

CITY OF DEXTER
FARMERS MARKET & COMMUNITY GARDEN OVERSIGHT COMMITTEE REGULAR MEETING
Wednesday, May 20, 2015 @ 6:30 PM
Location: City Offices, 8123 Main Street
PNC Bank, Second Floor – Enter at rear door

A G E N D A

- 1. CALL TO ORDER**
- 2. ROLL CALL**

Carol Jones	Mary Ellen Miller
Martin Ruhlig	Mark Olexa
Jeffrey Peters	Julie Knight – Ex Officio
Nikki Sunstrum	
- 3. APPROVAL OF THE MINUTES – N/A**
- 4. APPROVAL OF AGENDA**
- 5. CITIZENS WISHING TO ADDRESS THE COMMITTEE**
- 6. NEW BUSINESS**
 - A. Introduction of Committee Members
 - B. Consideration of: Selection of Chair, Vice-Chair, and Secretary
 - C. Discussion of: Farmer’s Market Improvements and Budget
 - D. Consideration of: Allowing Non-Production Vendors
 - E. Discussion of: Free Bike Clinic
 - F. Discussion of: Upcoming Events
 - G. Discussion of: Future Agenda Items
- 6. OLD BUSINESS**

N/A
- 7. CITIZENS WISHING TO ADDRESS THE COMMITTEE**
- 9. ADJOURNMENT**



CITY OF DEXTER
FARMERS MARKET AND COMMUNITY GARDEN
OVERSIGHT COMMITTEE

8140 Main Street • Dexter, Michigan 48130-1092 • (734) 426-8303 • Fax (734) 426-5614 • www.Dextermi.gov

MEMORANDUM

TO: Farmers Market and Community Garden Oversight Committee
FROM: Brenda Tuscano, Market Manager
RE: REPORT
DATE: May 15, 2015

Discussion Regarding Operating Guidelines: Specifically to allow vendors that don't make or grow the items they sell, i.e. tea or coffee. The guidelines also state that the items must be grown within 100 mile radius or Michigan made.

It has been past practice to follow these guidelines, however there have been a few strong potential vendors that have been turned away due to the restrictions.

We have recently been asked to consider allowing a family who sells tea from their homeland of China to be a vendor. Last year I allowed Foggy Bottom to be a vendor and they only roast their coffee, they don't grow it. Also, there are some other vendors that have a craft that they sell that may be a bit out of the guidelines, i.e. selling t-shirts that have a particular logo on them or design that someone developed or a piece of glass that has etching on it.

Bicycle Repair: Bill Rittinger a resident of the City wants to Dexter, and would like to set up a tent outside of the market pavilion to have a free "Bike repair clinic." He wants to donate his time, tool's and parts and fix people's bikes. With the new path that leads from Mill Creek Park North to Hudson Mills Metropark, this would be a nice opportunity for people to get a little help with tuning up their bikes. He will be located at the north end of the market by the new bike rack between the stairs and the library. His dates and hours will be determined by his personal schedule, but he plans to be at the Saturday market from 9am - 12pm once a month and hopefully on some Tuesdays.

Presentation to City Council March 23: Jane Fink and Sandy Hansen presented proposed physical updates and changes to the Dexter Farmers Market at the City Council meeting on March 23rd. City Council was not asked to make any decisions or motions on any of the updates presented, but it would be best if this committee discussed these options and provided Council with recommendations. Please see attached presentation and be prepared to provide comments or suggestions.

Please feel free to contact me prior to the meeting with any questions, etc.

Thank you.

CITY OF DEXTER

cnicholls@dextermi.gov

8140 Main Street Dexter, MI 48130-1092

Phone (734)426-8303 ext 17 Fax (734)426-5614

MEMO

To: Mayor Keough and Council Members
From: Courtney Nicholls, City Manager; Justin Breyer, Assistant to the City Manager
Date: March 17, 2015
Re: Farmers Market/Community Garden Report

Attached for Council's review is a plan put together by several market vendors, spearheaded by Jane Fink, for improvements to the Farmers Market. This is a compilation of various ideas that have been brought up as the Market has grown. Jane worked with Sandy Hansen, who volunteered to put together a visual depiction of their ideas, which include painting the Farmers Market wording on the pavilion, purchasing screens to both shade the vendors from the sun and stop cars from encroaching into the Market spaces and purchasing a small storage shed and additional tables. The Farmers Market/Community Garden Oversight Committee met and reviewed the plan on March 17, 2015. One idea that was raised was increasing the size of the screens so that a person could not attempt to walk between the screen and the pole to enter the market.

