

MOSCOW FARMERS MARKET COMMISSION



Adam Reed
Commission Chair

~Minutes~

Jen Pfiffner
Staff Liaison

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

**Tuesday
April 3, 2018**

4:00 PM

**City Council Chambers
206 E Third St**

The meeting was called to order at 4:02 PM

PRESENT: Linda Heath, David Pierce, Jamie M. Hill, Joann Muneta, Jenny Ford, Erin Carroll,

ABSENT: Jeremy Ritter, Colette DePhelps, Adam Reed,

ALSO IN ATTENDANCE: Jen Pfiffner, Staff Liaison; Daniel Stewart, Farmers Market Manager; Jenine Estlick, AmeriCorps Volunteer Coordinator; DJ Scallorn, Arts Assistant; Kathleen Burns, Arts Director;

Welcome and Attendance

Vice Chair Hill called the meeting to order in Chair Reed's absence.

1. Approval of Farmers Market Commission February 6, 2018 Minutes

Pierce moved that the February 6, 2018 minutes be approved; Heath seconded. Motion carried.

2. Public Comment

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. Business Survey – Jen Pfiffner

A subcommittee has met and discussed the business survey draft. Additional discussion and direction from the Commission is requested to assist in the development of the survey.

ACTION: Receive report and provide direction.

A subcommittee met and discussed the business survey, revealing two needs (how the Market can partner with businesses and the economic impact of the Market as a whole). The group determined that the business survey should go out to all Latah County businesses at the end of the current Market season. The second component being proposed is a 2018 Rapid Market Assessment (July 28 and August 11) and a customer count (September 8). Next steps are to receive feedback on the business survey so changes can be made. Discussion ensued regarding: the need for these two projects and which organization the survey should be sent from (Farmers Market Commission or City of Moscow). The Commission came to the consensus to have staff develop the two projects and report at the next Commission meeting.

4. Introduction To Oral History Project Request – Daniel Stewart

The Latah County Historical Society has approached the City of Moscow to request the Moscow Farmers Market Commission consider taking on an Oral History Project. This project be managed by the Historical Society and would be designed to collect audio recordings to document and complement further the history of the Moscow Farmers Market.

ACTION: Discuss the proposal and provide direction to staff.

The Latah County Historical Society has recommended that the Commission compile an oral history of the Moscow Farmers Market. The Commission came to the consensus to have Dulce Kersting from the Latah County Historical Society present at the next Commission meeting so a program can be developed.

5. Farmers Market Promotion Program Grant Opportunity – Jen Pfiffner

Report on potential grant opportunity through USDA. Farmers Market Promotion Program. Activities for the grant could include enhancing direct producer to consumer market opportunities, developing and improving markets, providing training and technical services to vendors.

A document highlighting projects from the 2016 grant cycle are attached for reference.

ACTION: Discuss potential project activities that would be allowable under the grant, provide direction.

The Farmers Market Promotion Program is a USDA grant offering from \$50,000 up to \$250,000 for connecting consumers with producers. The Market received this grant in 2010 and the money was used to build infrastructure. Suggested uses for money, if the grant is received, include: developing branding for the Market; off season training for vendors (small business and technical); the opportunity to accomplish one time projects; developing boulevard banners for the Jackson Street parking lot and downtown; and to reach out to areas outside of Moscow to promote the Market. The consensus was to have Pfiffner meet with DePhelps and further develop a draft. Given the tight deadline to apply for the grant, updates will be sent to the Commission via email and a subcommittee (Carroll; Ford; and Hill) will meet to give feedback as needed.

6. Regulations Regarding Dogs In The Market – Daniel Stewart

Regulations regarding dogs in the Market has been an issue the Commission has wished to address. In the 2017 season, staff worked to address the regular issues with dogs and their owners who are typically unclear of where dogs are and are not allowed. A positive education campaign regarding dogs in the Market was put forward in the 2017 season and is coming back to the Commission to report on results and further discussion. The Commission has discussed the idea of allowing only ADA service dogs in the main Market thoroughfare, and allowing all dogs on both sidewalks, rather than just the east sidewalk.

ACTION: Discuss justification for any suggested changes and direct staff to prepare a letter on behalf of the Commission to Council requesting the resolution change.

Staff has recommended expanding the location animals are allowed in the Market to include all the sidewalks with a crossing in Friendship Square. This will eliminate confusion on which sidewalk the public needs to utilize and open the area where dogs are allowed. ADA service dogs will still only be allowed in the main thoroughfare of the Market. Discussion ensued regarding how certain restaurants allow animals on patios but the current resolution keeps animals from reaching these areas. The consensus was to have staff draft a resolution for Reed and Hill to review before going to Legal and City Council.

7. Regulations Regarding Smoking In the Market – Daniel Stewart

The Department of Health and Welfare has developed a resource for enhancing smoking or nicotine regulations for public spaces in regards primarily to vape pens. A report of those resources will be

shared with the Commission for discussion.

ACTION: Discuss justification for any suggested changes and direct staff to prepare a letter on behalf of the Commission to Council requesting the resolution change.

The Department of Health and Welfare has developed a resource for nicotine free events and works with other markets by providing signage and information. The current resolution only mentions smoking, not vaping or chew. Stewart asked what the Commission's thoughts were on updating the resolution. Discussion ensued on the Health Department's information on the risk of second hand smoke from vape pens; how the Health Department has signage they will provide to the market; how a vape free and chew free market would be beneficial with the kids in the market; and including information at the City Tent on the reason for the change and how to quit nicotine. Hill called for a motion. Pierce moved that the resolution be updated to nicotine free. Muneta seconded. Vote by Acclamation: Ayes: Six (6). Nays: None. Abstentions: None. Motion carried.

8. Manager's Report And Immediate Market Concerns – Daniel Stewart, Market Manager
The Farmers Market Manager will report on items relevant to the Farmers Market.

Stewart said the registration for vendors has started with a new online registration program, invoicing system accepting online payments, and fee structure. Previous season vendors are grandfathered into tier 3 and the need to keep the market to 50% agriculture based products will possibly keep some vendors from being able to sign up as tier 3. Discussion ensued regarding the tools for the public offered by FarmSpread (listing of products, preordering from a vendor, and more). The music and programming schedules have been set. The first of three juries is April 4th from 5 – 6:30 at the Latah County Fair Grounds and more jury panelists are needed.

Muneta requested that a report on the 2017 market season be made at the next Commission meeting.

9. Proposed Items For Future Agendas

Commission members may email Jen Pfiffner (jpiffner@ci.moscow.id.us) to propose future agenda items for discussion.

- Annual Strategic Plan Report – May 1, 2018
- Farmers Market Commission Representation

10. Upcoming Meetings & Events

- Farmers Market Commission Regular Meeting – May 1, 2018

Adjourn

The meeting was closed at 5:42 PM

Minutes Approved On

MAY - 1 2018


Clerk/Deputy Signature