

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Agenda~

Amanda Argona
Staff Liaison

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

Tuesday, January 7, 2020

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 December 3, 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 Elections (ACTION ITEM)

Love and Hill accepted their nominations for Vice-Chair and Chair, respectively.

PROPOSED ACTIONS: Accept the proposed nominations or take other such action deemed appropriate.

5. Annual Vendor Orientation – Love and Argona (10 minutes)

There is interest between staff and commission members to create a stronger sense of camaraderie amongst vendors by providing light refreshments and requesting vendors to participate in an optional potluck. Staff has a small budget available for catering the required Vendor Orientation, as well as recognize vendors for their years of dedication. As a reminder Commission member attendance is requested and required at this event to assist with check-in and introduce the Commission to vendors. Suggestions are welcome at this time.

6. 2020 Craft and Food Jury Dates (ACTION ITEM) – Argona (10 minutes)

Due to the WSFMA Conference and room availability, the Community Events Manager is proposing hosting two Craft and Food Juries for the 2020 season. Suggestions are:

Friday, March 6 – Fiske Room Only (limit to 10 sign-ups)

Friday, March 6 – Fiske Room & Arts Room with adjusted timeline of 12:00 to 3:00 p.m. (15 sign-ups)

Friday, March 27 – Fiske Room & Arts Room with normal timeline of 3:00 to 6:00 p.m. (15 sign-ups)

PROPOSED ACTIONS: Review and determine Craft and Food Jury dates for the 2020 season or take such other action as deemed appropriate.

7. Prospective Vendor Request for Exemption from Craft & Food Jury Process (ACTION ITEM) – Argona (10 minutes)

The Market received a request from a vendor in Juneau, Alaska who is moving to Potlatch, Idaho on May 3, 2020 to start a small farm business. As an alternative to the Craft & Food Jury process, the vendor has requested if the Market would consider letters of recommendation from market managers at markets they currently sell at, in addition to photos of their booth display, and product samples. If selected, the prospective vendor indicated that they would fly down for the Annual Vendor Orientation in April. The products include handmade soaps, solid lotion bars, and lip balms. They indicated that when their market garden is established they are interested in selling produce in the 2021 season.

PROPOSED ACTIONS: Accept alternative to the Craft and Food Jury process or deny alternative to the Craft and Food Jury process, or take such other action as deemed appropriate.

8. Washington State Farmers Market Association Conference (ACTION ITEM) – Argona (10 minutes)

The Farmers Market Commission has funds available for training and conferences. The WSFMA Conference is one opportunity identified by staff and the Commission for members to attend. This year's WSFMA Conference takes place in Tacoma, WA.

Conference costs

- 2/20, Thursday: Farmers Market “Boot Camp” for Market Managers & Board Members that sets new and returning market leaders up with the strong foundation they need to hit the ground running – \$60 includes lunch
- 2/21, Friday through 2/22, Saturday: Conference with market-specific workshops and networking with peers from the Pacific Northwest – \$260 includes some meals

Lodging costs

- Hotel Murano: \$149/ night (double occupancy)
- Travel costs
- Fuel: \$100
 - Other/misc.: \$50

Total estimated costs: ~\$750/commission member

Total Farmers Market Commission budget: \$2,000 (\$1,500 development; \$500 promotional)

PROPOSED ACTIONS: Select a Farmers Market Commission member to attend the WSFMA Conference using Commission budget or take such other action as deemed appropriate.

9. Policy Sub-Committee Update (ACTION ITEM) – Love, Kingsland, and Muneta (30 minutes)

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

ANNOUNCEMENTS

1. Farmers Market Commission representation required

- March/April 2019 – Love Your Farmer, Love Your Food (requested, not 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 February 4, 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
December 03, 2019**

4:00 PM

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

The meeting was called to order at 4:02 PM

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

ABSENT: Linda Heath,

ALSO IN ATTENDANCE: Amanda Argona, Staff Liaison; Brandy Sullivan, Council Liaison; Jen Pfiffner, Assistant City Supervisor; DJ Scallorn, Administrative Specialist; Marie Naar;

Welcome and Attendance

Chair Hill called the meeting to order.

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.

The Mission was read aloud.

2. Approval of Farmers Market Commission October 01, 2019 Minutes (ACTION ITEM)

Kingsland moved that the October 1, 2019 minutes be approved as amended; Morsek seconded. Motion carried.

Sullivan asked to have the minutes revisited to include an additional amendment. Kingsland moved that the October 1, 2019 minutes be approved as amended; Morsek seconded. Motion carried.

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.

Muneta shared with the Commission minutes from the March 2, 1981 Moscow Arts Commission meeting that includes some market history. The document was provided by current Arts Program Manager, Megan Cherry. In the document, Linda Pall inquired if the Moscow Arts Commission would be interested in overseeing the Moscow Farmers Market, with collected vendor fees going to the Moscow Arts Commission.

