

MOSCOW FARMERS MARKET COMMISSION



Adam Reed
Commission Chair

~Minutes~

Jen Pfiffner
Staff Liaison

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

**Tuesday
August 7, 2018**

4:00 PM

**City Council Chambers
206 E Third St**

The meeting was called to order at 4:05 PM

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

ABSENT: Jeremy Ritter, Colette DePhelps,

ALSO IN ATTENDANCE: Jen Pfiffner, Staff Liaison; Amanda Argona, Community Events Manager; Katheryn Bonzo, Council Liaison; DJ Scallorn, Arts Assistant; Steve Peterson, University of Idaho Associate Clinical Professor of Economics; Kathleen Burns, Arts Director;

Welcome and Attendance

Chair Reed called the meeting to order.

1. Approval of Farmers Market Commission July 11, 2018 Minutes

Pierce moved that the minutes be approved as presented; Hill seconded approval of the July 11, 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.

Heath said a person spoke to her on Saturday about wanting the market to stay open later because she has problems and can't come sooner.

Pierce mentioned that there were no corn vendors at market on Saturday. Argona said the market's corn vendor is currently between varieties and will return when his next crop is ready and that other vendors who have sold corn in the past have not yet applied for this season.

Muneta said that the September 8th RMA date will be on the same day as the Latah County Human Rights Task Force's Human Rights Day and expressed concern that the RMA may decrease attendance for the Human Rights Day. Discussion ensued regarding: how the RMA September date was announced at previous Commission meetings, how the date is scheduled around availability for key personal and cannot be moved, and how the two events could cross promote during the day. The Commission came to consensus to have Muneta and Argona meet before the September 8th events and work out an ideal location for the Human Rights Day booth and how to promote the event (press release, social media, signage, etc.).

3. RMA Assessment Report – Colette DePhelps

Report on July 28 RMA activities and an update on the August 11 process.

August 11 Overview:

As with our first RMA, the day will start with an orientation to the RMA process at 7:30 a.m. If you can't make it that early or sign-up for a later shift, don't worry, just arrive 10 minutes before your shift for a brief orientation. There are two volunteer opportunities for the August 11 process:

1) Dot Posters - there will be four posters, four questions. Your job is to ask people to "take a second to help out the market" by "doing the dots" and handing them a sheet of 4 stickers to use answering the questions, and to make sure they use one dot per poster. If you sign-up for the dot posters, you will also be asked to do the walk-through assessment there's no need to sign-up for both.

2) Walk-through Assessment - take a walk through the market and record your observations about vendors & product mix, atmosphere and the physical site. Record comments you hear people making. Constructive Comments and Observation Forms and clip boards will be provided. If you don't want to do the posters, just sign-up here.

The link to sign up is: <HTTPS://WWW.SIGNUPGENIUS.COM/GO/60B0445ABA62EA0F49-AUGUST>

ACTION: Receive report.

Peterson said the July 2018 RMA data showed a little over 10,000 adult customers attended the market with a projected total of 262,000 customers attending during the market season. Discussion ensued regarding how the attendance counts have increased over the RMA counts in the Jackson Street Parking Lot and how these results show how the market has grown since being established on Main Street.

4. 2017 Season Report – Amanda Argona, Community Events Manager

A history of Market metrics to be presented including annual statistics for the Market.

ACTION: Receive the report.

Pfiffner reported on the 2017 Season (including 2017 and historical data) saying that 2017 was the:

- First year with a full time market manager
- First year of operation under the newly finalized strategic plan
- ADA policy was researched
- Jury processes was reviewed
- Market was transitioned from the Arts to a Community Events Division
- Fee structure was reviewed
- Vendor definitions were revised
- Policies were reviewed
- A service dog promotion (Midas the Guide Dog)

Things to look at during the off-season are the sidewalk café space in Friendship Square and a proposal for expansion of the market boundaries.

