeting assumes use of 6 ft tables in a 7'x4' stall space (same size as the current stalls in the market). Gives roughly 2ft of back space behind each table. The summer layout (utilized April – December with doors open) accommodates 42 spaces. This is almost triple the number of stalls available currently in the open sand lot (18). The winter layout (utilized January – March with building closed) offers 58 spaces. Implementing a one stall limit per vendor, roughly double the average number of vendors who currently attend market during those months could be accommodated (30 vendors have been attending on average in the last 3 years). Assignment of stalls in the space is still being formulated.

Parking

The current design for the project would reduce the number of available public parking spaces on non-market days by 15-20. It is estimated that there will be a reduction of 10-15 vendor parking spaces on market days. Suggestions for loading zones, a valet service or a trolley have all been made. Staff are exploring these opportunities, including their feasibility and cost.

Ongoing Efforts

Commissioner Santacroce met with the Kerrytown District Association to hear feedback, answer questions and share information about the project. Colin Smith, Amy Kuras and Sarah DeWitt will be meeting with the DDA to continue exploring possible partnership opportunities for this project. Commissioner Woolf provided parking information that we will be reviewing as we work to identify possible parking options for vendors outside of the market lot that has little impact on customer parking.

Next Steps

An FAQ sheet answering many of the questions posed in the comment cards and raised during these meetings will be finalized and made available for vendors and customers by the end of August. Vendor stall layout boards will be available for review in the market office between this Saturday, August 22 and next month's PMAC meeting on September 17, 2015. Comment cards will continue to be available in the office throughout the coming months as the design is refined and vendor layouts are determined.

H NEW BUSINESS (NON-AGENDA ITEMS)

I REPORTS

I-1 Market Manager Report

August 2015 Market Manager Report:

Marketing

- The Fall/Winter Parks Guide is now in production and will be available in September.
- Assistant Market Manager Liz Kellam will be attending a welcome event for the 411 Lofts housing complex.
- MLive featured an article on the third Evening Market Food Truck Rally.

- Ann Arbor and the Farmers Market were a featured case study for the ICMA/MSU Local Governments Local Food case study published in April 2015.

Operations

- The Annual Stall Move Up has been scheduled for Saturday October 10, 2015 after the daytime market.
- To date in 2015, market staff have facilitated 2,447 credit card token transactions for \$85,665 in market money. \$22,271 in EBT tokens have also been purchased in the market office.

Events

- The third installment of the 2015 Evening Market Food Truck Rallies was a huge hit! Seven mobile vendors joined musician Graham Low for a festive evening with customers lining up to eat dinner at the market.
- Upcoming Kids' Nights: Wednesday Sept. 9 & Oct. 14, 4-8 p.m.
- Homegrown Festival takes place at the market on Saturday Sept. 12, 6-10 p.m.
- September Food Truck Rally: Wednesday Sept. 16, 4-8pm
- Taste of Music: Saturday Oct. 3, 2015 - Instrument Petting Zoo available all day (7 a.m. – 3 p.m.) and a concert at 11 a.m.
- Halloween at the Market: Saturday Oct. 24. GIVE365 will be at market to help with pumpkin decorating and face painting. Children are encouraged to wear their costumes!

Important 2015 Dates

- Wednesday, Oct. 14. 4-8pm – Last Wednesday Evening Market of the Year
- Saturday, Dec. 19, 7am-3pm – Last Saturday Market of the Year
- Wednesday, Dec. 23, 7am-3pm – Last Wednesday Daytime Market of the Year
- Saturday, Jan. 2, 8am-3pm – Winter Market Hours begin (Saturdays only, 8am-3pm)

J SECOND PUBLIC COMMENT (NOT LIMITED TO AGENDA ITEMS)

L ADJOURNMENT