The purchase of the shed, additional tables and the painting of the pavilion could be completed within the budget of the Market in this fiscal year. The purchase of the screens would need to be budgeted for in 2015-2016. The removal of the trees and use of that space as the main entrance to the Market would likely be phased in in future years. Council's feedback is requested before any of the ideas are implemented.

Starting for the 2015 season, Justin will be working on establishing a more formal structure for the Farmers Market/Community Garden Oversight Committee including establishing a regular meeting date and producing agendas, packets and minutes similar to our other established Committees. We do need to seek new Committee members to represent the Chamber of Commerce, a Market Vendor representative and a member at-large.

The 2015 vendor dinner to kick off the season will be held on Monday, March 30, 2015 at 6 pm at the Dexter District Library. Council members are welcome to attend.

RECOMMENDATION FOR THE ENHANCEMENT OF THE DEXTER FARMERS
MARKET

- I. Success of 2014 Dexter Farmers Market
- II. Identification of the Problems.
- III. Solutions explored.
- IV. Final Recommendation

Submitted by The Committee for The Enhancement of the Dexter Farmers Market, a committee of Vendors and Consumers focused on making a great market even better.

Jane Fink 734 426-2695

Jane Kelly 734 646-5151

Enhancement Design by Sandy Hansen, LA

I. Success of 2014 Dexter Farmers Market:

The 23 – 24 vendors at the market offered a wide variety of high quality products. Six of the best local produce farms sold at our market. When surveyed at the end of the season, vendors remarked 2014 was their best year yet indicating a higher number of regular consumers and an increase in sales receipts.

The market averaged 300 consumers per Saturday in May and June, over 500 during July, August and September and 300 during October. When consumers were surveyed all remarked on the quality of the market (“this is the best market around”), the convenience of parking and the friendly and lively atmosphere. They also stated that the market brought them into Dexter to shop in local businesses or eat at local restaurants.

The market improved as a community-making space in Dexter. Local musicians, many of them students, provided music at the market, a KIDZ BIDZ booth was made available for the purpose of providing a vendor experience for school aged children, a non-profit booth was set up where local non-profit groups could discuss their work with consumers. Five special events for families were held at the market and efforts were made to coordinate with other Dexter events (Green Day, Dexter Daze, Apple Days, Border to Border Run, Yoga in the Park and Wellness Walks).

II. Problems:

All 16 vendor booths on the west sheltered side of the market are full with seasonal vendors. Seven vendors were placed on the unsheltered side of the market just inside the parking curb. The remaining eight booths were either not filled or filled until the sun and heat drove the vendors out. Vendors on the East side of the market pavilion are endangered because of the direct sun, extreme heat and market parking. To protect themselves and their products from the sun, vendors tried mesh screens but there is no efficient manner of hanging them so they interfered with booth space and vendor comfort. Standing sun umbrellas were tried but when the wind caught them they blew over on to parked cars. Vendors with sun heat sensitive products refuse to sell at Dexter Farmers Market if they are given an east side booth. Although the parking is convenient, several east side vendors have been bumped by a parking car. In addition some consumers have expressed anxiety about bumping into the east side vendors when they use the market spaces. Because of these issues, the Dexter Farmers Market cannot grow.

III. Possible Solutions:

1. Close Alpine Street 7 a.m. – 1:15 p.m. on market Saturdays. Place vendors on the east side of Alpine street. Alpine street would be a pedestrian area during the market.
- 2 Purchase and install permanent retractable awnings on the East side of the pavilion.

Six awnings would be required.