Muneta said she received an email indicating that she will not be reappointed to the Commission after her term ends at the end of this year. Discussion ensued regarding how Commission members are re-appointed, ways to advertise the open Commission seats, and how to include Muneta in future projects.

4. Farmers Market Commission Election Nominations

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

Hill called for nominations. DePhelps nominated Love as Vice-Chair. Love accepted the nomination. DePhelps nominated Hill as Chair. Hill accepted the nomination.

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.

Argona said the Branding Sub-Committee had drafted elements for a design tool kit to include in the comprehensive style guide. This visual representation would bring unity to the equipment used at the market, merchandise, and marketing. The first phase of the project is projected for 2020 and would address immediate needs. The additional phases would be included in the 2021 budget and purchased after the start of the new fiscal year. Clarification was made that the selected designer would develop a tool kit with fonts, colors, etc. to be used. Argona said if the Commission approved the list of design needs then the next step would be to assemble bids from designers for this project. The Commission would review the designers' portfolios and select an artist to work with. This person would then create the designs and components of the tool kit.

[Ford arrived to the meeting]

Discussion ensued regarding how some merchandising could be available in 2020, adding fabric sided rolling shopping carts and umbrellas to the merchandise list, and how to approach the project timeline.

DePhelps moved to approve the description and project scope for the branding solicitation. Kingsland seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

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 subcommittee 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.

The Policy Sub-committee met to review current policies, remove redundancy, and better align policy with the mission of the Market. A primary focus was the clarification of Agricultural Vendors in the sub-category of Value-Added, and whether these vendors that are unable to process the product(s) themselves are subject to the Craft and Food Jury even if they raised/grew a portion of the product's ingredients. Under the current policy, Agricultural Vendors in the sub-category of Value-Added are not subject to the jury process and their farm is scheduled for a site-visit. Discussion ensued regarding how current wording requires some products to be juried or exempt, how to better word the policy by re-evaluating the phrase "significant constituents", including the phrase "where prohibited by law," for

vendors that raise livestock but must use a USDA-inspected facility for processing, and the intention of the revision to clarify when a product is subject to the jury process.

Another recommendation was to address concerns of vendors selling merchandise. Discussion ensued regarding how there is currently no policy addressing vendor merchandise. Morsek suggested wording the policy so that the Community Events Manager has the authority to regulate vendor's merchandise. Muneta expressed concern that if it is up to the Community Events Manager to regulate, how can they ensure the policy will be implemented fairly to all vendors. Argona expressed that for issues that do not have a baseline or precedent established, she brings these items to the Commission. She also expressed that if a vendor feels they are being treated unfairly that they are able to bring their grievance to the Commission either through a commission member, or by attending a Commission meeting.

Other minor policy changes included the revision of item 3. Sale and Distribution of Non-Approved Items. A major addition to policies includes the proposal of restricting motorized vehicles to Tier 3 vendors. Kingsland mentioned that there have been non-season/Tier 3 vendors that have attended Market in previous years with a trailer. The Commission arrived at consensus to have the Policy Subcommittee re-visit the proposed policy revisions and incorporate the suggestions put forth at this meeting.

REPORTS

1. Strategic Planning Update – Jen Pffner

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.

Pffner presented a summary of the Moscow Farmers Market Strategic Plan and reported on plan aspects that have been completed or ongoing.

Hill asked for the report to be included on a future agenda for a more detailed discussion. DePhelps asked to have the discussion include what a needs assessment may look like for the Market's strategic plan.

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.

The meeting adjourned at 5:35 PM

MOSCOW FARMERS MARKET COMMISSION



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.

COMPLETED

1. Clarifying definition about value-added products.
2. Addition of policy regarding vendor merchandise.
3. Creation of truck, corner, and walk-through definitions.
4. Clarifying definition about Youth Vendors and Performance Vendors.

ON DECK

5. Creation of buffer zone for Market (review City Code, Title 9, Chapter 11-Vendors)
6. Set-up & Take-down enforcement
7. Creation of policy regarding current vendor signage within market footprint
8. Addition of potential ineligibility regarding lack of notice for Vendor Orientation.
9. Removal of Resale Produce policy.

TABLED FOR FURTHER RESEARCH

10. 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)

9 DECEMBER 2019

RE-VISITED POLICIES AS DIRECTED BY COMMISSION ON DECEMBER 2

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. The significant constituents of the product must be grown or raised on the producer's farm, ranch or market garden. **If a Vendor is unable to be the processor of their items and/or does not have complete oversight and ownership of the final product, then items are subject to the jury process unless required by law to use a third-party processor (i.e. meat products).**

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

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

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

MOSCOW FARMERS MARKET COMMISSION



POLICY PROPOSALS NOT REVIEWED BY THE COMMISSION

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 an additional vehicle surcharge fee. The Market defines motor vehicles and tow-behind trailers as any road-ready and licensed vehicle. The Community Events Manager may grant Tier 1 and Tier 2 vendors motor vehicle usage pending space availability and feasibility of access on a market-to-market basis.
- d. The Market designates certain spaces as corner and walk-thru spaces. The Market defines corner and walk-thru spaces as a space within the Market footprint that does not have a neighboring vendor on one side. Vendors occupying a space with this type of designation are subject to an additional corner surcharge fee.

