**DRAFT—N.B. THE FOLLOWING MINUTES HAVE NOT BEEN APPROVED BY THE COMMISSION**

**MINUTES FROM PUBLIC MARKET COMMISSION SUBCOMMITTEE ON SPECIALTY FOODS**

**Wednesday, September 7, 2011 4:30pm**

**Ashburton Café Function Room, 1 Ashburton Place, Boston, MA**

**Subcommittee Members in Attendance:** Carole Cornelison, Chair, Commissioner of the Massachusetts Department of Capital Asset Management, designee of Secretary Jay Gonzalez, Massachusetts Executive Office for Administration and Environmental Affairs; Nancy Brennan, Executive Director of the Rose Kennedy Greenway Conservancy; Nancy Caruso, resident of Boston, recommended by Mayor Thomas M. Menino; Mary Griffin, Commissioner of the Massachusetts Department of Fish and Game, designee of Secretary Richard K. Sullivan, Jr., Massachusetts Executive Office of Energy and Environmental Affairs; Lisa Schifilliti, representing State Representative Gailanne Cariddi; and Lauren Shurtleff, Planner, designee of the Executive Director of the Boston Redevelopment Authority.

**Subcommittee members absent from the meeting:** None.

At 4:30pm, Chairwoman Cornelison called the meeting to order.

a. Introductions

Ms. Cornelison introduced herself, the public market project and asked the guests to introduce themselves.

b. Questions for consideration

She then asked the first question on the agenda, "What type of preparation does the specialty foods industry need to do in order to supply a year-round market in Boston with adequate product?" It was also pointed out that specialty foods may not have the same seasonal pressures as produce and seafood might.

Mr. Brian Quinn of Q's Nuts said space limitations could be a concern, especially for someone who wanted to do cooking/prep work at the market.

Ms. Seta Dakessian of Seta's Mediterranean Foods said she makes perishable goods from 80% locally sourced ingredients and would need refrigeration, cooking, and storage space at the market. She gave an overview of her products.

Other guests gave an overview of their products and requirements to sell in the market, including sinks, storage, etc.

Ms. Cornelison asked question 2, "Where do you sell (and buy, if supplementing your production) your products now?"

Guests responded that they sold online, at farmers markets, in retail stores, in cafes and restaurants.

Ms. Griffin asked Ms. Rebecca Fitzgerald of George Howell Coffee how coffee could be considered a local product.

Ms. Fitzgerald said it is a local business employing local people, and said that other products represented at the meeting were not necessarily grown in Massachusetts.

Ms. Brennan said the local question is very important for the market. Is it local business or local from our soil?

Mr. Dave Jick of Dave's Fresh Pasta asked the group who thought the market could work if it only had Massachusetts-based products.

Mr. Dan Estridge of Deli Arts said that the market should favor Massachusetts businesses, but not require that everything be 100% sourced here.

Ms. Dakessian said that as long as products are identified, things will be clear for consumers. She recommended that the Commission make it a requirement to tell where food is sourced from at the market. She said it is important to source locally.

Mr. Jick said no one is 100% local and said the market would need to treat specialty foods different from produce and fish/seafood.

Mr. Quinn said that Massachusetts businesses are good and specialty food producers can source a lot of ingredients locally.

A guest indicated that she thought it wise to use a system to help discern who is using Massachusetts-sourced ingredients.

Ms. Mimi Hall of the Boston Public Market Association said that her organization uses the standard of "produced locally" at the farmer's markets they run.

Mr. Chris Gould of When Pigs Fly Bakery asked if he counted as local, given that he bakes his bread in Maine but has three retail stores in Massachusetts and sells at farmer's markets in Boston.

Ms. Shurtleff asked if he had other stores.

Mr. Gould said yes, in Maine and New Hampshire.

Mr. Giuseppe Argentieri of the Mozzarella House said he only uses local milk in his production, processed in Everett and distributed locally.

Ms. Cornelison asked "How can the market showcase ethnic foods?"

The crowd asked for a clarification, which Mr. Lilienthal gamely attempted to provide.

Ms. Cornelison pointed out that the diverse community in and around the market site would need diverse foods in order to be successful. She asked how we ensure that that richness is on display.

Mr. Souren Elyemezian of Fastachi said that the Commission should be careful about the term "ethnic" so the market didn't turn in to another Quincy Market with "ethnic" foods, like the Chinese food and Indian foods for sale in that market. How do we define ethnic?

Mr. Estridge suggested challenging vendors to create foods on an ethnic calendar over the course of the year.

Ms. Cornelison asked, "Are there opportunities for cooperatives or other shared-risk models?"

Mr. Estridge said that he could see how complementary products could work together.

Ms. Christina (last name inaudible) of Dave's Fresh Pasta said that cheese makers could do well in a co-op.

Mr. Jick said there could be co-ops for honeys, jams, etc. It is a fabulous idea. The rule could be that a certain percentage of products needs to be locally produced or sourced.

Ms. Griffin asked if these types of co-ops already exist or if they would need to be formed.

Ms. Christina said maybe. Local is limited by the season. In her business, they try to find regional ketchup if there is no local ketchup. An anchor store in the market could be the catalyst for different products to be sold at the market.