Product Cost: Manually operated (Lowes) 12x10 = \$1599.95 each. Total = \$9,599.70

Motorized (Lowe's) 11x10 = \$2708.15 each. Total = \$16,249.00
Installation costs not included.

3. Place all vendors on the west sheltered side of the pavilion. Extend the market by adding 1 10x10 tent at the south end and 5 8x8 tents on the north end. These north end tents would be placed on the grass areas either side of the stairs to Warrior Park.
Costs: Landscaping – leveling grass areas on North end and removing iron fencing.
We received a bid from L-n-J = \$12,000.
Tents each \$170 from EZ UP x6 = \$1,020.

VI. Recommended for 2015:

Purchase of 6 sun screen mesh panels each 6 x 14. These would be fastened as needed on market day to brackets welded on pavilion poles and cleats sunk into anchor blocks. Fasteners would be high quality Bungee cords. These panels and cords would be stored on site and could be put up by the vendor. The panels would act as a visual barrier from the parking side so cars would not hit vendors and the panels would provide needed sun protection. The mesh would allow movement of air and light.

Product costs: screens (on sale) \$246 each x 6 = \$1,476.00

Bungee cords 24 – pack of 10 = \$13.00 total = \$40.00

Welding costs = *we will get a quote from Gary Klapperich*

NOTES: CEM recommends that the City of Dexter adopt all aspects of the Dexter Farmers Market design plan presented by Sandy Hansen:

1. Sun Panels
2. Removal of trees from the Central entrance to the market creating a gathering space where market demonstrations, events and Central Information Booth would be placed along with the KIDZ BIDZ booth and the non-profit group booth and solo musicians.
3. Approval of volunteers (all ready to go) and provision of paint and paint supplies to paint the wrought iron entrance signs in bright, attractive colors so they can be seen and read clearly.
4. Purchase of an attractive storage shed for City property that is used at the Market.
5. Contracting with Gary Klapperich for two information boards at the Market.

The following people have been involved in discussions and investigations: Brenda Tuscano, Dexter Farm Market Manager, the Oversight Committee for the Dexter Farmers Market and the Community Garden, Kurt Augustine – head of the DPW, Vendors and Consumers of the 2013-14 Dexter Farmers Market, City Council members (Julie Knight, Donna Fisher) and members of the Committee for the Enhancement of the Dexter Farmers Market.

DEXTER FARMERS MARKET

Proposed elements, continuing development

March 2015

MARKET IDENTITY

- Paint 'DEXTER FARMERS MARKET' and SUNRISE in end gables (3)
Paint
- New MARKET BANNER above fence, south approach
Banner, custom fabricated
Support posts (2)
- Remove 2 Serviceberry trees (front of central pavilion)
Removal, including roots
Infill concrete
- SCULPTURE (metal) roof feature, top of central pavilion

