

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Agenda~

Amanda Argona
Staff Liaison

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

**Tuesday, September 3,
2019**

4:00 PM

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

WELCOME AND ATTENDANCE

REGULAR AGENDA

1. Approval of Farmers Market Commission July 10, 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. Downtown Business Letter (ACTION ITEM) (15 minutes)

On June 4 during a regular Farmers Market Commission meeting, the Commission reviewed several open projects. It was determined at this time that the original Downtown Business Survey be reformatted into a letter from the Commission to the Downtown Businesses. The Commission came to the consensus to have Chair Hill draft the letter.

PROPOSED ACTIONS: Review draft letter for edits and changes and distribute to downtown businesses identified on survey list or take other such action as deemed appropriate.

4. Commission Survey to Residents (ACTION ITEM) (15 Minutes)

The City releases a biennial Commission Survey to randomly selected residents, with the last Commission Survey distributed in 2017. Questions on the survey are solicited from Commission to provide guidance, feedback, and effectiveness of their programs and services, while also providing insight to City Council and staff.

PROPOSED ACTIONS: Review previous survey questions and submit questions for this year's survey or take other such action deemed appropriate.

REPORTS

1. Agricultural Site Visit Slide Show - DePhelps (30 Minutes)

ANNOUNCEMENTS

1. Farmers Market Commission representation required (10 minutes)

- September 28 – Rapid Market Assessment customer counts and StoryCorps at Moscow Chamber of Commerce
 - o 9:00-10:00
 - o 10:00-11:00
 - o 11:00-12:00
- October 26 – Rapid Market Assessment customer counts and StoryCorps at Moscow Chamber of Commerce
 - o 9:00-10:00
 - o 10:00-11:00
 - o 11:00-12:00

2. Proposed Items for Future Agendas

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

3. Farmers Market Commission Regular meeting October 1, 2019 at Moscow City Hall in the Council Chambers.

Upcoming Regular Meetings Next to Holidays

- December 3, 2019 ... Follows Thanksgiving
 - o Council Chambers: Wednesday, 12/4 or 12/11
- December 1, 2020 ... Follows Thanksgiving
 - o Council Chambers: Wednesday, 12/2 or 12/9
 - o Mayor's Conference Room: Monday, 12/7

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
July 10, 2019**

4:00 PM

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

The meeting was called to order at 4:02 PM

PRESENT: Colette DePhelps, Jamie M. Hill, Jenny Ford, Kelly Kingsland, Kerry Morsek, Linda Heath,

ABSENT: Joann Muneta, David Pierce, Renee Love,

ALSO IN ATTENDANCE: Amanda Argona, Staff Liaison; Brandy Sullivan, Council Liaison; DJ Scallorn, Administrative Specialist; Shannon Brenner, Community Events Program Coordinator; Steve Peterson, UI Associate Clinical Professor of Economics; David Hall; George Tanner, University of Idaho; George Skandalos, Business Owner;

Welcome and Attendance

Chair Hill called the meeting to order.

REGULAR AGENDA

1. Approval of Farmers Market Commission June 4, 2019 Minutes (ACTION ITEM)

Kingsland moved that the June 4, 2019 minutes be approved as presented; Ford 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.

David Hall expressed concern that sustainability programs like recycling and composting are not available at the Moscow Farmers Market. Argona said with other events, the most well-known being Renaissance Fair, recycling and composting are operated by volunteers. To offer recycling and composting at the market a group of volunteers would be needed to educate the public and ensure what is collected is not contaminated. Hall mentioned the waste audits from the market done in the past. Argona said the waste audits showed that the bulk of items collected are compostable as vendors are not allowed to sell water bottles, soda cans, or use Styrofoam containers. Sullivan said for the Farmers Market to offer composting, volunteers would be needed to ensure that what is collected is not contaminated and LSI would need to be able to process the items collected over all 26 weeks of the market season.

Heath said a vendor expressed confusion on the process for packing out their booth if they sell out before the end of the market. Argona said there are two options for vendors. They can either close their booth and return for load out at the normal time or pack out without bringing in a vehicle.

Argona said when vendors sale out and leave their booths in the market the public is aware they were

in attendance and can see the location of their booth. The consensus was for Argona to communicate with the vendors that normally sell out on the options available to them.

