

MOSCOW FARMERS MARKET COMMISSION



Adam Reed
Commission Chair

~Minutes~

Jen Pfiffner
Staff Liaison

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

**Tuesday
October 2, 2018**

4:00 PM

**City Council Chambers
206 E Third St**

The meeting was called to order at 4:09 PM

PRESENT: Linda Heath, Joann Muneta, Erin Carroll, Colette DePhelps, David Pierce, Adam Reed, Jenny Ford

ABSENT: Jamie M. Hill

ALSO IN ATTENDANCE: Jen Pfiffner, Staff Liaison; Kathryn Bonzo, Council Liaison; Davy Frogley, AmeriCorps Programs Coordinator; DJ Scallorn, Arts Assistant;

Welcome and Attendance

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

1. Approval of Farmers Market Commission August 7, 2018 Minutes

Pierce moved that the minutes be approved as presented; Ford seconded approval of the August 7, 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 parts of the Vendor Handbook regarding loading out and breakdown of a vendors booth need to be reviewed for the 2019 season. The Commission came to the consensus to have the newly formed Policy Sub-Committee discuss the load up policy for the 2019 season.

[Reed arrived to the meeting]

DePhelps said she noticed an error in the recently approved minutes. The minutes were corrected as requested. Pierce moved to amend the minutes that had previously been approved. Ford seconded. Motion passed.

3. Business Survey Tool and Plan (ACTION ITEM) – Jen Pfiffner

The current iteration of Main Street & Market Relationship Survey questionnaire has been developed with the Commission's input and consideration. Previous Commission discussion has recommended conducting in person conversations with the various businesses that are open during Market Hours on Main Street from Third to Sixth Street. Staff will provide a list of businesses to be included in the survey to work with Commission members and staff in coordinating collection of the information.

ACTION: Review draft questionnaire and accept as presented or take such other action deemed

appropriate.

Pfiffner passed around a list of downtown businesses for the Commission to consider including in the survey and asked if there were any changes to the Business Survey Questionnaire as presented in the packet. Discussion ensued regarding: the wording of questions, how many questions to include on the survey, how to leave businesses with contact information for the market, and whether or not to mail a postcard to the businesses prior to Commission members showing up with the survey.

Pfiffner read the amended survey questions. Reed called for a motion on the survey questions. Ford moved to accept the survey as amended. Peirce seconded. Muneta abstained. Motion passed.

Ford asked about the businesses on the list to visit and whether the list should include businesses on the outside corners and alleyways of the market footprint. Discussion ensued regarding: what businesses to add to the list, whether to send written surveys to some businesses and conducting one-on-one interviews with others, and having the Moscow Chamber of Commerce contact the businesses prior to the survey date. The Commission came to the consensus to include the surrounding businesses. Additionally, it was determined that pre-survey contact would be preferable. Ford volunteered to have the Moscow Chamber of Commerce contact the businesses one-on-one and hand deliver a post card with information regarding the survey. Staff will develop the post card and coordinate with Ford for distribution.

4. Development of Review Sub-Committees (ACTION ITEM) – Jen Pfiffner

With the close of the 2018 Market Season, planning for updates to policies and fee schedules and soon be underway. Following Commission direction from the previous year's update process, development of sub-committees to review recommendations, discuss and provide recommendations to staff in formulation of a formal recommendation to the entire Commission for these projects is proposed. Sub-committees are needed for review of the Vendor Handbook and Policies as well as the fee structure for the 2019 Season.

ACTION: Authorize and appoint individuals as appropriate for a Vendor Handbook and Policies Sub-Committee and Fee Structure Review Sub-Committee.

Pfiffner explained the Community Events Manager will be heading up two sub-committees, one will discuss policy and the other fees. Both groups will report back to the full Commission. Reed called for volunteers for each Sub-Committee. Additionally, it was recommended that a Communication Sub-Committee be developed as well.

Policy Sub-Committee: Pierce; Health; and Muneta

Fee Sub-Committee: Reed; Hill; and Carroll

Pierce moved to establish the Sub-Committees as outlined. Ford seconded. Motion passed.

5. Manager's Report And Immediate Market Concerns – Jen Pfiffner

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

- Farm Visits
- Homecoming

With the transition and lateness of the year, DePhelps noted it would be better to conduct the farm visits June to September 2019. DePhelps said she and Daniel Stewart looked at reworking the farm visit form before he left. Discussion ensued regarding: having the Policy Sub-Committee start looking at the form in January 2019, adding farm visit schedule to the Vendor Handbook for 2019, and having staff begin scheduling the farm visits in January 2019. The Commission came to the consensus to have the farm visits on the agenda for November.

Pfiffner said the Homecoming market will be in the parking lot.

6. 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
- Policy Updates for 2019 Season
- Vendor Fees for 2019 Season
- Layout Discussion
- Jury/Farm Visit Process

7. Upcoming Meetings & Events

- Moscow Farmer Market Commission Regular Meeting – November 6, 2018

The meeting adjourned at 5:46 PM

Minutes Approved On

DEC - 4 2018

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Clerk/Deputy Signature