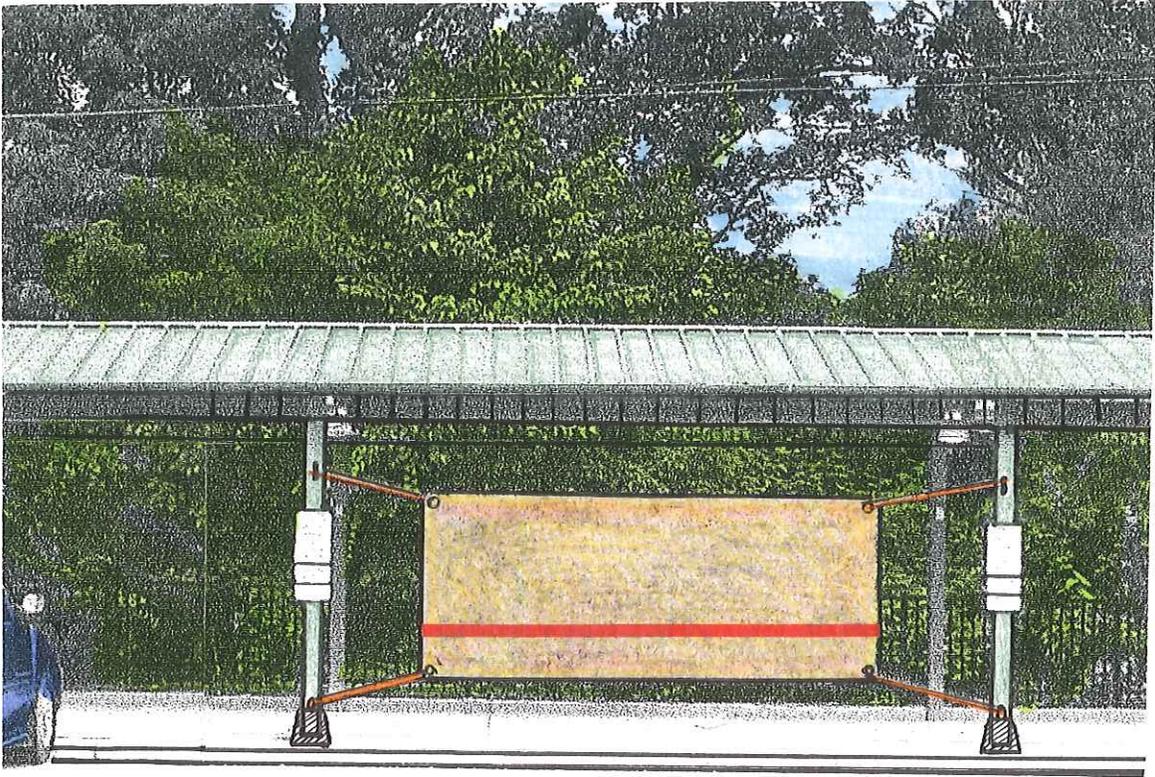
FURNISHINGS

- Information KIOSKS (2), match existing kiosks (Klapperich Welding)
- BENCHES (relocate 2 existing)
- EVENT CANOPY in street-side plaza
SLEEVES in pavement
TENT/CANOPY (approx dimensions 16' x 20')
Performance TENT (8-10 feet square) on north lawn
TENT purchase
SLEEVES in lawn for tent support

CLIMATE CONTROL / SAFETY / STORAGE

Woven mesh SCREEN PANELS across 6 street-side market bays
8 hanger arms -- design, fabrication, and installation
6 woven poly mesh 6' x 14' panels, w/ attachment fittings
SAFETY GRAPHIC across full width of all screen panels
8 concrete ANCHOR BLOCKS w/ top ring
8 HANGER ARMS -- design, fabrication, and installation