REPORTS

1. Economic Impacts of the Moscow Farmers Market Update - Colette DePhelps and Steve Peterson

Peterson presented a report of the draft findings from the 2018 RMA and the economic impact the Moscow Farmers Market has.

Discussion ensued regarding options for Peterson to present his final report at a City Council meeting. The consensus was for Peterson to present to City Council during the Commission's annual report. Hill suggested having Peterson report to the community. The consensus was for Peterson to present at a Moscow Chamber of Commerce luncheon.

2. Agricultural Site Visit Slide Show – Colette DePhelps

DePhelps said of the 25 site visits scheduled for 2019, 21 have been completed. DePhelps shared photos of the visits conducted in April and shared details about the farms visited.

ANNOUNCEMENTS

1. Future Agricultural Site Visits - Shannon Brenner

The following dates have been selected for site visits. Site visits require at most three Commission members. Below is a tentative outline for vendors to be visited. Interested Commission members should sign up accordingly.

Tuesday, July 16 - Black Ridge Farms, Palouse, WA and Cowboy Shrimp, Potlatch, ID (likely afternoon). Assigned staff: Shannon Brenner

Monday, July 22 - Wilson Banner Ranch, Clarkston, WA. Assigned staff: Amanda Argona

Wednesday, July 24 - Ahtanum Berry Patch, Yakima, WA (or other identified date). Assigned staff: Shannon Brenner

2. Proposed Items for Future Agendas

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

3. Farmers Market Commission Regular Meeting August 6, 2019 at Moscow City Hall in the Council Chambers.

The meeting adjourned at 5:31 PM

2014 15. I feel the Moscow Farmers Market is an important asset to our community.

16. Did you attend the Moscow Farmers Market in 2014? Yes, No

If yes, please rate your satisfaction with the following:

a. Hours of operation

b. Location

c. Parking availability

d. Cleanliness

2014

e. Variety of products

f. Quality of products

g. Interaction with farmers/producers

h. Prices

i. Live music

j. Prepared food

17. If you don't visit the Moscow Farmers Market, please tell us why:

I didn't know Moscow has a farmers market

The date/time doesn't work with my schedule

2014

I prefer to shop elsewhere

It isn't affordable for me or my family

I don't feel welcome at the Market

I've heard negative things about the Market

2017 4. Did you attend the Moscow Farmers Market Market in 2017? Yes, No

5. If yes, most important reason for attending:

a. Nothing else to do

b. People watching

c. Musical entertainment

d. Visiting with friends

2017

e. Educational activities

f. Downtown shopping outside the Market

g. Purchase value-added products

h. Purchase arts/crafts

i. Purchase prepared food

j. Purchase local produce

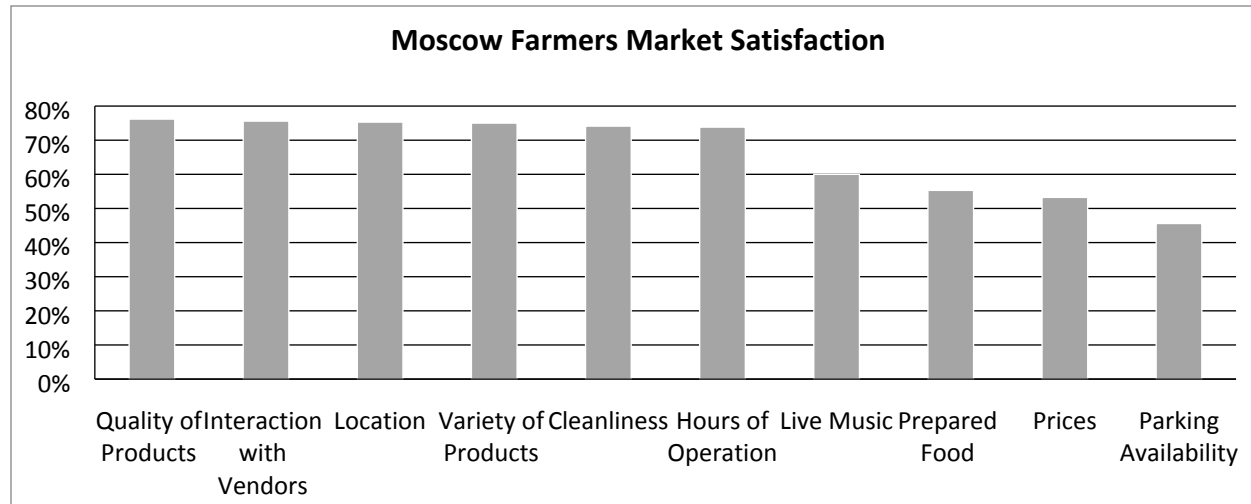
- 2017
6. Please rate your satisfaction of the following components of the Moscow Farmers Market with the following:
- a. Hours of operation
 - b. Location
 - c. Parking availability
 - d. Cleanliness
 - e. Variety of products
 - f. Quality of products
 - g. Interaction with farmers/producers
 - h. Prices
 - i. Live music
 - j. Programming
 - k. Accessibility
 - l. Physical size
 - m. Layout of booths
 - n. # of produce vendors
 - o. # of prepared food vendors
 - p. # of craft vendors
 - q. # of value-added vendors

