

MOSCOW FARMERS MARKET COMMISSION



Adam Reed
Commission Chair

Regular Meeting
~Agenda~

Jen Pfiffner
Staff Liaison

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

Tuesday
May 1, 2018

4:00 PM

City Council Chambers
206 E Third St

Welcome and Attendance

1. Public Comment (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.

2. Approval Of Farmers Market Commission April 3, 2018 Minutes

Documents:

[MINFMC20180403.PDF](#)

3. Latah County Historical Society Oral History Project - Daniel Stewart, Community Events Manager

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.

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 to provide additional information for the Commission to consider organizing a project.

ACTION:

Receive report and potentially develop a sub-committee to organize the project.

4. Farmers Market Planning And Promotion Grant Update - Jen Pfiffner, Assistant City Supervisor

A sub-committee of the Moscow Farmers Market Commission has met to discuss potential projects for the FMPP grant opportunity. A two-fold project

has been identified as follows:

- Engage with a consultant team to develop a consistent branding message for the Market and vendors with tool and education specific to each to enhance promotion.
- Engage with a consultant team to move forward in addressing the layout issue as outlined in the Moscow Farmers Market Strategic Plan including current layout considerations as well as future layout and expansions options.

ACTION: Receive report and provide feedback or direction.

5. Business Survey - Jen Pfiffner

Following discussions of the sub-committee and subsequent presentation to the Commission, it was determined that the Commission would like to pursue to separate survey projects. The first would be a specific survey to downtown businesses to determine how the Moscow Farmers Market could more proactively partner and collaborate with Main Street businesses. To that end a survey approach has been developed by staff for consideration by the Commission to address this particular project.

The sub-committee will be reconvened to further discuss the second survey project concerning economic impact of events in the community during the latter part of the Market season as discussed at the April Commission meeting.

ACTION: Approve business survey approach or provide further direction.

6. Strategic Planning Update - Jen Pfiffner, Assistant City Supervisor

This report is an update to the Moscow Farmers Market Strategic Plan adopted in 2017. Actions/Strategies identified for completion in 2017 include updates with work to date noting they are completed or carried over. In some instances, new Actions/Strategies have been developed for consideration. Also noted are the completion or carry over of Staff Performance Measures and Deliverable To Be Completed.

This update is intended to provide the Commission with progress towards Issues completed in the previous years and as a proposal for the coming year's activities in continuing to address these important Moscow Farmers Market related Issues.

ACTION: Receive report, approve revised Actions/Strategies for the coming year or take such other action deemed appropriate.

Documents:

[MOSCOW FARMERS MARKET STRATEGIC PLAN 2018
REPORT.PDF](#)

7. Moscow Farmers Market Annual Report - Daniel Stewart, Community Events Manager

A review of the 2017 season as compared to previous seasons will be presented.

ACTION: Receive report.

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.

9. Proposed Items For Future Agendas

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

- Farmers Market Commission Representation

10. Upcoming Meetings & Events

- Commission Training - May 8, 2018
- Farmers Market Commission Regular Meeting - June 5, 2018
- Market Jury - June 6, 2018

Adjourn

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