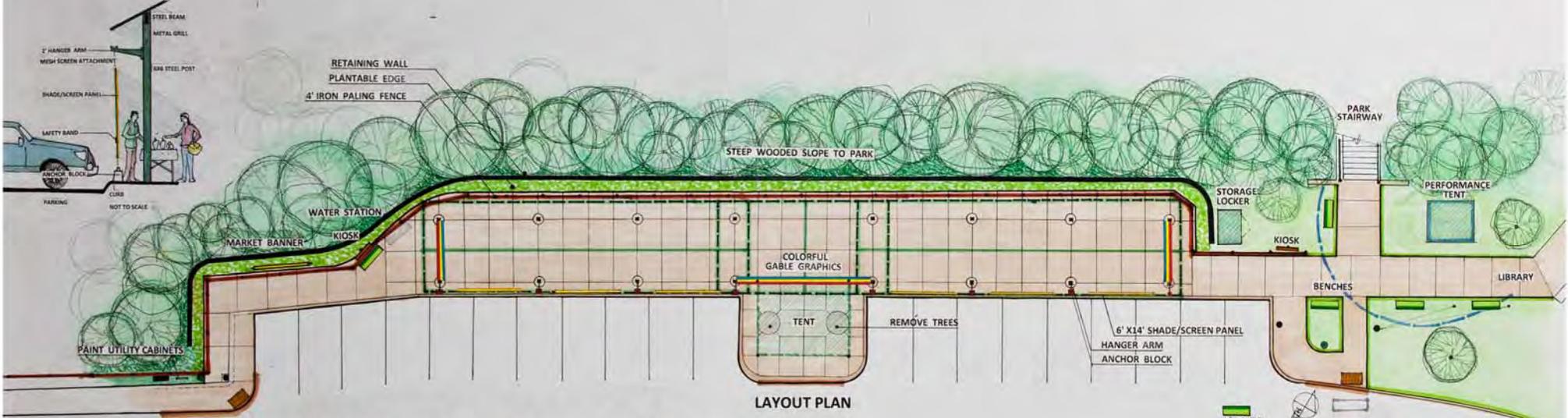
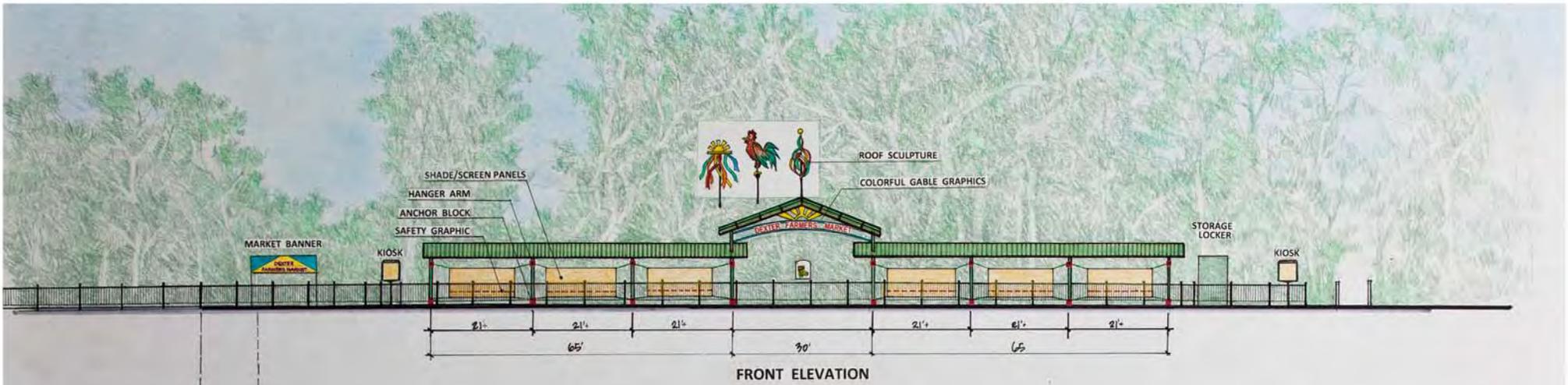
STORAGE SHED for tents, shade panels/fittings, tables, folding chairs
level site, relocate three fence sections



