

MOSCOW FARMERS MARKET COMMISSION



Adam Reed
Commission Chair

~Minutes~

Jen Pfiffner
Staff Liaison

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

**Tuesday
June 5, 2018**

4:00 PM

**City Council Chambers
206 E Third St**

The meeting was called to order at 4:08 PM

PRESENT: Linda Heath, David Pierce, Jamie M. Hill, Colette DePhelps, Adam Reed, Erin Carroll, Jenny Ford,

ABSENT: Jeremy Ritter, Joann Muneta,

ALSO IN ATTENDANCE: Jen Pfiffner, Staff Liaison; Daniel Stewart, Farmers Market Manager; Amanda Argona, Interim Market Manager; Katheryn Bonzo, Council Liaison; DJ Scallorn, Arts Assistant;

Welcome and Attendance

Chair Reed called the meeting to order.

1. Approval of Farmers Market Commission May 1, 2018 Minutes

Pierce moved that the minutes be approved as presented; DePhelps seconded approval of the May 1, 2018 minutes. Motion carried.

2. 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.

Stewart introduced Argona, who will be transitioning in as he finishes out his last few weeks with the City. The process for hiring a new Manager will be reviewed and a decision will be made on how to move forward.

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

The Moscow Farmers Market Commission has agreed to partner with the Latah County Historical Society to develop an oral history of the Market. Jamie Hill has agreed to lead a subcommittee for the project.

ACTION: Project update.

The Committee has not yet had an opportunity to meet, however, they are establishing a day/time. Hill talked to the Committee members one on one and they have brainstormed ideas to discuss.

4. 2018 Rapid Market Assessments - Colette DePhelps & Jenny Ford

Report and update to the Commission on the 2018 Rapid Market Assessment (RMA) plans with draft questions for the "dot posters". Assessments are planned for July 28 and August 11 for full RMA and

customer count event is scheduled for September 8.

ACTION: Receive report and provide direction as needed.

The selected dates for the next Rapid Market Assessment are July 28 / August 11 (utilizing dot posters patrons will answer unique questions in a variety of categories) and a customer count on September 8 (an estimated attendance for that day).

The questions in the dot surveys (planned to be located at the CALS tent) will capture where people live, why they came to the market, how much they intend to spend inside the market, how much they intend to spend outside the market, etc. The posters will be marked and refreshed throughout the day to capture comparison data between people who attend the market in the morning vs those that attend later in the Market Day.

Discussion ensued regarding what supplies the market might need to provide and what volunteers staff may need to schedule. The Commission came to the consensus to have staff send out a doodle.com poll for available participation.

5. Business Survey – Jen Pfiffner

Per the direction of the Commission staff has developed a proposal for gathering downtown business feedback regarding how the Market can better support and partner with those businesses. The project will provide an opportunity for Commission members and staff to introduce themselves and share information regarding the Market.

Staff has developed a questionnaire for an in person survey (attached). For the visits, a map dividing businesses into smaller areas to allow for Commission members and staff to each visit with several businesses will be developed. Also, a Market information overview document is being developed as a handout for the visits.

ACTION: Review and approve the proposed questionnaire as a tool to gather feedback from Main Street businesses.

Pfiffner referenced a simple survey included in the packet. The questions in the survey get to what is working well, what isn't, how to receive additional information, and how they would like their feedback shared. We hope to do the survey in June but if not then July. Pfiffner called for suggestions. Discussion ensued regarding possible changes (better wording on the follow up question under #3, listing items to choose from under question #1 vs a blank space, using the word relationship vs partnership in the opening paragraph, and adding the date/time the survey was completed); the best time of year to do the survey; including wording on how the issues brought up on the survey will be addressed; having printed information that can be left with the businesses when the survey is completed; and how to get in contact with the storefront manager vs employee.

6. Manager's Report and Immediate Market Concerns – Daniel Stewart, Market Manager

The Farmers Market Manager will report on items relevant to the Farmers Market.

Pfiffner reported that the Council has formally adopted the Vendor Handbook with updated references to the speaker spaces as an appendix and start time for setup. Council also approved allowing animals on both sidewalks of Main Street and approved the nicotine free market.

7. 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
- Farmers Market 2017 Report
- Farm visit Scheduling and Questions
- Update on Oral History Project
- Market Metrix Proposal
- RMA Assessment Sheet Review and Approval

8. Upcoming Meetings & Events

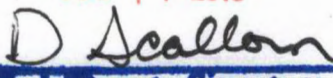
- Market Jury – June 6, 2018
- Regular Moscow Farmers Market Commission Meeting – July 3, 2018 (holiday)

Because the July regular Commission meeting falls next to a holiday the next meeting will be July 11th at 4 p.m. in the Council Chambers.

The meeting adjourned at 5:23 PM

Minutes Approved On

JUL 11 2018


Clerk/Deputy Signature