

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Agenda~

Amanda Argona
Staff Liaison

<https://www.ci.moscow.id.us/362/Farmers-MarketCommission>

Tuesday, June 4, 2019

4:00 PM

**Council Chambers
206 E. 3rd St.**

WELCOME AND ATTENDANCE

REGULAR AGENDA

1. Approval of Farmers Market Commission May 7, 2019 Minutes (ACTION ITEM)

2. Public Comment and Response to Previous Comments (limited to 10 minutes)

Members of the public may speak to the Commission regarding matters NOT on the agenda or currently pending before the Farmers Market Commission. Please state your name and address for the record and limit your remarks to three (3) minutes.

3. Vendor Requests – Amanda Argona (10 minutes)

Market management has received the following clarification requests from a new vendor and current vendor regarding Market policies:

a. Ahtanum Berry Patch: Located in Yakima, WA, Sam Weaver with Ahtanum Berry Patch signed up to be a vendor with the Moscow Farmers Market last season but was unable to attend due to lack of product. Ahtanum Berry Patch has applied to be a vendor again. After reviewing their products which include fresh fruit, jams, drinks, and baked goods, management has asked them to jury all of their baked goods as the majority of the products offered do not all feature their berries or is not sourced directly from the farm. After a phone conversation last week, Sam Weaver, owner of Ahtanum Berry Patch, said that he and his daughter reviewed our market's handbook. They had hoped to send Sam's grandson who lives and works on the farm to the Moscow Farmers Market. Currently, the handbook outlines the following policy: Page 8, Item 2. Vendor Production and Location Rule "All Vendors shall be the grower/producer and shall conduct their growing/producing operations in a location not more than 200 air miles from the City of Moscow, Idaho". If approved, this vendor will have a site visit conducted this year.

b. Patty's Mexican Kitchen: Last season, Gerardo Alvarez made management aware that he was investing in a food trailer for his business and Market booth. At the time, Alvarez brought up the fact that he may have to pay for an additional space due to his trailer being 24' in length. He also invested in more narrow tents so he would stay within his confined spaces at the Market, and not extend beyond the pins in the asphalt. In an effort to be transparent, Management brought up to Alvarez that his business may be charged a truck space if his operation went beyond the space restrictions and to be consistent with fees applied to other vendors. At this time, Patty's Mexican Kitchen does extend beyond the pins in the asphalt. Alvarez plans to remedy this by investing in an awning that would be attached to the food trailer that could be rolled out to the preferred and desired length, thus getting rid of the need for tents. It was also discovered last week that Alvarez is able to fit his food trailer into two 11'x15' spaces lengthwise and does not encroach or take over space 18, which is between his spaces and Mela's neighboring space 16. Management and Alvarez have been in active discussion on what constitutes a truck space and subsequent fee, and whether a food trailer would fit into that fee requirement.

PROPOSED ACTIONS: Staff is seeking direction from the Farmers Market Commission on how best to handle these requests while keeping with the Moscow Farmers Market values, philosophies, and policies.

4. Farmers Market Strategic Plan Review and Update (ACTION ITEM) (20 minutes)

In April, the Farmers Market Commission moved to table the Strategic Plan Review and Update for the May meeting. The item was unable to make it onto the May agenda to allow time for a fee discussion. Review current strategic plan and develop scope of work for complete for the remainder of 2019 with an appropriate timeline.

PROPOSED ACTIONS: Approve scope of work and timeline or take other action deemed appropriate.

5. Comprehensive Fee Schedule Update – Jen Pfiffner (15 minutes)

6. Farmers Market Commission Open Projects (ACTION ITEM) (10 minutes)

The Farmers Market Commission has several open projects that require Commission commitment to complete them, in addition to active sub-committee tasks. No more than four Commission members may be involved with a sub-committee or open project at a given time. Sub-Committees:

- Site Visits Tuesday, June 18 and 25 (DePhelps, Pierce; rotating members include Hill, Love, Morsek)
- Craft and Food Jury (DePhelps, Hill, Love, Pierce)
- Fees
- Policies (reviewed and proposed during fall and winter)

Open Projects:

- Oral History Project
- Branding
- Downtown Business Survey

PROPOSED ACTIONS: Review open projects and determine feasibility and need based on Commission members' interest and Moscow Farmers Market Strategic Plan or take other such action as deemed appropriate.

ANNOUNCEMENTS

1. Proposed Items for Future Agendas

Commission members may email Amanda Argona (aargona@ci.moscow.id.us) to propose future agenda items for discussion.

2. Farmers Market Commission Regular Meeting July 2, 2019 at Moscow City Hall in the Council Chambers. Any conflicts due to July 4th holiday?

ADJOURN

NOTICE: Moscow City Council and committee meetings are televised, videotaped and/or recorded. Individuals attending the meeting who require special assistance to accommodate physical, hearing, or other impairments, please contact the City Clerk, at (208) 883-7015 or TDD 883-7019, as soon as possible so that arrangements may be made.

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair

~Minutes~

Amanda Argona
Staff Liaison

<http://www.ci.moscow.id.us/362/Farmers-MarketCommission>

**Tuesday
May 7, 2019**

4:00 PM

**Council Chambers
206 E 3rd St.**

The meeting was called to order at 4:01 PM

PRESENT: Jamie M. Hill, David Pierce, Renee Love, Colette DePhelps, Kerry Morsek, Kelly Kingsland, Linda Heath,

ABSENT: Jenny Ford, Joann Muneta,

ALSO IN ATTENDANCE: Amanda Argona, Staff Liaison; Brandy Sullivan, Council Liaison; DJ Scallorn, Administrative Specialist; Shannon Brenner,

Welcome and Attendance

Chair Hill called the meeting to order.

