

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Agenda~

Amanda Argona
Staff Liaison

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

Tuesday, December 3, 2019

4:00 PM

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

WELCOME AND ATTENDANCE

REGULAR AGENDA

1. Mission of the Moscow Farmers Market

The Moscow Farmers Market celebrates life on the Palouse by providing the community with the opportunity to buy and sell locally farmed and/or created agricultural products (e.g., crops, meat, cheese, wine, etc.), distinctive handmade goods, artisan pieces, and original recipe cuisine. This venue is meant to encourage and support sustainable economic, social and environmental practices.

2. Approval of Farmers Market Commission October 1, 2019 Minutes (ACTION ITEM)

3. 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.

4. Farmers Market Commission Election Nominations

Commission members may nominate another member or self-nominate for the positions of Chair and Vice-Chair.

5. Branding Sub-Committee Update (ACTION ITEM) – Hill and Ford

The Branding Sub-Committee met to discuss the project scope of establishing a visual representation of the Moscow Farmers Market identity. The proposed scope of work is attached along with proposed phases.

PROPOSED ACTIONS: Review and accept the proposal or take other such action as deemed appropriate.

6. Policy Sub-Committee Update (ACTION ITEM) – Love, Kingsland, and Muneta

The Policy Sub-Committee meets each year to review current policies. The purpose of the sub-committee is to eliminate and remove redundancy where necessary; clarify and more explicitly state policies where necessary; discuss revision/additions, all while keeping the policies aligned with the mission and vision of the market. The sub-committee has met twice and completed its first set of revisions.

PROPOSED ACTIONS: Review current proposed revisions and accept as presented or take such other action as deemed appropriate.

REPORTS

1. Strategic Planning Update – Jen Pfiffner

City of Moscow staff were recently trained on the use of strategic planning software. The software will help better track strategic planning goals, changes to actions and strategies, etc.

ANNOUNCEMENTS

1. Farmers Market Commission Representation Required

- Thursday, April 9, 2019 – Annual Vendor Orientation

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 January 7, 2020 at Moscow City Hall in the Council Chambers.

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



Jamie Hill
Commission Chair

~Minutes~

Amanda Argona
Staff Liaison

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

**Tuesday
October 01, 2019**

4:00 PM

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

The meeting was called to order at 4:02 PM

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

ABSENT:

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 September 3, 2019 Minutes (ACTION ITEM)

Ford moved that the September 3, 2019 minutes be approved as presented; Love 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.

An email message from the City of Moscow was recently sent to the Council, Commission members, and City staff about a public records request. Muneta expressed concern that the contents in her private email regarding Commission business would be subject to these types of requests. Sullivan clarified that this is a request and Commission members cannot be made to turn anything over due to their status as volunteers. Sullivan also mentioned that the City is looking at available options to avoid future issues.

Argona stated that a few agricultural vendors have inquired about selling products at the Market that are comprised of items they grew but are processed by a third-party. One example is a vendor that has an excess of plums that can be turned into jam. This would allow the vendor to have product to sell in the beginning of the season until the bulk of their produce is ready to bring to Market. The vendor indicated that they would not be processing the product themselves. The Commission came to the consensus to look at this issue further during Policy Sub-Committee meetings.

3. Sub-Committee Assignments

Each subcommittee will have a minimum of two members and a maximum of four members from the Commission. Argona will be present at all sub-committees as the staff liaison.

The Commission members volunteered to serve on the following sub-committees:

Fees – Muneta, Morsek, and Heath
Policies – Love, Muneta, and Kingsland
Branding – Hill, Ford, DePhelps, and Love
Craft and Food Jury – Heath, Morsek, Kingsland (rotating), and DePhelps (rotating)

REPORTS

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

DePhelps shared photos of the visits conducted in April and shared details about the farms visited.

[Morsek and Muneta left the meeting]

ANNOUNCEMENTS

1. Farmers Market Commission representation required (10 minutes)

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

DePhelps said that she is unavailable to conduct the final RMA customer count at the Market on October 26. She is requesting to have four volunteers from the Commission to complete this final customer count. Ford, Morsek, and Sullivan volunteered. Argona said that she will ask Market volunteer Emma Anderson, and that the current AmeriCorps member may be available if needed. Discussion ensued regarding what the count would entail.