Overview on programming: Eat Smart Idaho produce tasting, musicians, Chefs at the Market, chess, 350+ dogs redirected, 50+ smokers redirected, and 700+ science kits handed out with CALS.

The Vendor count over the past few years (2014 – 2017) has shown steady growth in produce and meat vendors.

Sales reports over the past few years (2014 – 2017) has shown a decrease in sales in 2017 (possibly due to the wetter growing season and other outliers), the sales reports have shown consistency with over \$1,000,000 in sales each year, and that the total sales for 2018 are expected to be higher due to a higher attendance.

Financial Assistance Programs show data for EBT, Fresh Bucks, WIC, and SFMNP data. From 2017 to 2016 growth was seen in the WIC and Fresh bucks program.

Market Costs and Revenues show data for the market over the past few years (2014 – 2017). The costs show the expenditure for new sound equipment purchased in 2017, staffing costs (which changed when the market split from the Arts), programming costs, and commodity/service costs. A total market cost for 2017 was \$130,008 which is in line with previous years. Vendor revenue from vendor fees in 2017 was \$46,138 which was close to previous years. General fund support in 2017 was \$83,870 which is in line with other years. Fee increases were accounted for in 2014 and 2016.

5. Moscow Farmers Market Metrics Proposal - Jen Pfiffner, Assistant City Supervisor

A proposal for metrics for annual reporting purposes based on historical reporting and strategic planning initiatives will be provided for Commission discussion.

ACTION: Discuss proposed metrics and provide feedback to staff.

Pfiffner reported that metrics to look at moving forward are vendor counts, sales reporting, financial assistance program, market cost and revenues, volunteer counts, speaker wall attendance, incidents, vendor survey, and the business survey. Discussion ensued regarding the importance of knowing the types of vendors that are in the market and how these have changed year to year, how many market vendors attend, and how many spaces vendors occupy each market day.

6. Farm Visit Schedule And Questions - Amanda Argona, Community Events Manager

Farm visit schedule to be presented.

ACTION: Receive schedule and provide staff feedback as appropriate.

Argona referenced a handout showing the vendors visited from 2013 to 2017 and a list of potential vendors grouped by region. Argona recommended that the Commission select one tour group to visit this season and look at visiting more groups next year. Discussion ensued regarding if there were any specific vendors that should be visited this year. Argona said a vendor had been brought up and that they could be visited with the Eastern WA/Norther OR group. Reed asked who would participate in the visits. Discussion ensued regarding including market staff, Pierce, DePhelps, Hill, and Carroll. The consensus was to have Argona schedule the vendors being visited for a specific day/times (likely in late September or early October) and let the group know.

[Hill left the meeting]

7. Manager's Report And Immediate Market Concerns - Amanda Argona

A report on the operational issues at the Moscow Farmers Market.

Argona reported that Zack Ellis filled in for her Saturday, August 4th while she was out of town. The market went smoothly and Zack dealt with issues that arose (a dog pooping in the market and redirecting over 20 dogs).

Argona recommended that the Commission review the youth vendor policies for the 2019 season. There are over 20 registered youth vendors this season with no policy stating a location in the market for this group to be, limiting the number of youth vendors that can attend any given market, giving a date/time to request space by, designating booth space, and no minimum age. The Commission came to the consensus to review the youth vendor policy for the 2019 market.

[Ford, Peterson, and Burns left the meeting]

8. Proposed Item For Future Agendas

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

- Business Survey Map and Conversation Starter Questions
- Farmers Market Commission Representation

- 2019 Vendor Fees

9. Upcoming Meetings & Events

- Second RMA – August 11
- Moscow Farmer Market Commission Regular Meeting – September 4
- RMA Customer Count – September 8

An email will be sent out to determine if there will be a quorum for the September 4th Commission meeting (the day after a holiday) so the meeting day can be adjusted if needed.

The meeting adjourned at 5:39 PM

Minutes Approved On

OCT - 2 2018

D. Scallen
Clerk/Deputy Signature