

MOSCOW FARMERS MARKET COMMISSION



Adam Reed
Commission Chair

Regular Meeting
~Agenda~

Jen Piffner
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

Welcome and Attendance

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

Documents:

[MINFMC20180711.PDF](#)

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.

3. RMA Assesment 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](https://www.signupgenius.com/go/60B0445ABA62EA0F49-AUGUST)

ACTION: Receive report.

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.

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.

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.

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

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

8. Proposed Items For Future Agendas

Commission members may email Jen Pfiffner (jpgiffner@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 Farmers Market Commission Regular Meeting - September 4
- RMA Customer Count - September 8

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



Adam Reed
Commission Chair

Rescheduled Regular Meeting
~Minutes~

Jen Pfiffner
Staff Liaison

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

**Tuesday
July 11, 2018**

4:00 PM

**City Council Chambers
206 E Third St**

The meeting was called to order at 4:10 PM

PRESENT: Jamie M. Hill, Joann Muneta, Erin Carroll, David Pierce, Jenny Ford,

ABSENT: Jeremy Ritter, Adam Reed, Linda Heath, Colette DePhelps,

ALSO IN ATTENDANCE: Jen Pfiffner, Staff Liaison; Amanda Argona, Community Events Manager; Jenine Estlick, AmeriCorps Volunteer Coordinator; Katheryn Bonzo, Council Liaison; DJ Scallorn, Arts Assistant; Steve Peterson, University of Idaho Associate Clinical Professor of Economics;

Welcome and Attendance

Vice Chair Hill called the meeting to order in Chair Reed's absence.

1. Approval of Farmers Market Commission June 5, 2018 Minutes

Pierce moved that the minutes be approved as amended; Carroll seconded approval of the June 5, 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.

No public comment.

3. Latah County Historical Society Oral History Project – Jamie Hill

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.

A Sub Committee met and discussed the Oral History Project. A timeline on how to conduct interviews was determined, a set of questions to ask was brainstormed, places to conduct the interviews were considered, and a list of people to interview was started. The next meeting will be the end of July. Discussion ensued regarding interviewing a City Council member, sending out a press release to gather names of those interested in being interviewed, and interviewing founding vendors / key community members. Hill asked the Commission to email additional ideas to her.

4. RMA Assessment Sheets - Colette DePhelps

Report and update to the Commission on the 2018 Rapid Market Assessment (RMA). Assessments

are planned for July 28 and August 11 for full RMA and customer count event is scheduled for September 8. RMA Assessment sheets will be shared for feedback.

ACTION: Receive report and provide direction as needed.

In DePhelps absence, Peterson said he had been working with Ford and DePhelps to develop an Assessment Sheet. The goals of the RMA are to get customer counts, peak counts before and after the students' return, where people come from, etc. Hill asked Peterson or Ford to contact the Commission if help is needed with the July RMA.

5. Farm Visit Schedule and Questions – Amanda Argona

The annual farm visit schedule has been developed for discussion.

ACTION: Discuss and provide direction as appropriate.

Over the past several years, annual visits of farms operated by Market Vendors have been conducted by Market Staff. These visits have included representatives from the Commission and University of Idaho Extension. Argona asked the Commission to email her if they had any recommended farms to visit this season. Staff will begin looking at what farms have / have not been visited, will create a list of farms to visit this season, and will communicate with these vendors to arrange days / times for the visits to be conducted. Farms will be grouped by region and multiple locations will be visited in the same day. In the past a site verification report has been completed for each location. Argona will email the current draft of this form to the Commission to review before the visits are conducted so any needed changes to the form can be made. Argona asked for volunteers from the Commission to participate in the upcoming visits. Pierce and Hill volunteered.

6. Manager's Report and Immediate Market Concerns – Amanda Argona

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

In the Vendor Handbook, additional information needs to be included regarding performance buskers. Currently there is no information in the policies on the size of the busker spaces or specific details about this vendor type. Argona said she will present a plan prior to the 2019 season to include performance space at 5th Street. This space will accommodate larger performance groups and may draw more patrons to that part of the Market. Discussion ensued regarding: where buskers are currently assigned space in the Market, looking at changes to implement for 2019, and adding an orientation for buskers (video vs in person).

Issues to look at are: some members of the public (usually people from out of town) have started entering Main Street prior to 2 pm when the Street is not yet open to more than vendor vehicle traffic and needing to update signage now that the City Council has revised the policy on animals.

[Ford and Peterson left the meeting]

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
- 2017 Farmers Market Season Report
- Market Metrix Proposal
- 2019 Vendor Fees

8. Upcoming Meetings & Events

- Moscow Farmers Market Commission Regular Meeting – August 7
- August Jury – August 8
- RMAs – July 28 and August 11
- RMA Customer Count – September 8

The meeting adjourned at 5:23 PM