DePhelps indicated that an additional volunteer would be needed to help with StoryCorps on October 26. DePhelps asked the Commission if this was still a priority as there has been very little Commission member involvement. Hill reminded the Commission that the StoryCorps Marketside Chats were initiated to begin collecting stories about the Market in preparation for the Market's 50th anniversary. The hope of the interviews would be to collect stories from folks who started the Market, anchor vendors, and the general public. The consensus was that Commission members would not be available and to cancel the October StoryCorps Marketside Chat session. Discussion ensued regarding the desire to have the recordings as a way to capture Market history. Vendors on the Commission indicated that unless they have additional employees, it is very difficult to leave their booths. Heath indicated that she would grant an interview if someone came to her booth. DePhelps said that it is difficult to get a quality sound recording inside the Market footprint due to the natural commotion of the Market. Vendor Commission members all agreed that the best time to interview vendors is during the winter.

[Hill left the meeting]

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 November 5, 2019 at Moscow City Hall in the Council Chambers.

The meeting adjourned at 5:35 PM

MOSCOW FARMERS MARKET COMMISSION



2019 Branding Sub-Committee

- Jamie Hill, Chair and At-large representative
- Jenny Ford, Chamber of Commerce representative
- Colette DePhelps, UI Extension representative

Project Scope

The Farmers Market Commission and Moscow Farmers Market staff recognize that the Moscow Farmers Market is a core component of the greater Moscow identity, contributing to the look and feel of the community. After more than forty years in operation, both Commission members and staff believe that developing a visual representation that captures and protects the Market's identity, while also providing additional revenue to the Market, is an effort worth pursuing.

The mission of the Moscow Farmers Market is to celebrate life on the Palouse by providing the community with the opportunity to buy and sell locally farmed and/or created agricultural products (e.g., crops, meat, cheese, wine, etc.), distinctive handmade goods, artisan pieces, and original-recipe cuisine. This venue is meant to encourage and support sustainable economic, social and environmental practices.

The Market's core values encompass the following:

Access: Providing access to locally grown produce, foods, unique hand-made goods and their producers.

Economic Opportunity: Contributing to the greater Moscow economy with emphasis on assisting local, small, independently owned, and start-up enterprises.

Community: Building community by welcoming all residents and visitors, and providing a safe space and opportunity for community engagement, interaction, entertainment, and cultural enrichment.

Information: Increasing awareness of, and providing education about and in support of health and wellness practices, regional agriculture, sustainability, and sound environmental practices.

Stewardship of the Moscow Farmers Market is a collaboration between members of the Farmers Market Commission, Moscow Farmers Market staff, and vendors, and honors a longstanding legacy as a weekly, community gathering place for producers, makers, performers, and patrons from May through October. The design tool kit to be developed will tie together the Market's identity as a beloved past time for both locals and visitors, while also paying homage to the Market as a leader in our region's food system in a tangible and consistent manner.

The design tool kit will be re-assessed on a five-year basis to ensure the Moscow Farmers Market continues to be on trend while being true to its mission and identity.

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The design tool kit will include a comprehensive style guide and design elements for items used in the day-of operations of the Market, in addition to merchandise and promotional items. A sample list of such items is provided below. Design elements shall be complementary to existing City of Moscow branding.

Equipment

- A-boards
- Radio Flyer wagons
- Yard Sale signs
- Tent banner
- Highway banners
- Main Street banner
- Vertical street and light pole banners

Merchandise

- Stickers
- Aprons
- Hats (baseball caps, trucker-style, beanies)
- T-shirts
- Sweatshirts
- Canvas totes
- Water bottles
- Coffee tumblers

Marketing

- Digital (social media, reader boards, etc.)
- Posters
- Postcards

The Moscow Farmers Market captures a variety of stakeholder investment from Market patrons, visitors, and vendors to businesses, non-profits, and entities that capitalize on the market as a welcoming, community event. Community buy-in will be key to a successful Market brand.

