

About NAPMM

Founded in 1947, NAPMM strives to help market managers improve facilities and increase services while encouraging cooperation and exchange of ideas between members and partners.

NAPMM Officers

Kristina StanleyPresident
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MESSAGE FROM THE PRESIDENT

Happy Fall -

In Miami, we announced that the 73rd annual conference would be held in Atlanta. The dates have been set for May 15-18 so mark your calendars! I encourage all of you to join us for a few days of professional networking, learning and sightseeing. Atlanta has a great mix of wholesale, retail and public markets so there will be something for you and your staff members. Our hosts, Paul Thompson and Jeff Howard, are already working on logistics with boots on the ground. Your committee members know their tasks and are well under way to making this an unforgettable and educational conference for everyone. I hope to see you all there!



Membership renewals will soon be due and I encourage everyone to support the association by renewing their membership, reminding their colleagues and recruiting new members. This organization has a long history of networking and collaborating with other professionals. It's because of you and your continued support that this organization serves our unique profession.

I hope everyone has a successful and prosperous fall season.
-- Kristina Stanley, President

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DATES SET FOR 73RD ANNUAL CONFERENCE IN ATLANTA, GEORGIA

Hosts Paul Thompson and Jeff Howard, along with the NAPMM Programs and Policy Committee, are excited to announce the dates for the annual conference to be held in beautiful Atlanta, Georgia, May 15- 18, 2019.

Planning is already underway. The hosts are meeting with local hotels and planning tours and off sites. The committee is focusing on the Battery Point area, near Suntrust Park. This Cobb County location is one of the fastest developing areas in the Atlanta metro and features a number of hotels, restaurants and excitement without the congestion and prices of downtown. For baseball lovers the conference will include an optional Braves game in their beautiful new stadium.

Atlanta is the capital of, and the most populous city in, the state of Georgia. With an estimated 2017 population of 486,290, it is also the 39th most-populous city in the United States. The city serves as the cultural and economic center of the vibrant and exciting Atlanta metropolitan area, home to 5.8 million people and the ninth-largest metropolitan area in the nation.

With a GDP of \$385 billion, the Atlanta area's economy is the tenth largest in the country and among the 20 largest in the world. It also boasts the nation's third-largest concentration of Fortune 500 companies. It also hosts the global headquarters of corporations like The Coca-Cola Company, The Home Depot, Delta Air Lines, AT&T Mobility, Chick-fil-A, and UPS. Over 75% of Fortune 1000 companies conduct business operations in the city's metro area, and the region hosts offices of over 1,250 multinational corporations.

Come early or stay late and enjoy all this world class metropolis has to offer. Centrally located Atlanta is an easy drive from many areas of the country and as home to the world's busiest airport offers many affordable flight options.

The Programs and Policy Committee welcomes your suggestions for session and offsite topics. They want to make sure the Atlanta Conference is both beneficial and enjoyable. More information will be included in the January Conference edition of the GreenSheet. Start making your plans for a memorable time, join your colleagues in enjoying what promises to be one of the best NAPMM Conferences ever!



BALTIMORE'S PUBLIC MARKET SYSTEM

Baltimore's Public Markets are redeveloping. Of the 6 properties, 5 are in the midst of planning, design or construction. Lexington, dating back to 1782 and still operating on the original site, has settled on a design approach and has chosen a project management team to move forward on design and new construction of a much needed new Market hall. RFPs are either released or planned for the additional block of the property and for adaptive reuse of the existing structure. Two 19th century buildings that hold Broadway Market and Cross Street Market are now under construction, featuring redesign suitable for 21st century customers. Two more public market properties in Baltimore, Hollins Market and Avenue Market, are in the planning and funding stages for their redevelopment. Both are also 19th century structures waiting to get back to their former glory and future use. Northeast Market, in close proximity to world famous Johns Hopkins medical campus, enjoyed a remodel in 2012 and continues to adapt to changing retail demands. Baltimore's public market system remains unique in the number of operating public markets within one city.

*Robert Thomas, Executive Director
Baltimore Public Markets Corporation*



KC COMMERCIAL REALTY GROUP NAMES NEW GENERAL MANAGER OF CITY MARKET

(Kansas City, MO)

KC Commercial Realty Group is pleased to announce the addition of Rosemary Salerno as Vice President – General Manager of City Market, effective Monday, July 16. A well-regarded industry professional, Salerno, a Kansas City native, will work closely with the City of Kansas City, MO, and City Market's management team to oversee the property's daily operations and overall direction.

"Rosemary brings a great deal of experience in retail property management, strong relationships throughout our community as well as an unmatched enthusiasm for local business and history," said Justin Cottrell, Principal of KC Commercial Realty Group that handles City Market's leasing and management for the City of Kansas City, Missouri.

With decades of experience managing the marketing and operations of several familiar area properties including Independence Center, Prime Outlets in Odessa MO, and most recently, Zona Rosa, she is also an active community leader serving on boards of several civic organizations including the Northland Regional Chamber of Commerce, Visit KC, Platte County Economic Development Council and Northland Community Foundation.

During her 14-year tenure as general manager of Zona Rosa, Salerno has demonstrated best-in-class industry practices and is a recipient of multiple awards from the International Council of Shopping Centers [ICSC] for outstanding marketing efforts including prestigious international ICSC MAXI Gold awards.

A lifelong Northlander, she has also demonstrated an affinity for her hometown reviving several beloved Kansas City traditions and making Zona Rosa a city wide holiday destination. Most notably, she was instrumental in the re-creation of iconic crowns that hung over Main Street downtown during the holiday season in the 1960s and 1970s. The emotional connection the crowns made with the community inspired her to reimagine the Kansas City Museum's beloved igloo as part of the display; she also rekindled Kansas City's historic Easter Parade.

