

MOSCOW FARMERS MARKET COMMISSION



Adam Reed
Commission Chair

~Minutes~

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**

The meeting was called to order at 4:03 PM

PRESENT: Linda Heath, David Pierce, Jamie M. Hill, Joann Muneta, Colette DePhelps, Adam Reed,

ABSENT: Jeremy Ritter, Jenny Ford, Erin Carroll,

ALSO IN ATTENDANCE: Jen Pfiffner, Staff Liaison; Daniel Stewart, Farmers Market Manager; DJ Scallorn, Arts Assistant; Dulce Kersting, Executive Director of the Latah County Historical Society;

Welcome and Attendance – Erin Carroll, Chair

Chair Reed called the meeting to order.

1. Public Comment (10 Minutes)

No public comment.

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

Pierce moved that the minutes be approved as amended; Hill seconded approval of the April 3, 2018 minutes. Motion carried.

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.

Stewart and Kersting met last month and discussed the need of an oral history project with the Moscow Farmers Market. Their recommendation is to form a sub-committee to plan the goals of this project (capturing the human connection of the Market to be used interactively or just a history for use internally); to develop 5 or 8 questions to ask during the interviews; and develop a list of 10 people to interview each year (this can be key community representatives as well as volunteers interested in sharing their stories). The same person would conduct the interviews (for consistency) and they would use Story Corps to publish the stories. Discussion ensued regarding the benefits of using audio

recordings to save file space; how Story Corps is a popular medium for sharing; keeping each interview to 45 minutes or less; and how the stories could be used to compile a book or exhibit for the Market's upcoming 50th Anniversary. Kersting recommended that the audio interviews not occur at the Farmers Market because of the background noise. Hill, DePhelps, Pierce, and Muneta volunteered to help with 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.

Pfiffner reported that the application for the FMPP grant is progressing. The grant would potentially fund working with a consulting team to establish consistent branding and a layout for the Market. The proposal, if the grant were received, would be to use \$50,000 toward branding and \$100,000 for the layout. There have been multiple requests to expand the Market North of 3rd Street and the consultant would research and show if expansion is reasonable and if so, when that should occur. Discussion ensued regarding what the consultant would provide (types of vendors needed for the Market to expand, what structure the Market could take, what improvements should be made, etc.) and that the consultant would do research and recommend that if the Market were to meet certain benchmarks then that is an indication that expanding would be in the best interest of the Market.

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.

The last Commission meeting included discussion on two survey projects (business and downtown impact) and after looking at the different options staff feels it might be beneficial to meet with Main Street businesses and start a dialogue. Discussion ensued regarding: how best to approach businesses (orderly and with assigned roles and questions); how this would be an opportunity for Farmers Market Commission members to say hello and give a face-to-face with businesses; what to ask (how businesses feel about the Market and gather data so changes can be made in the future); and how to have better communication with downtown businesses. Pfiffner will look at the old business survey from when the Market moved to Main Street and break the businesses up into lists for the Commission to review at the next meeting.

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.

Pfiffner gave an annual report on the Strategic Plan highlighting where headway has been made in the last year on the Actions / Strategies.

Advisory and Operational Expectations are Unclear and Lack Boundaries

Carried over item: development of Market Volunteer needs

New items: Commission orientation and established regular sub-committee annual tasks (policy review and jurying)

Lack of Clear Policy

Tremendous steps have been made with the implementation of the new Vendor Handbook

Carried over items: policies (vendor category and type, dogs, vendor representation, etc.), developing a communication and education plan, product mix, refining the jury process, and reviewing the Market Boundary to clarify vendors vs. street vendors.

Inequitable and Inefficient Allocation and Distribution of Market Costs

A new fee structure has been developed and implemented and this will be looked at year after year to check in and see what tweaks need to be made. This also lead to the Community Event Division and making the Farmers Market Manager full time.

Market Faces Immediate and Severe Infrastructure Needs

The Commission looked at the waste audit study, implemented a pilot program for compostables at the Market, and a new downtown restroom has been constructed.

Layout

This is a big project and the Farmers Market Promotion Program grant would be a good fit for developing this further

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.

Stewart said he had not had time to develop a final report and he would like the opportunity to formalize the data and distribute to the Commission after the meeting.

Data that is available shows that in 2017 vendor fees generated about \$40,000 which is a little less than previous years. There were about \$600,000 in vendor sales; five chef demonstrations and over 400 total performances occurred with an average of about 80 audience members; over 350 dogs, and over 50 smokers were redirected by staff. Discussion ensued regarding the benefit of an annual report (giving feedback to vendors on how much the Market costs annually vs. how much of that cost is covered by vendor fees and if there is something worrying that should be addressed) and the continuing of annual reports in the future (usually around December or January).

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 reported on the transition of vendors to the new fee structure and online registration. Once people work through the system they are doing well and FarmSpread has tailored their programming for our Market's needs. FarmSreads new online links (product search and mapping) is coming alive and future tweaks will include the ability to filter products vs. seeing all products as an alphabetical list. Other features that will be available soon will help vendors reach the public. With FarmSpread the entire Market season, all 26 weeks, can be viewed and it is easier to manage space requests. Stewart

said he is working with craft and food vendors that were unable to be tier 3 to ensure they keep the same space and the Market is in a good position with new farmers coming in to replace some that are not retuning. The new jury process with larger table space and a jury panel was a much better experience and all products were reviewed.

9. Proposed Item 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

DePhelps asked the Commission to approve the Rapid Market Assessment for the 2018 season. The process would be free of charge and include data collection (July 28 and August 11) and customer counting (September 8). The Commission came to the consensus to include the Rapid Market Assessment on the June meeting agenda.

Reed suggested developing education for the public a 'things to ask your farmer' that could be distributed at the City Tent.

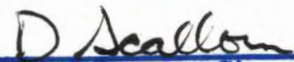
10. Upcoming Meetings & Events

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

The meeting adjourned at 6:01 PM

Minutes Approved On

JUN - 5 2018


Clerk/Deputy Signature