

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair

~Minutes~

Amanda Argona
Staff Liaison

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

**Tuesday
March 5, 2019**

4:00 PM

**Paul Mann Building
221 E 2nd St.**

The meeting was called to order at 4:03 PM

PRESENT: Jamie M. Hill, David Pierce, Joann Muneta, Renee Love, Linda Heath, Colette DePhelps,

ABSENT: Adam Reed, Jenny Ford,

ALSO IN ATTENDANCE: Amanda Argona, Staff Liaison; Brandy Sullivan, Council Liaison; DJ Scallorn, Administrative Specialist; Davy Frogley, AmeriCorps Programs Coordinator; Steve Peterson, UI Associate Clinical Professor of Economics;

Welcome and Attendance

Chair Hill called the meeting to order.

REGULAR AGENDA

1. Approval of Farmers Market Commission February 5, 2019 Minutes (ACTION ITEM)

Pierce moved that the February 5, 2019 minutes be approved as presented; Love seconded. Motion carried.

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.

No public comment.

3. New Vendor Requests – Amanda Argona

The Market has received requests from the following individuals that do not qualify under current vendor categories or are outside the 200 air mile radius:

a. Remie Murray: A resident of Asotin County that operates a fishing vessel in Bristol Bay for a portion of the summer. Products include individual, boneless, vacuum-sealed, Coho salmon portions ranging from 6 to 8 oz. Product would be available for sale in mid-September. Currently, the Market does not have a vendor offering fresh-frozen fish products to patrons.

b. Ariel Popp: Previous craft vendor that was accepted in 2016. Due to Ariel's lack of attendance for the past two seasons, she will need to re-jury. Products include homemade lotion, greeting cards, miniature works of art (paintings, sculptures, catnip toys), and heat packs with local lentils. Ariel is also interested in adding massage to her booth operations, pending jury acceptance. She envisions offering massage for either \$1/minute or a 5-10 minute massage by donation. She is employed with Carnahan Chiropractic in Pullman and would be advertising for this service. Massage vendors had been classified under the "Busker" category in the past, but that category is now known as "Performance Artist/Busker" and focuses solely on entertainment provided. Currently, individuals offering massage may set-up along the Speaker Space wall.

Staff is seeking direction from Farmers Market Commission on how best to handle these unique requests while keeping with the values of the Moscow Farmers Market.

PROPOSED ACTIONS: Provide staff with further direction.

There are two potential vendors that would like to sell in the Market. The first is a commercial fisherwoman who would like to bring fresh frozen salmon mid-September through October. Currently there are no market vendors that sell fish. This vendor lives in Asotin County and would be doing the fishing herself outside of the 200 air mile radius. Discussion ensued regarding how allowing this vendor to sell might also set a precedence for mushroom foragers (the consensus was that it would not as there are mushrooms to forage within the 200 air mile radius but no Coho salmon) and that there are fish that can be caught and sold within the 200 air mile radius (trout, steelhead, etc.). The Commission came to the consensus that this type of vendor fits within the philosophies of the market.

The second potential vendor previously sold items at the market but has been absent for two consecutive seasons and will need to re-jury her products. This vendor would like to offer their craft products and massage. Discussion ensued regarding, how this vendor might promote her product, how other businesses interact in the market footprint, and how other vendors can't advertise their other businesses at the market. Argona clarified that in the past massage has fallen under the busker, but that this space has become more of a performance only part of the market. Currently, massage is offered at the speaker wall and this has become a location for people who don't meet the policies of the market to setup. The Commission came to the consensus that the craft products can be juried, but that this type of vendor does not fall into the current vendor categories.

