



12TH INTERNATIONAL

PUBLIC MARKETS

CONFERENCE

MILWAUKEE • JUNE 12-14, 2025

#PublicMarkets25

Project
for Public
Spaces

WELCOME



Kelly Verel

Co-Executive Director

Project for
Public Spaces

As we gather for the 12th International Public Markets Conference during Project for Public Spaces' 50th anniversary year, we find ourselves in a time of unprecedented political uncertainty. In such moments, coming together becomes more vital than ever.

Public markets are beacons of hope and resilience in our communities. They are more than the places where you buy groceries; they are crucial public spaces rooted in inclusive opportunity and meaningful human connection. When division threatens, markets remind us of our shared humanity.

We extend our deepest gratitude to our co-host, the Milwaukee Public Market, which is celebrating its remarkable 20th anniversary. Their success exemplifies our conference theme: "Public Markets for Every City." The Market is an anchor for the Third Ward and a cornerstone for the entire city, demonstrating the transformative power of public markets.

Milwaukee's rich tapestry of markets, urban farms, incubator programs, and public spaces, is a thriving ecosystem of placemaking that nourishes both body and community.

To all attendees, thank you for joining us. Your participation makes this gathering meaningful. May the next three days inspire you, forge new connections, and strengthen our collective commitment to creating vibrant public markets worldwide.



Paul Schwartz

Executive Director

Milwaukee Public
Market; Business
Improvement
District #2

Welcome to Milwaukee!

It's an honor to welcome you to Milwaukee for the 12th International Public Market Conference. Hosting this global gathering is a milestone moment—not just for the Milwaukee Public Market as we celebrate our 20th anniversary, but for our entire city and state.

Milwaukee is a city defined by its people and neighborhoods—proudly diverse, creative, and deeply rooted in a sense of place. Public markets have long reflected those values, and in Milwaukee, they've helped fuel neighborhood revitalization, entrepreneurial growth, and cultural connection.

Over the next few days, we hope you'll find inspiration not only in the formal sessions and workshops, but also in the character of our city, woven into our lakefront views, historic architecture, warm hospitality, and vibrant public spaces.

We're grateful to Project for Public Spaces for selecting Milwaukee as this year's host city and for their tireless work in strengthening the global market community. We're thrilled to welcome you, share ideas, and build momentum for what comes next—for our markets, and for our cities.

Enjoy all that Milwaukee has to offer!

12TH INTERNATIONAL PUBLIC MARKETS CONFERENCE

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Milwaukee Public Market Interior. Source: Milwaukee Public Market

KEY EVENT SITES



Key Event Venue Addresses

The Pritzlaff Building
333 N Plankinton Ave

Milwaukee Public Market
400 N Water St

Milwaukee Institute of Art and Design (MIAD)
273 E Erie St

3rd St Market Hall
275 W Wisconsin Ave Suite 100

Zócalo Food Truck Park
636 S 6th St

CONFERENCE AGENDA

THURSDAY, JUNE 12

Morning location: The Pritzlaff Building (333 North Plankinton Avenue)

**REGISTRATION &
INFO DESK HOURS**
8:00am–12:30pm

Arrive before the plenary between 8:00 and 8:45am to pick up your registration materials and grab a coffee.

OPENING PLENARY
9:00–9:30am

Welcome

Paul Schwartz, Executive Director, Milwaukee Public Market, Milwaukee, WI, US
Kelly Verel, Co-Executive Director, Project for Public Spaces, New York, NY, US

9:30–9:45am

Welcome to Milwaukee

Cavalier Johnson, Mayor of Milwaukee, WI
Tony Evers, Governor of Wisconsin

THURSDAY, JUNE 12

OPENING PLENARY CONTIUNED

9:45–10:30am

Panel: Public Markets for Every Wisconsin City

Moderator: Paige Hammond, Marketing & Communications Manager,
Milwaukee Public Market, Milwaukee, WI, US

Jamie Bugel, Market Manager, Dane County Farmers Market, Madison, WI, US

Brian H. Johnson, President & CEO, On Broadway, Inc., Green Bay Public
Market, Green Bay, WI, US

Alfonso Morales, PhD, Vilas Distinguished Achievement Professor, Planning
and Landscape Architecture, UW-Madison, Madison, WI, US