Mr. Estridge said that while that is a fine idea, small producers have a margin problem and the market is a chance to sell directly to the consumer, which is the best for business.

Ms. Bonita Oehlke of the Massachusetts Department of Agricultural Resources said cheese makers are definitely interested in a co-op. Farm wineries would also be interested.

Ms. Hall said that breweries are also interested.

Ms. Cornelison asked if a 6- or 7-day week at the market would be difficult. Would businesses replace existing operations or expand?

Mr. Estridge said businesses would meet whatever demand was there.

Commission members asked question 4, "What is the appropriate balance of fresh to prepared food in a public market?"

Mr. Elyenezian said that tourists equal a lot of foot traffic and prepared foods are good for tourists.

Mr. Estridge said that the market would need a balance of fresh food and prepared foods.

Ms. Cornelison pointed out that the site is at a nexus of public transportation, with workers in the neighborhood and the potential for year-round shoppers.

A guest indicated that seating would be a nice addition to the market.

Ms. Hall pointed out that the farmers market at Government Center sold more produce than did the market at South Station.

Mr. Elyenezian said that too many regulations would result in a poor balance of foods.

Ms. Dakessian suggested a good amount of "grab and go" products would be good at the market, so that one could buy something to eat while exploring the market and shopping for cook at home products. She said that it should be "eat and shop" with limited seating.

Mr. Elyenezian indicated that there could be seating on the Greenway.

Ms. Brenan agreed to make fluidity a priority between the Greenway and the market space.

Ms. Cornelison asked about specific square footage requirements.

Mr. Elyenezian explained the model at farmers markets and reiterated the need for storage.

Mr. Estridge said square footage requirements depended on walk-in storage space.

Ms. Shurtleff pointed out that there would be two models, day and permanent stalls.

Mr. Elyenezian said that typical public markets have stores on the outside of the space, with produce on the interior.

Mr. Gould said that spaces vary by vendor.

Ms. Shurtleff asked if guests wanted to be at the public market in permanent stalls or in day stalls.

The crowd said permanent was preferable.

Ms. Brennan asked about hours of operation.

Mr. Jick said they should be predictable and consistent.

Mr. Gould suggested 7:00am to 7:00pm.

Mr. Estridge asked if retail would be compulsory for everyone at the market during all open hours.

Ms. Cornelison indicated that there should be enough variety to keep things moving.

Mr. Lilienthal added that this was not necessarily the Commission's job to address that specific of a question.

Mr. Elyenezian suggested comparing with North End or Faneuil Hall hours.

Ms. Fitzgerald asked if there would be restaurants in the market.

Ms. Cornelison indicated a café was more likely.

A guest asked about storage and security.

Ms. Cornelison said those details were still being worked out.

Ms. Dakessian asked about scheduling loading space and about vendor parking.

Ms. Cornelison acknowledged that both issues were serious challenges.

Mr. Victor Brogna a North End resident said that he hoped that the market would not feature international imported foods because the North End businesses providing those would suffer.

Ms. Cornelison asked "What conditions would be necessary for you to market to restaurateurs at the public market?"

Ms. Christina said that space and storage would be important. If a chef wants to buy 20 pounds of pasta, the vendor needs to have it on hand.

Mr. Elyenezian asked if the question was whether the vendors wanted to be able to sell things wholesale.

The Commission answered yes.

A guest indicated she would do special orders.

Mr. Estridge offered the idea of a satellite storage/staging/parking area, where vendors could coordinate their deliveries and other needs.

Mr. Jick asked the Commission to articulate the Commission's job.

Ms. Cornelison said it was to speak with various publics who will be an integral part of the public market and get a sense of the necessary requirements and the ideal vision from those groups. It is a bottom-up vision that the Commission is getting from various vendor groups, including fishermen, farmers, the Haymarket vendors, etc. The Project for Public Spaces Implementation Plan is a guide, but the Commission is doing reality testing for some of the suggestions contained therein. The next step is to issue an RFP for an eventual operator.

Ms. Christina asked if the operator has already been selected, which was answered in the negative.

Mr. Elyenezian asked if some companies that are Massachusetts-based but bigger than those in the room would have a place at the market.

Ms. Cornelison, speaking for herself, said that the market should be for small businesses, not conglomerates.

There was a general discussion of rental pricing at the market, including the models proposed in the PPS report.

Mr. Emilio Favorito of EGS Strategies asked at what point answers to policy questions would be forthcoming and who will answer some of the outstanding questions.

Ms. Griffin said that, as the RFP is drafted, some of these issues will help frame it. The framework for the overall policies will be in the RFP.

Ms. Cornelison said that there would also be extensive collaboration with the operator on some of these questions. She said that the operator would also be asked to provide some imaginative thinking on how to address some of the questions raised.

c. On a motion duly made and seconded, it was:

**VOTED** that the Public Market Commission Subcommittee on Specialty Foods adjourn.

The vote was unanimous.

The meeting concluded at approximately 5:56pm.

Respectfully submitted,

Mark M. Lilienthal

Project Manager and Staff to the Commission