4. 2019 Farm Site Visit Updates – Davy Frogley, AmeriCorps (ACTION ITEM)

The market office has been reaching out to agricultural vendors to schedule site visits. As outlined in the Vendor Handbook, "The purpose of a Site Visit is to learn more about a Vendor's operation and ensure compatibility between the on-site practices and the Market's values and philosophies." The current schedule is as follows:

- a. April 9th: Northern WA & ID (Family Garden, SM Produce & Floral, and ShingleMill Blueberry)
- b. April 12th: Lewis-Clark Valley (Hagen's Orchard, Summit to Sea Project Farm, TBD: Brush Creek Creamery)
- c. April 26th: Latah County "B" (Meadowlark Heritage, Palouse Prairie Farms (p.m.), Reverie Farm*)

PROPOSED ACTIONS: Review the current schedule and assign Commissions members to specific dates based on availability or take such other action as deemed appropriate.

Frogley presented the draft 2019 schedule for vendor site visits and said there are some vendors that can't be scheduled in April. The Commission came to the consensus to schedule these visits for May 21st. Frogley said one vendor has dogs and that this vendor will only allow one person to be on the property for the visit and that they must sign a waiver. Discussion ensued regarding how the vendor is within policy as they are not denying entry to the property, that most of their farm can be viewed from the road, that dogs can be put in an area that they don't pose a risk, and that the City Legal Department will need to review the waiver before it is signed. The Commission came to the consensus to have Argona check with the Assistant City Supervisor on how to proceed.

Discussion ensued regarding which Commission members would attend the site visits. Pierce, Hill, Love, and DePhelps volunteered.

REPORTS

1. Strategic Plan Review – Amanda Argona

Argona will send the current plan update to the Commission via email.

Argona asked if the Commission was interested in pursuing the action and strategies for the waste audit. Discussion ensued regarding: how the market is dependent on Latah Sanitation Inc and that they need to be part of the discussion, how without an established commercial composting facility it is not environmentally responsible to switch entirely to compostables, and working with Latah Sanitation Inc and looking at collecting compostables once a month vs the entire season. The Commission came to the consensus to continue looking at this issue.

The branding project may help in offering more sustainable choices, such as drinkware, to limit the amount of single-use plastic waste in the market.

Discussion ensued regarding the unsafe and unsustainable language used in the plan and what may have led to their inclusion (as the market continues to grow it is unsustainable with the current staffing and there are safety concerns that should be addressed).

Discussion ensued regarding looking at how many more vendors can be added to the current footprint, how adding additional vendors might impact current sellers with similar product, how some tier 2 vendors in the past season were given tier 3 privileges, and how to fill spaces in the market when a tier 3 vendor is not attending a particular day.

2. 2018 Moscow Farmers Market Rapid Market Assessments and Economic Impact – Colette DePhelps and Steve Peterson

DePhelps reported that the 2018 RMA customer counts revealed there to be between 10,000 to 12,000 people coming into the market footprint. The popular entrances are the Moscow Food Co-op, 6th Street, and 3rd Street; with the 4th Street fountain being the entrance with the fewest number of people entering. The majority of shoppers live in Moscow and Pullman. The primary reason people come to the market is for the agricultural products and socializing. The majority of shoppers come weekly with the next greatest frequency being twice a month. Estimated market sales are around \$100,000 per market day.

Peterson reported that given the RMA estimates, his data software program shows that the majority of visitors are new money to the community and that moving to Main Street increased the number of vendors and shoppers in the market. With the data collected from the RMAs and vendor sales reports the market generates an estimated number of 100 jobs in the community.

A draft of the report will be published in the future.

ANNOUNCEMENTS

1. Proposed Item For Future Agendas

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

- 2020 Comprehensive Fee Schedule

2. 2019 Craft and Food Jury dates - Friday, 3:00 to 6:00 p.m. on March 15, June 7, and June 28 at the 1912 Center

3. Love Your Farmer, Love Your Food, 6:00 to 8:00 p.m., March 20, 2019

4. Market Poster Contest submission deadline - by 5:00 p.m., March 27, 2019

5. Farmers Market Commission Regular meeting, Tuesday, April 2, 2019 at Moscow City Hall in the Council Chambers

6. Moscow Farmers Market Vendor Orientation - April 4, 2019 at the 1912 Center

Minutes Approved On

The meeting adjourned at 5:46 PM