Paul Schwartz, Executive Director, Milwaukee Public Market and Business
Improvement District #2, Milwaukee, WI, US

Dr. Stacia Thompson, President & CEO, Sherman Phoenix Foundation,
Milwaukee, WI, US

10:30–11:15am

COFFEE AND PASTRIES

11:15–11:30am

Global Markets Roundup Greeting

Kurt Wheeler, Program Manager, Market Cities, Project for Public Spaces,
New York, NY, US

11:30am–12:15pm

Panel: Rooted in the Past, Shaping the Future: The Next 50 Years of Public Markets

Moderator: Kelly Verel, Co-Executive Director, Project for Public Spaces, New
York, NY, US

Max Budovitch, First Deputy, Business and Neighborhood Development,
Office of the Mayor of Chicago, IL, US

Tina Jadav, Area Manager | West Area Team, Regeneration and Growth
Strategies | Planning and Regeneration, Greater London Authority, London, UK

Richard McCarthy, President, World Farmers Markets Coalition, Geneva, NY,
US

Katherine Miller, Author & Founder, Table 81 LLC, Washington, DC, US

12:15–12:30pm

Conference Sendoff

Juliet Kahne, Director of Events, Project for Public Spaces, New York, NY, US

LUNCH BREAK

12:30–2:00pm

Make your way to either of the markets below to explore a range of local
food options available for purchase.

3rd Street Market Hall (275 W Wisconsin Ave)

Milwaukee Public Market (400 N Water St)

THURSDAY, JUNE 12

REGISTRATION & INFO DESK HOURS

1:30–6:00pm

Afternoon Location: Milwaukee Public Market (400 N Water St) @ the stall with the blue VW bus!

Ask questions or pick up your registration materials.

MOBILE WORKSHOPS

2:00–5:00pm

Pre-registration is required: You must have registered for a Mobile Workshop on Whova by June 1st to attend.

Mobile Workshops by shuttle: 3, 4, 6, 7, and 9 **ONLY**. Meet at the Milwaukee Public Market entrance along Water Street by **2:00pm** to catch your shuttle to the workshop location. Buses will leave promptly at 2:15pm.

#3 Transformation of the Beerline Trail: Building Community and Economic Opportunity

#6 Sustainability in Today's Urban Farming: Wisconsin's Largest Urban Hydroponic Farm

#9 Hunger Task Force: Addressing Urban Food Inequity Through Agriculture

#4 Pop-Up Markets & Pedestrian Spaces in Milwaukee's East Side Neighborhood

#7 Harnessing Data at Farmers Markets: Collecting, Interpreting, and Reporting to Grow Your Market

Shuttles will return to the Milwaukee Public Market for the opening party.

3:00–5:00pm

Mobile Workshops by foot: 1, 2, 5, 8, 10, 11, and 12 **ONLY**. Participants can reference the recommended directions sent via email, and are responsible for their own travel to and from the sites.

#1 Connecting Community on Foot: Creating Insightful & Captivating Market Tours

#5 Programming Cathedral Square: Sustaining Community Events in Public Spaces

#10 Reinventing West Wisconsin Ave: The Night Market Experience

#2 Trio of Markets: A Design Perspective on Navigating Unique Spaces

#8 Building Sustainable Markets: Tools for Success

#11 Milwaukee Public Market: A 20-Year Retrospective

#12 Markets Big and Small, How to Organize Them All

OPENING RECEPTION

5:30–8:00pm

Milwaukee Public Market (400 N Water St)

Our local co-host welcomes you to a special reception at their market! Join us to celebrate both the 50th anniversary of Project for Public Spaces and the 20th anniversary of the Milwaukee Public Market. Small bites, drinks, and cake will be served.