"It is important to me not only to preserve traditions like these but also to give them new life," Salerno says. "I'm looking forward to doing a version of that every day in my new role because City Market is a Kansas City treasure, and it's truly an honor to be entrusted with such an important part our city and community."

One of the oldest business centers in the city, the City Market has served as a springboard for small business in the community for more than 160 years

*Sue Patterson, Director of Marketing & Events
City Market*



*Rosemary Salerno
City Market General
Manager*



The Market offers many cooking and sampling demonstrations on regular Market days, and often feature cultural/ethnic cuisine made from fresh Market ingredients



Bands on the Bricks is just one free-admission community event series the Market offers every year



The Market welcomes performers and creatives of all kinds to share their talents on regular Market days through the Busker Program

CITY OF ROCHESTER PUBLIC MARKET COMPLEMENTS ITS COMMERCE WITH CULTURE, CREATIVITY AND COMMUNITY WITH SPECIAL EVENTS & SPECIAL ADDITIONS TO REGULAR MARKET DAYS

The City of Rochester Public Market offers buying and selling of food and general merchandise on Tuesdays, Thursdays, and Saturdays year-round. But this Market has always been about community and culture as well as commerce, so the City opens the Market another 48 days a year for free-admission special events; and also offers an array of elements on regular Market days to add to the diversity and color of the Market experience.

The Market's special events season launches each year in April with the first Community Garage Sales. These 19 Sunday sales run April through October, and are the Market's version of the "flea market," with dozens and dozens of individual vendors selling an extraordinary variety of "garage sale"-type items. The Market's famous monthly Food Truck Rodeos also start in April—these events attract over 35 food trucks and trailers, and often over 7,000 attendees. In May, the highly anticipated Flower City Days horticultural sales begin at the Market, offering the very welcome sights and smells of spring after another long Rochester winter. This series offers extra plant-buying opportunities over the Memorial Day weekend, and conclude in early June. From July through August, Bands on the Bricks brings five consecutive Fridays of live music on the big stage to the Market—proving that the Market isn't just for morning people! The last Sunday in July is always the annual Gospel Jubilee at the Market—a showcase of inspirational music that is sure to inspire anyone!

A Friday in August is always dedicated to the annual Bike-In Movie, which celebrates booming bicycle culture in Rochester with a bike-themed flick on the bricks. The last Sunday before Halloween in October is the annual Halloween at the Market event, a community fair extraordinaire disguised as a bonus trick-or-treat, dress up opportunity. Over 80 community organizations fill the vendor sheds, and over 5,000 attendees enjoy the family-friendly occasion and also the information gained about community programs and services. And four Sundays in November and December are always earmarked for Holidays at the Market, a 25-year tradition for many Rochester families. At these holiday-themed events, all the holiday needs and treats are available (trees, wreaths, garlands, favorite holiday foods and a huge array of gift items), along with free carriage or hay-wagon rides with Santa.

These are the standard special events each year presently at the Market, but staff is always thinking about new ones to complement and supplement the existing ones. Examples of potential new special events include a car show, a Harvest Jamboree in the fall, a Native American powwow, and more!

In addition to these special events, the Market offers several special experiences and elements on regular Market days. Community non-profit organizations are invited to the Market through the Special Guests Program to conduct outreach and education activities. (The Wellness Series and Nature at the Market Series are sub-sets of this Special Guests Program.) Nutrition and cooking education and sampling are offered through the "Just Say Yes to Fruits and Vegetables" program of Market partner Foodlink, and the Taste of the Market sampling series. And the Market Busker Program invites musicians, artists, jugglers, poets, and other creatives to share their talents with Market-goers. The Market also entertains the occasional "flash mob," special performance, and the like to further diversify the Market experience!

While pulling off so many special events and programs requires the full effort of five full-time Market staff, markets need not do so many, or so many different kinds of additional programming to make "specials" a successful value-add!

For more information on the City of Rochester Public Market's special events and programs, go to www.cityofrochester.gov/publicmarket.



Flower City Days at the City of Rochester Public Market are horticultural sales that complement the regular Market shopping days

National Association of Produce Market Managers

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CENTRAL NEW YORK REGIONAL MARKET HOSTS EDUCATIONAL EVENT

The Central New York Regional Market of Syracuse, NY recently hosted an educational event to discuss how the Food Safety Modernization Act impacts markets and vendors. Over 25 market organizers, farmers, vendors and interested academics and professionals attended including a number of NAPMM members. The event featured a number of speakers, lots of networking and interaction and a tour of the Central New York facility. Thanks to Ben Vitale and his staff for organizing this beneficial workshop.

See some photos from the event below.

*Jim Farr, Director
Rochester Public Market*



Over 70 Years Serving The Produce Industry

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***Denotes 2 Consecutive Terms*

INFORMATION ON TRENTON AND SUWANNEE VALLEY STATE FARMERS' MARKETS IN FLORIDA

The Trenton State Farmers' Market was established in 1965 on an eight acre site in Gilchrist County. The market has truck scales and employs seasonal help. The major product at the market is watermelons with the peak season being in June and ending around July 4. Southern Corporate Packers and Doublerly Melon Sales are tenants at the market.

Suwannee Valley State Farmers' Market is located on 124 acres near White Springs, Florida. The market was established in 1988. The market leases facilities to farmers for distribution of their product to the consumer and is currently 100% leased. Tenants are H&M Bay seafood distributor, Ease Land Organic, C&A Watermelon, Quality Kid Produce, and Pal King. Truck scales are available to accommodate farmers. Peak season is June with major products being seafood distribution, watermelons, green beans and mixed produce. The market is currently looking for an owner/operator for a produce stand. If interested, please contact Jay Davidson, Senior Market Manager at 386-234-6028

Jay Davidson, Senior Market Manager