14' x 6' shade panel with safety strip



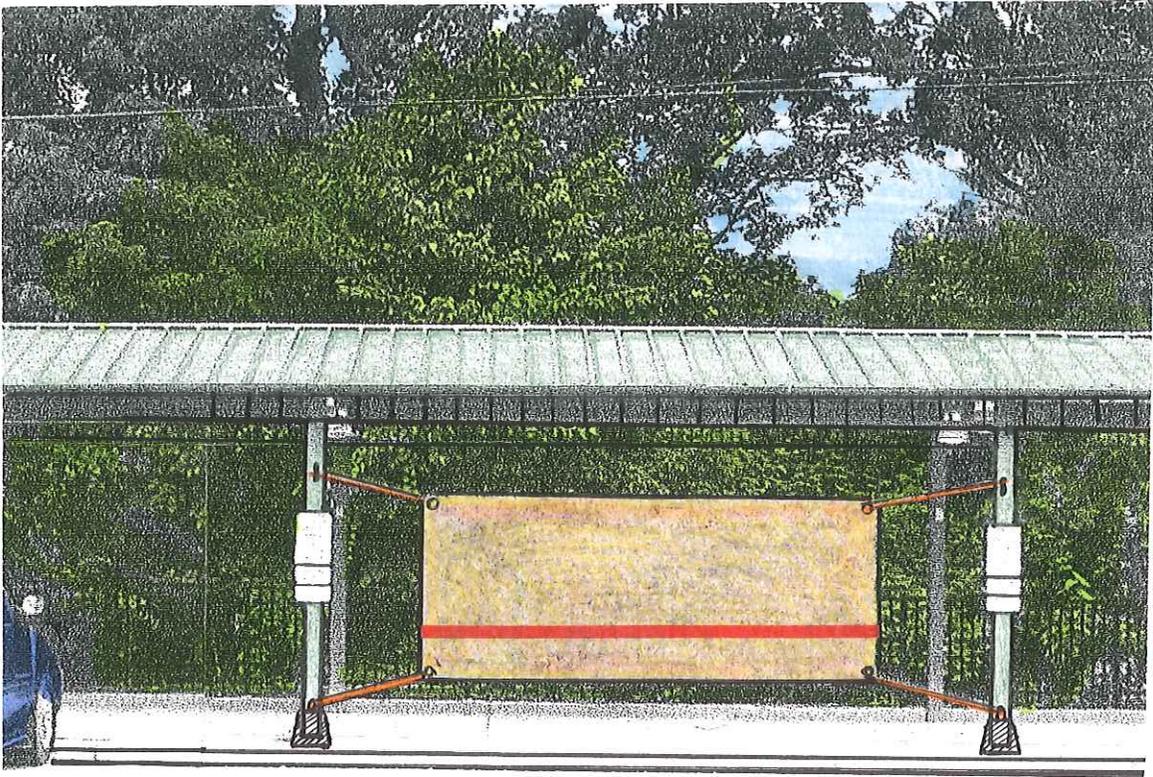
Paint metal identity features in 3 end gables



DEXTER FARMERS MARKET

A PROPOSAL FOR FARMERS MARKET IMPROVEMENTS





14' x 6' shade panel with safety strip



Paint metal identity features in 3 end gables

btuscano@dextermi.gov

From: Caina Tea <cainatea@gmail.com>
Sent: Monday, May 04, 2015 8:54 PM
To: btuscano@dextermi.gov
Subject: Caina Tea Application to Dexter Market
Attachments: Xianna and Booth.jpg; Full Booth.jpg; Dexter Market Application.jpg; Dexter Market Application2.jpg; Dexter Market Application3.jpg

Good day Ms. Tuscano,

My wife and I are local Michigan vendors operating in farmers markets. We import very fine loose-leaf teas and teaaware directly from my wife's homeland of China. We fit into a special category since it is our family producing the tea and since tea cannot be grown locally.

We are located a bit Northwest of you, but we're planning to make the trip possibly every Tuesday because we need more exposure than our rural community will allow. We have been accepted to the Ann Arbor Cobblestone Farm Market and were hoping to get accepted into more markets in the area to maximize our efforts. Getting more exposure in an area such as yours is exactly what a health and culture based family business like ours needs.

As you may know, tea is an Asian subtropical plant that is indigenous to central China. My wife, Xianna, is from the heart of tea country and grew up serving tea in the art form known as the Chinese Tea Ceremony, or Gongfu Cha. We also demonstrate this style of tea brewing at the markets, and people are quite fascinated by this cultural art form. I myself spent five years in China, learning the culture and meeting tea farmers all over the country to know more about this this limitless herbal drink. We have brought Xianna's local teas over to America, and when we find the right customers, they are very excited to see us!

Please see our self-built website at www.cainatea.com to learn more about what we do and what we stand for.

We would like the opportunity to promote our young business at the Dexter Farmers' Market. We believe your community will really appreciate the high quality, exotic goods we have to offer! Since our product is highly unusual, farm-direct, and from our family it kind of falls in between categories and often requires special consideration. We know your focus is on Michigan-grown produce, but we really do bring a welcomed spark to any and all markets that give us a chance!

We think this would be a great opportunity for us to get new exposure for our young business and for you to offer your visitors something new and different. Please see the photos of our booth setup from the last Renaissance Festival, along with the application from your website.

Thank you very much for your time and consideration,

Patrick and Xianna Cai-Barco



