

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair

~Minutes~

Amanda Argona
Staff Liaison

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

**Tuesday
September 03, 2019**

4:00 PM

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

The meeting was called to order at 4:02 PM

PRESENT: Colette DePhelps, Joann Muneta, Jamie M. Hill, Jenny Ford, Kelly Kingsland, Kerry Morsek, Renee Love

ABSENT: Linda Heath

ALSO IN ATTENDANCE: Amanda Argona, Staff Liaison; Brandy Sullivan, Council Liaison;

Welcome and Attendance

Chair Hill called the meeting to order.

REGULAR AGENDA

1. Approval of Farmers Market Commission July 10, 2019 Minutes (ACTION ITEM)

Love moved that the July 10, 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.

Argona stated that there was an At-Large representative opening on the Commission. Members asked if the at-large seat needs to be an individual living within the city's limits, or may they reside with in Latah County. Argona said she will clarify with the City Clerk and refer to the City Code for the commission.

DePhelps asked for clarification about a jury participant from the final market jury. She inquired as to whether they have not been accepted because their products advertised the 'Moscow Farmers Market' name, or was it due to quality. Argona and Hill, who were both in attendance at the final jury, indicated that it was due to quality and not a branding issue. Commission members expressed the need to protect Market brand and identity. Muneta asked about branding policies for the City and Hill relayed that the feedback she received was that the whatever the Market's 'brand', it would follow the City's parameters and guidelines in regards to use. Discussion ensued about other events using City of Moscow logos and brands and lack of policy for use of the 'Moscow Farmers Market'. The Branding subcommittee resolved to meet before end of the month or October 10.

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.

Hill recapped the Downtown Business Survey project and how the Commission came about to drafting a letter.

DePhelps requested for the entire commission roster to be included. Muneta asked for softer language in regards to the Market “taking over Main Street”. She also requested that the public comment period be included in the letter as a way for business owners to interact with the Commission with Market concerns. Argona stated that the Commission has a generic email that may be included as well (fmc@ci.moscow.id.us). Kingsland suggested a little more of an introduction on why the Commission is sending out the letter. Love asked for inclusion of the date and addition of the business address. Ford indicated that Moscow Chamber of Commerce staff may be enlisted to assist with confirming addresses and contacts. Argona will send a list of the businesses to Ford and the Moscow Chamber of Commerce. Morsek also suggested directing business owners to the City website for agendas and minutes.

Love asked if there is data available on how many visitors frequent downtown businesses on a Market day. Argona indicated that there have been questions asked about whether visitors in the Market plan to do additional downtown shopping, but no specific data on foot traffic into businesses.

Councilmember Sullivan indicated that this letter will be an excellent gateway for business owners to share their feedback about the Market, and how their business may be impacted, whether positively or negatively. It was suggested that the economic report be posted on the Farmers Market webpage, include the website address in the letter, and to direct business owners to view it.

Love moved to accept the draft letter with the revised changes. Ford seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

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.

The City releases a biennial Commission Survey to randomly selected residents, with the last Commission Survey distributed in 2017. Argona prepared previous Commission Survey questions for the Commission to review and to help determine what questions they are interested in asking this year.

DePhelps asked for clarification about the data regarding “The most important reason for attending”. Argona indicated in the data notes that residents were able to select more than one answer in this question. Discussion ensued about leaving the question “Did you attend the Moscow Farmers Market in 2019?” on the survey, but to better word the follow-up question.

Sullivan provided insight as to what other commissions are asking residents. As an example, some commissions asked what was the most important issue for their commission to focus on. On the next Commission Survey, they followed up with questions on how best to tackle these identified important issues.

Discussion ensued about how to use the current data, and how to use the feedback to guide further questions. Kingsland asked why we would ask these questions and Argona expressed that these questions could assist in guiding Market policies, philosophies, and values. Sullivan said the feedback may be used to support policy changes.

Discussion ensued about how to word a question centered around the concept of local. DePhelps suggested putting forth how residents define local with a list of air miles for possible answers, and then following up that questions with “how important is it for the Market to prioritize ‘local’?”. Discussion ensued about whether this question is the best for the Commission survey. After spirited discussion, Hill suggested that a deeper dive into the local concept may be needed before fielding this question. Morsek suggested listing potential changes to the Market or it’s policies on the survey to gauge resident support.

Hill read the Market’s mission statement to the commission to help reset the discussion due to time. She proposed keeping the two questions from the previous Commission Survey and submitting those for 2019. Love motioned to keep the questions from last year; Kingsland seconded. Discussion ensued about wording these two questions better.

For question 1, Argona suggested aligning the vendor categories with current Market policies and merging two responses to encompass visitors that come to the market to “socialize”. It was also determined to remove the selection “Nothing else to do”, as commission members felt like that was not helpful feedback. Question 1 would read as the following:

1. Did you attend the Moscow Farmers Market in 2019: Yes No
 - a. If yes, the *two* most influential reasons for your attendance were to:
 - i. Experience live entertainment
 - ii. Participate in educational activities and programs
 - iii. Purchase agricultural products
 - iv. Socialize
 - v. Purchase non-agricultural arts/crafts
 - vi. Shop at downtown businesses
 - vii. Purchase non-agricultural prepared/processed foods

For question 2, DePhelps suggested removing the neutral rating from the Likert scale for better data and also having the vendor categories updated to reflect current standards. Commission members agreed to compromise on the local concept questions by adding a component asking residents their satisfaction with sourcing vendors and their products from a 200 air-mile radius. Argona suggested changing interactions with farmers to interactions with vendors. Question 2 would read as the following:

2. Please rate your satisfaction of the following components of the Moscow Farmers Market:
 - a. Location
 - b. Hours of operation
 - c. Physical size
 - d. Parking availability
 - e. Cleanliness
 - f. Accessibility
 - g. Live entertainment
 - h. Educational programs & activities
 - i. Prices
 - j. Booth layout
 - k. Variety of products
 - l. Quality of products

- m. Interactions with vendors
- n. Sourcing of vendors and their products from a 200 air-mile radius
- o. Number of agricultural vendors
- p. Number of non-agricultural vendors that offer prepared/processed foods
- q. Number of non-agricultural vendors that offer arts/crafts

Love amended motion her motion to include the changes discussed by the Commission; Muneta seconded amended motion. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

REPORTS

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

Tabled due to time restrictions.

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

The meeting adjourned at 5:35 PM

Minutes Approved On


 OCT 1 2019
 Clerk/Deputy Signature