2014 Moscow Farmers Market (Q15m, Q16, Q17)

The Moscow Farmers Market Commission was established in 2014 and this is the first year the commission has participated in the survey. Three questions were included in regards to the Moscow Farmers Market intended to gauge the value of the Market to the community, satisfaction with various aspects of the Market, what deters respondents from visiting the Market.

When asked to what level they agree with the statement, “I feel the Moscow Farmers Market is an important asset to our community,” 87% of respondents noted the “strongly agree” or “agree” with the statement, 7% noted they were “neutral” on the matter, while 4% noted they “disagree” or “strongly disagree.”

When respondents were asked if they attended the Market in 2014, 280 of the 340 respondents noted they did attend, while 60 reported they did not. Of the 280 who did attend, they were asked to rate their level of satisfaction on a variety of items related to the Market including hours of operation, location, parking availability, cleanliness, variety of products, quality of products, interaction with farmers/producers, prices, live music, prepared food, and a category for other comments was included. Most items received ratings of “very satisfied” or “satisfied” by about 75% of respondents including hours of operation, location, cleanliness, variety of products, quality of products, and interaction with vendors. Of the respondents, about 55% noted they are “very satisfied” or “satisfied” with prices and prepared food, and 46% are “very satisfied” or “satisfied” with parking availability. Listed in the following chart are all items rated in order of most satisfied to least satisfied.



Those respondents noted that they did not attend the Market, were asked to note the reasons why they do not attend. Of the 60 respondents who noted they did not attend, 7% attributed it to the date/time not working, 6% noted they prefer to shop elsewhere, 4% noted it isn't affordable, 2% reported that they don't feel welcome, and 1% have heard negative things.

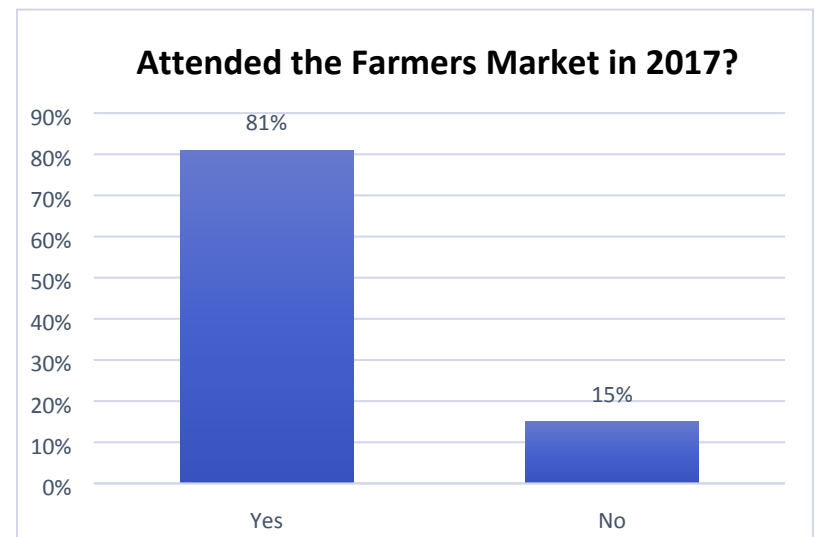
2017 Farmers Market Commission

Farmers Market attendance... (Q4)

