

Market Manager Report
Presented September 21, 2017

Partnerships

- The Market Partnered with Zero Waste Washtenaw for the September Food Truck Rally, and plans to work with them in future Rallies toward hosting zero waste events. The overall waste diversion rate at the Rally was 69%. See full report for details.

Marketing

- The market has added a new social media tool to highlight individual vendors each month, post events, and share pictures. www.a2farmersmarket.org
- A recent WDIV Local 4 / ClickOnDetroit article covered the September Food Truck Rally and our partnership with Zero Waste Washtenaw

Customer and Vendor Surveys have been updated with PMAC suggestions (see meeting packet). Responses will be collected in October.

The Market will be creating an end of season report by this November. See example of Ypsilanti Market's report at http://growinghope.net/wp-content/uploads/Season-Report-2016.FINAL_compressed.pdf

Operations

- 5th and Detroit St.: Representatives from the City and DDA will be at market on Saturday, September 23, 5:30 – 6:30 am to observe the setup process. They will return Wednesday, September 27th, 2:30 – 3:30 pm to observe tear down, answer questions, and hear concerns about how construction will impact vendors.
- 4th Street Improvements: 4th Street will be under construction this fall, September – October, to perform much needed updates. These include repaving sidewalks, expanding loading zones, blocking the Sandlot driveway and turning into a parking spot, fixing the walkway between market and Kerrytown, and streetscaping.

Maintenance

- Concrete leveled and sidewalk bumps ground down
- Moving forward, we will begin charging for damage to the gutters

Events

- The August Food Truck Rally had 15 mobile food vendors, live music, and kids activities with Give 365. Our September Rally featured 11 mobile food vendors, live music and kids activities as well.
- The Market hosted The National Theatre of Ghana on Sept 13, which performed “10 Blocks on the Camino Real” in an outdoor theater performance at the market. There was a good turnout, in partnership with U of M.
- Harvest Week: Wednesday October 25 – “Cooking with Edible WOW” cooking demo; Saturday October 28 – Halloween at the Market including trick or treating, pumpkin decorating and face painting for kids.

Important 2017 Dates

- Wednesday, December 20, last Wednesday market of the year
- Saturday, December 30, last Saturday Market of the year
- Saturday, January 6, winter hours begin (8 am – 3 pm)