REGULAR AGENDA

1. Approval of Farmers Market Commission April 2, 2019 Minutes (ACTION ITEM)

Pierce moved that the April 2, 2019 minutes be approved as presented; DePhelps seconded. Motion carried.

2. Public Comment and Response to Previous Comments (limited to 10 Minutes)

No public comment.

3. Farmers Market Commission Budget Letter Request (ACTION ITEM) (10 minutes)

The Commission asked for professional development to be included in the Farmers Market Commission line item for the Community Events Division budget. After taking into consideration expenses for a Commission Member to attend a conference like the Washington State Farmers Market Association (registration and travel), staff is requesting \$2,000 for FY 2020 for the Farmers Market Commission, with \$1,500 allocated towards Commission training and \$500 promotional items for the Market.

PROPOSED ACTIONS: Review and accept the proposed budget request or take other such action as deemed appropriate.

In April, the Commission discussed increasing the Farmers Market Commission line item for 2020 from \$500 to \$600 so members could attend conferences and in turn better serve the market, and still have additional monies leftover for promotional items. After reviewing true costs of attending a conference like the Washington State Farmers Market Association, Argona presented a draft letter requesting the increase of funding to \$2,000. DePhelps moved to increase the requested funds to \$2,000 and accept the letter as written. Pierce seconded. Discussion ensued regarding how budgeting for extra funds might affect vendor fees. Pfiffner clarified that there are two sources of review for the market, vendor fees and the City general fund support. The Fee Sub-Committee would look at the best way to cover market expenses with vendor fees. Vote by Acclamation: Ayes: Seven (5). Nays: None. Abstentions: Two (2) Love and Kingsley. Motion carried.

4. **Comprehensive Fee Schedule (ACTION ITEM) (60 minutes)**

The Farmers Market Commission opted to defer implementation of a comprehensive fee schedule for the 2019 season and this proposal was accepted by City Council. The development of a comprehensive fee schedule will allow for more predictably to our vendors regarding the annual fee structure. Considerations include implementation date and span of time the schedule covers.

PROPOSED ACTIONS: Develop and propose a comprehensive fee schedule or take other action deemed appropriate.

Hill said currently vendor fees are based on a three-tier system. The question is how to raise vendor fees in a predictable manner by either looking at a flat percentage or dollar amount. The goal is to find a comprehensive fee schedule or discover another way to keep Council informed on the fee schedule. Discussion ensued regarding how vendors are committed to the market and that the goal is to have a justifiable reason for fee increases. Pfiffner said vendor fees and the City general fund support the market. Since the market split from the Arts Department, more data is starting to be collected on the true cost to run the market. Discussion ensued regarding how City Council has not clearly expressed their expectations for how much vendor fees should cover the cost of the market, that looking at the available data some operating costs have decreased, and that extra time to gather more data would be beneficial. DePhelps moved to not increase vendor fees for FY 2020, to work with City Council to get clear understanding of their expectations for how much vendor fees should cover expenses, to gather additional data, and have a plan for vendor fees in place by FY 2021. Morsek seconded. Discussion ensued regarding the benefit of gathering more data and actuals and giving vendors time to settle into the new tier system. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

REPORTS

1. **Farmers Market Commission at Moscow Farmers Market (5 Minutes)**

The following dates are available for the Farmers Market Commission to table at the Market:

- May 25 (sharing with Parks and Rec. Commission)
- July 6, 13, 20, 27
- August 10
- October 12, 19 (Homecoming), 26

The Commission will table at the market on May 25th and July 27th.

2. **Sub-Committee Update (10 Minutes)**

Oral History Project: Hill

DePhelps, Hill, and Argona met to discuss the project including the historical timeline, questions to ask, and who to interview.

Site Visits: Argona

- i. Next site visit is on May 21 (Texas Ridge and Brush Creek Farm)
- ii. Argona and DePhelps only to visit Hadley Farm and Garden
- iii. Need Commission Member interest for June:
 1. Palouse Prairie Farms and Hands and Hearts Farm
 2. Summit to Sea Project Farm and Country Time Alpacas

The visits are going very well. The next visit is May 21st. Regular Site Visit sub-committee members are DePhelps and Pierce. Additional Commission members available were Kingsland and Hill for May visits and Morsek and Love for the June visits.

Craft and Food Jury: Argona

- i. Next jury is on Friday, June 7 3:30 pm-5:30 pm, 1912 Center; need at least 3 Commission Members as judges

The final jury for the 2019 season is almost full. Volunteers to serve as judges were Love, Pierce, DePhelps, and Morsek.

Branding: Pfiffner

- i. Meeting on Friday, May 10, 2:30 pm – 3:30 pm, Council Chambers

Fee Sub-Committee: Re-establish Committee Members

The Sub-Committee will assess different fee structures and put forth suggestions for a comprehensive fee schedule. Volunteers should email Argona.

Downtown Business Survey: none at this time

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Commission members may email Amanda Argona (aargona@ci.moscow.id.us) to propose future agenda items for discussion.

2. Farmers Market Commission Regular meeting June 4, 2019 at Moscow City Hall in the Council Chambers

The meeting adjourned at 5:37 PM