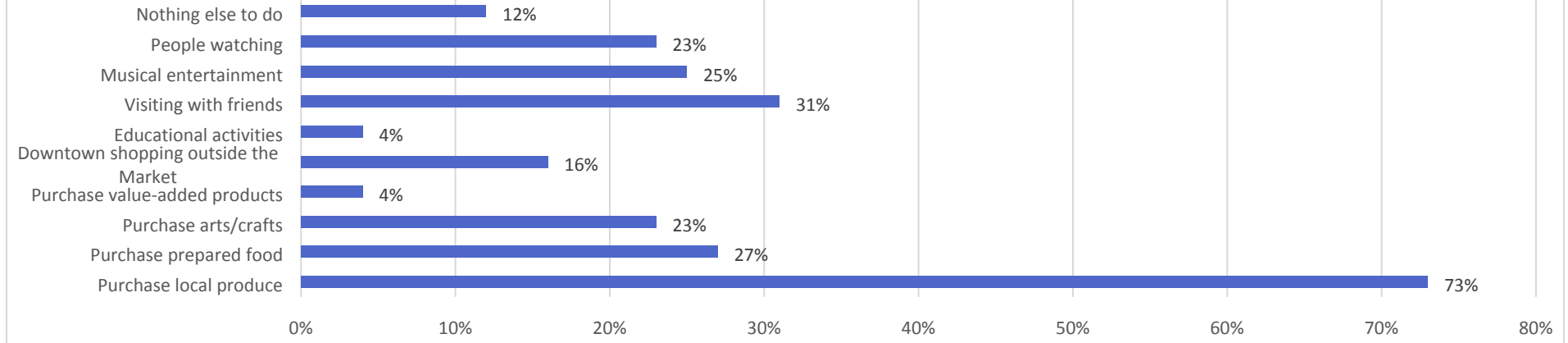
This question, from the Farmers Market Commission, simply asked respondents whether or not they attended the Moscow Farmers Market in 2017. More than 80% note they attended the market.

Reason for attendance... (Q5)

The Commission followed up by asking respondents who attended the 2017 Market the most important reason for their attendance. Respondents were able to check more than one of the 10 listed features. The top two features noted included purchasing local produce and visiting with friends.



#1 reason for attending Moscow Farmers Market



Satisfaction with Market... (Q6)

Residents were asked to rate 17 components of Farmers Market based on a Likert Scale from “Very Satisfied” to “Not satisfied.” Two responses, “Programming” and “# of value-added vendors,” had high “Don’t Know” response rates of 20 percent or greater, making those results statistically invalid, which could also show a higher percentage of respondents do not use those features, as correlated in the previous question. Of note, the least satisfying measure in regards to the Market was “Parking Availability.” All results are noted in the following table.

Features	Very satisfied	Satisfied	Neutral	Somewhat satisfied	Not satisfied	Don't know
Hours of operation	36%	42%	7%	5%	2%	2%
Location	48%	37%	3%	0%	3%	2%
Parking Availability	8%	23%	22%	17%	18%	9%
Cleanliness	30%	50%	7%	2%	2%	3%
Variety of products	23%	52%	8%	4%	1%	3%
Quality of products	33%	49%	7%	1%	1%	3%
Interactions with farmers/producers	32%	44%	12%	1%	1%	3%
Prices	7%	38%	31%	17%	7%	6%
Live music	27%	35%	29%	4%	2%	5%
Programming	5%	17%	44%	4%	2%	22%
Accessibility	16%	43%	20%	4%	3%	6%
Physical size	19%	51%	13%	4%	1%	3%
Layout of booths	17%	57%	12%	2%	2%	3%
# of produce vendors	21%	51%	13%	4%	1%	3%
# of prepared food vendors	14%	14%	22%	5%	2%	5%
# of craft vendors	11%	39%	30%	4%	2%	6%
# of value-added vendors	8%	2%	32%	2%	2%	20%