FRIDAY, JUNE 13

BREAKOUT SESSIONS

Location: Milwaukee Institute of Art and Design (273 E Erie St)

SESSION 1 9:00–10:30am

Make Some Noise! Scaling Up Policies from Farmers Market Outreach and Advocacy Around the World

Room: 3B | Format: Panel

Moderator: Ana Maria Huaita Alfaro, Urban Food Market Specialist, Lima, Peru

Panel: Richard McCarthy, President, World Farmers Markets Coalition, Geneva, NY, US

Jean-Nick Trudel, Director, Association des Marchés publics du Québec, Saint-Élie-de-Caxton, Québec, Canada

Starting Small, Dreaming Big: Expanding Opportunities for All Vendor Types

Room: 2B | Format: Panel

Moderator: Brett Merriam, Project Manager, Gehl, New York, NY, US

Panel: Nur Asri, Principal, Think Place Agency, New York NY, US

J. DeVon Nolen, Founder/Market Manager, The Peoples' Market MPLS, Minneapolis, MN, US

Ellen Hamlett, Activism Associate, Cities Work, Institute for Justice, Arlington, VA, US

Market Evaluation Planning: Practical and Integrative Data Collection for Every Type of Market

Room: 3A | Format: Skills Workshop

Amanda Edmonds, Principal Consultant, Beehive Strategies, Ypsilanti, MI, US

Amanda Shreve, Executive Director, Michigan Farmers Market Association (MIFMA), East Lansing MI, US

More Than a Market: Fertile Ground for Placemaking

Room: 2A | Format: Short Talk

Moderator: Cari Galeano, Program Officer, Economic Development, LISC, Indianapolis, IN, US

Panel: Judy Chen, PhD Candidate, Research Assistant, University of Concordia, Cities X Citizens Lab, Montréal, Quebec, Canada

Steve Davies, Principal, Place Solutions Group, Brooklyn, NY, US

Cristal Franco, Business Opportunity Manager, International Sonoran Desert Alliance, Ajo, AZ, US

Olga Graf, CEO, Markthalle Neun GmbH, Berlin, Germany

Karianne Martus, Market Manager, Flint Farmers' Market, Flint, MI, US

COFFEE BREAK

10:30–11:00am

Head to the lounge on the ground floor to grab coffee, meet other participants and visit the Marketspread table.

FRIDAY, JUNE 13

SESSION 2

11:00am–12:30pm

Marketplaces for Wellbeing: Centering Physical and Mental Health for Market Communities

Room: 2B | Format: Panel

Moderator: Ioannis Triantafyllis, Vice - Chairman, World Union of Wholesale Markets, Athens, Greece

Panel: Sarah Blais, COO, NewBo City Market, Cedar Rapids, IA, US

Nancy Staisey, Board of Advisors, Historic Lewes Farmers Market, Lewes, DE, US

Princess Titus, Senior Engagement Officer, Co-founder, Appetite For Change, Minneapolis, MN, US

Pike Place Market Master Plan: Refreshing the District Through Community-Driven Planning

Room: 2A | Format: Panel

Moderator: Sulin Carling, Principal, HR&A Advisors, New York, NY, US

Panel: Evan Bourquard, Principal, Mithun, Seattle, WA, US

Allegra Calder, Principal, BERK Consulting, Inc., Seattle, WA, US

Rachel Ligtenberg, Executive Director, Pike Place Market Preservation and Development Authority, Seattle, WA, US

Preparing to Manage and Respond to Emergencies

Room: 3A | Format: Skills Workshop

Taylor Choy, Deputy Director + Chief Operating Officer, Green City Market, Chicago, IL, US

Kim Zeuli, Managing Director, The Feeding Cities Group, Madison, WI, US

Let's Cook: Leveraging Shared-Use Kitchens to Boost Programming and Revenue in Public Markets

Room: 3B | Format: Panel

Moderator: Ashley Colpaart, Founder/CEO, The Food Corridor, Fort Collins, CO, US

Panel: Betty Bollas, Director of Food Innovation, Corporation for Findlay Market, Cincinnati, OH, US

Ederique Goudia, Founder, In the Business of Food, Detroit, MI, US

LUNCH BREAK

12:30–2:00pm

Make your way to Milwaukee Public Market or another nearby eatery in the Historic Third Ward. A list of recommended restaurants is available on Whova and is also attached in your pre-arrival email.