FY 2020

- **Phase I** – Determine immediate needs for 2020 season
- **Phase II** – Identify potential vendors for this service
- **Phase III** – Begin transition for full rollout in FY 2021

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2019-2020 Farmers Market Commission Policy sub-committee

Renee Love, Vice Chair and Specialty Food Vendor Rep.

Kelly Kingsland, Produce Vendor Rep.

Joann Muneta, At-Large Rep.

1. Clarifying market policy about farmers value-added products. **COMPLETED**
2. Addition of policy regarding vendor merchandise (11. Acceptable Merchandise, page 14). **COMPLETED**
3. Clarifying policy on use of market space, i.e. tent legs to the curb, encroachment, etc. (policies that are adjacent to this discussion: 5. Market Vendor Space, page 8). **TABLED**
4. Clarifying policy on what corner and truck spaces (policies that are adjacent to this discussion: 5. Market Vendor Space and/or 6. Market Fees). **COMPLETED**
5. Other items as identified by this sub-committee
 - a. Creation of buffer zone for Market (review City Code, Title 9, Chapter 11-Vendors).
 - b. Other Vendor types (i.e. Youth Vendors aging up, full space fees v. youth fees, and Busker/Performance Art Vendors.).
 - c. Set-up & Take-down enforcement
 - d. Creation of policy regarding current vendor signage within market footprint.
 - e. Clarifying policy on what constitutes a walk-through space and its uses.
 - f. Guidelines for jurying products informally at market (may move this to Craft and Food Jury sub-committee for review first).

29 OCTOBER 2019

ORIGINAL

Page 5. Value-Added: Market Vendors who produce the majority of supplies or ingredients for their processed goods and/or foods, which includes fibers, wood products, preserves, jams, jellies, ciders, beer, wine, syrups, salsas, smoked meats, cheeses, dried fruits and herbs, flours, oils, etc. The significant constituents of the product must be grown or raised on the producer's farm, ranch or market garden. Where possible, Vendors in this category must also be the processor of these value-added items.

PROPOSED REVISION

Page 5. Value-Added: Vendors who produce the majority of supplies or ingredients for their processed goods and/or foods, which includes fibers, wood products, preserves, jams, jellies, ciders, beer, wine, syrups, salsas, smoked meats, cheeses, dried fruits and herbs, flours, oils, etc. **Seventy-five percent of the product ingredients** must be grown or raised on the producer's farm, ranch or market garden. **If a Vendor is unable to process their items, then items are subject to the jury process unless required by law to use a third-party processor (i.e. meat products).**

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13 NOVEMBER 2019

NEW POLICY PROPOSAL

Page 14. Item 11. Merchandise: Vendors may supplement their products with a limited amount of merchandise depicting their business logo or brand. Vendors must clear potential merchandise by the Community Events Manager prior to bringing items to market.

ORIGINAL

Page 13. Item 3. Sale and Distribution of Non-Approved Items

The sale of non-approved items (such as canned or bottled water and soda etc.) is prohibited. The Market Manager has the authority to stop the sale of any non-approved item(s). Distribution by Vendors of literature, information or signage not related to Vendor's products or services, is prohibited.

PROPOSED REVISION

Page 13. Item 3. Sale and Distribution of Non-Approved Items

The Market Manager has the authority to stop the sale, distribution, or display of any non-approved item(s) such as canned or bottled beverages, literature, information, signage, etc. not related to the Vendor's products or services.

NEW POLICY PROPOSAL

Page 8. Item 5. Market Vendor Space sub-item c.

- c. Only Tier 3 Vendors may utilize motor vehicles or tow-behind trailers in their assigned space. Such usage will result in the Tier 3 Vendor being charged a vehicle surcharge fee. The Market defines motor vehicles and tow-behind trailers as any road-ready and licensed vehicle.
- d. A corner space is defined as a space within the Market footprint that has increased access to visibility due to the lack of ability to place another vendor next to the space. (Defined as a space with prime visibility that is not impacted by City infrastructure and lacks neighbors).

XX MONTH 2019