FRIDAY, JUNE 13

SESSION 3 2:00–3:30pm

Beyond the Build: Unlocking Social Value in Market Design and Infrastructure

Room: 2B | Format: Panel

Moderator: Adam Parker, Director, Greig & Stephenson Architects, London, UK

Panel: Meghan Kwast, Communications Director, North Market, Columbus, OH, US

Jana Meszaros, Farmers Market Pavilion Steward, City of Eugene, Eugene, OR, US

Darlene Rowland, Executive Director, BREADA, Baton Rouge, LA, US

The Big Picture: Maximizing Impact and Insights Through Evaluation of Market Systems

Room: 3A | Format: Short Talk

Moderator: Jaclyn Rohel, Postdoctoral Fellow, Feeding City Lab, University of Toronto (UTSC), Toronto, CA

Panel: Steve Davies, Principal, Place Solutions Group, Brooklyn, NY, US

Kristin Krokowski, Commercial Horticulture Educator, UW Madison Extension, Waukesha, WI, US

Bret Shaw, Professor, UW - Madison, Madison, WI, US

Ha Tran, Livable Cities Project Manager, HealthBridge, Hanoi, Vietnam

Marcello Vicovaro, Sustainable Markets Expert, FAO, Rome, Italy

Kurt Wheeler, Program Manager, Market Cities, Project for Public Spaces, New York, NY, US

There's Money Out There! Conventional and Unconventional Ways Markets are Raising Funds

Room: 2A | Format: Panel

Moderator: Paul Schwartz, Executive Director, Milwaukee Public Markets, Milwaukee, WI, US

Panel: Mimi Fritz, President/CEO, Grand Rapids Downtown Market, Grand Rapids, MI, US

Mandy Moody, Founder & CEO, Odeo Consulting, Chicago, IL, US

Julie Parisi, CEO, NewBo City Market, Cedar Rapids, IA, US

Balancing Tradition and Transformation: Meeting the Moment While Celebrating the Cultural Legacy of Historic Markets

Room: 3B | Format: Panel

Moderator: David O'Neil, International Public Market Consultant, Philadelphia, PA, US

Panel: Ali Esmaiel, International Consultant – Management and Communication, Amman, Jordan

Shaun Johnson, Head of Development, Borough Market, London, UK

Kelly Lanser, President & CEO, Corporation for Findlay Market, Cincinnati, OH, US

BREAK 3:30–4:00pm

Take a quick break and stop by the lounge on the ground floor before your next session.

FRIDAY, JUNE 13

SESSION 4
4:00–5:30pm

La Salsa - Mercado on Fifth's "Secret Sauce" for Music, Latin Culture and an Entrepreneurial Ecosystem

Room: 3A | Format: Skills Workshop

Antonio Varela, Events & Promo Manager, Mercado on Fifth, Moline, IL, US

Frances Williams, Executive Director, Mercado on Fifth, Moline, IL, US

Making Markets Work: Management & Operational Tricks of the Trade

Room: 2A | Format: Short Talk

Moderator: Catt Fields White, CEO, Farmers Market Pros, Philadelphia, PA, US

Panel: Zeenat Anjari, Trader Development Manager, Borough Market, London, UK

John Bird, Director of Market Operations, Corporation for Findlay Market, Cincinnati, OH, US

Gina Cassara, Market Vendor Manager, Boston Public Market Association, Boston, MA, US

Bryanna Johnson, Farmers Market Manager, Lawrenceville United, Pittsburgh, PA, US

Rosemary Mudry, Executive Director, Cleveland Public Market Corporation, Cleveland, OH, US

Bilal Rice, Program Manager, Farmers Market Program, The Food Trust, Philadelphia, PA, US

Building Opportunity: Intentionality in Design and Impact at the Madison Public Market

Room: 3B | Format: Panel

Moderator: Traci Lesneski, Partner + CEO, MSR Design, Minneapolis, MN, US

Panel: Keisha Harrison, CEO, Madison Public Market Foundation, Inc, Madison, WI, US

Matthew Mikolajewski, Economic Development Director, City of Madison, Madison, WI, US

George Reistad, Business Development Specialist, City of Madison, Madison, WI, US

The New Market District: How Markets Can Be Central Players in Urban Growth and Neighborhood Evolution

Room: 2B | Format: Panel

Moderator: JJ Velez, Director, Public Spaces, The Gilbert Family Foundation, Detroit, MI, US

Panel: Annie Allman, CEO & General Manager, Reading Terminal Market Corporation, Philadelphia, PA, US

Melanie Anderson, General Manager, Byward Market District Authority, Ottawa, CA

Katy Trudeau, President and CEO, Eastern Market Partnership, Detroit, MI, US

**PUBLIC
EVENT:
CONCERT**
5:00–8:30pm

Location: Riverwalk Commons

Join the Milwaukee Public Market for live music along the Milwaukee River as part of their Riverwalk Commons Concert Series! Riverwalk Commons is located across Water Street from the Market beneath Interstate 794. Enjoy Happy Hour from 5:00–6:00pm and live performances from 6:00–8:30pm

SATURDAY, JUNE 14

MARKET TOURS

Tour Bus meeting point: Milwaukee Public Market entrance on Water St.

Pre-registration is required: You must have registered for a market tour on Whova by June 1st to attend.

7:15am–4:00pm

For tours 4, 5, 6 please arrive no later than 7:15am at the Milwaukee Public Market entrance. Buses will leave promptly at 7:30am.

Tour #4: Urban Farming & Milwaukee Markets

Tour #5: Exploring Madison's Markets

Tour #6: Exploring Green Bay's Markets

8:15am–4:00pm

For tours 2 & 3 please arrive no later than 8:15am at the Milwaukee Public Market entrance. Buses will leave promptly at 8:30am.

Tour #2: Public Markets for Every City

Tour #3: Entrepreneurs in Community Spaces

8:45am–4:00pm

For tour 1 please arrive no later than 8:45am at the Milwaukee Public Market entrance, the first stop on this tour. The bus will leave after the Milwaukee Public Market visit.

Tour #1: Introduction to Milwaukee Markets

All tours will end at Zócalo Food Truck Park.

CLOSING PARTY

4:00–6:00pm

Location: Zócalo Food Truck Park (636 S 6th St)

Join us for a final celebration! Closing remarks from the co-hosts will take place at 5pm. While at the event be sure to explore the 414Flea Market next door! Guests will receive a welcome drink and a voucher to spend at a food truck.



West Allis Farmers Market. Source: Visit Milwaukee

ABOUT THE ORGANIZERS

Project for Public Spaces

Founded in 1975, Project for Public Spaces is a cross-disciplinary nonprofit that brings public spaces to life by planning and designing them with the people who use them every day. Our Market Cities Program advances a new vision for public market systems—one that creates infrastructure, policies, and investments in public markets at the citywide, regional, and national levels.

Through a variety of in-person and online events, Project for Public Spaces brings market operators, food systems leaders, city agencies, market vendors, and customers together to learn how to lead or support their own Market Cities strategy.

MARKET CITIES NETWORK

Founded in 2023 at our 11th International Public Markets Conference, the Market Cities Network is an international forum for markets of all kinds. With over 50 members and growing, the network serves as a space for market leaders—including operators, NGOs, funders, researchers, and more—to connect, share best practices, and build capacity together. To learn more or join the network, visit marketcities.org.

UPCOMING 2025 TRAININGS

Placemaking: Making it Happen

Online Training | Sep 16 - Oct 2

Growing Hope & Legacy Wealth

in Marketplaces: Lessons from

Sherman Phoenix

Online Training | Nov 4 - 6

Developing Holiday Markets

Webinar | Dec 11

SERVICES

With over three decades of experience, our team revitalizes and plans new markets through design and management plans, feasibility analysis, and customized training, and produces citywide and regional public market strategies.

To learn more about Project for Public Spaces, visit pps.org or email info@pps.org.



As Milwaukee's iconic food and event destination, the Milwaukee Public Market has been a vibrant community hub for locals and a must-visit experience for out-of-town guests for two decades. Home to 19 independently owned vendors, the Market offers a diverse array of culinary options ranging from Wisconsin staples to a rich selection of ethnic cuisines and specialty grocery items. Serving as a cornerstone of the community, the Market not only hosts weekly cooking classes, free public events, and private gatherings within its walls but also extends its reach through outdoor activations and programming that enrich the Historic Third Ward neighborhood.

Learn more at milwaukeepublicmarket.org.

Celebrating Years

Project for Public Spaces' 50th anniversary is a milestone that underscores the enduring impact of public spaces and our unwavering commitment to our vital mission of creating community-powered public spaces.

Support the next 50 years of public spaces by making a tax-deductible contribution to directly support our work in inspiring and mobilizing the next generation of public space leaders!