ORIGINAL

Page 6. Youth Vendors:

Sprouts (ages 6-12) – Youth Vendors in this age category are limited to a three foot by three foot (3'x3') space located at the intersection of 5th Street and Main Street. A maximum of six (6) spaces will be available to Sprouts on a Market day.

Juniors (ages 13-17) – Youth Vendors in this age category may have the choice of a five foot by fifteen foot (5'x15') space in designated, available spaces located along Main Street in the Market Location. Juniors requesting an eleven foot by fifteen foot (11'x15') space will be required to jury their products or will submit to a site visit, as outlined in Appendix 6.

PROPOSED REVISION

Page 6. Youth Vendors:

Sprouts (ages 6-12) – Youth Vendors in this age category are limited to a three foot by three foot (3'x3') space located at the intersection of 5th Street and Main Street. A minimum of **three (3)** spaces will be available to Sprouts on a Market day.

Juniors (ages 13-17) – Youth Vendors in this age category **are limited to a five foot by five foot (5'x5') space located at the intersection of 5th Street and Main Street. Juniors may be assigned a shared five foot by fifteen foot (5'x15') space along Main Street pending availability.** Juniors requesting an eleven foot by fifteen foot (11'x15') space will be required to jury their products or will submit to a site visit, as outlined in Appendix 6. **Pending acceptance through these processes, Juniors will be subject to the Moscow Farmers Market Vendor Fee schedule in Appendix 3.**

ORIGINAL

Page 7. Performance Vendors (Buskers):

Any person or group of persons who provide entertainment in the Market by playing musical instruments, singing, dancing, speaking, face painting, balloon tying, etc. Commercial vending of products is not a “performance”. The Market reserves the right to designate locations for these activities in non-Vendor spaces. Performance Vendors will submit completed paperwork, outlined in the current registration form, prior to receiving a space assignment. The following apply to Performance Vendors:

- May only seek tips or donations.
- Shall only perform in designated areas.

MOSCOW FARMERS MARKET COMMISSION



- May not utilize tents, canopies, or umbrellas.
- Performance groups are limited to three (3) individuals or less.
- Amplification is prohibited unless authorized by the Market Manager.
- Hawking, swearing, and/or aggressive, lewd, and inciting language is prohibited.
- May not occupy the same, designated space for more than a two and one-half (2.5) hour time period.

PROPOSED REVISION

Page 7. Performance Vendors (Buskers):

The Market values the performing arts and has designed the Performance Vendor category to support emerging artists in developing their skills and audience at an affordable rate. The Market defines Performance Vendors as any person or group of persons who provide entertainment in the Market by playing musical instruments, singing, dancing, speaking, face painting, balloon tying, etc. Commercial vending of products is not a “performance.” This definition is not applicable to live entertainment scheduled in Friendship Square. Space availability is on a first come, first serve basis with sign-ups beginning at 7:45 am on Market day. Performance Vendors must complete and submit paperwork prior to receiving a space assignment.

Moscow Farmers Market staff reserve the right to designate locations for these activities in non-Vendor spaces, screen Performance Vendors for suitability, and rotate space assignments to create a varied atmosphere and ambiance for patrons, shoppers, and vendors. This Handbook generally applies to Performance Vendors. Adults, chaperones, guardians, and/or other family members in attendance with a Performance Vendor who is a minor shall also abide by this Handbook and subsequent policies, especially in decorum and etiquette.

All Performance Vendors shall adhere to the following:

- Complete and submit paperwork.
 - Performance Vendor registration form
 - Release and Hold Harmless form
 - ST-124 tax form
- Amplification is prohibited.
- May only seek tips or donations.
- Shall only perform in designated areas.
- May not utilize tents, canopies, or umbrellas.
- Limit their performance group to three (3) individuals or fewer.
- Hawking, swearing, and/or aggressive, lewd, and inciting language is prohibited.
- May not occupy the same, designated space for more than a two and one-half (2.5) hour time period.

MOSCOW FARMERS MARKET COMMISSION



13 NOVEMBER 2019

NEW POLICY PROPOSAL (REVIEWED BY COMMISISON ON 12/3; NOT APPROVED)

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 (REVIEWED BY COMMISISON ON 12/3; NOT APPROVED)

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 (TABLED BY COMMISSION FOR REVIEW 12/3)

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

- e. 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.
- f. 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).

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 (REVIEWED BY COMMISISON ON 12/3; NOT APPROVED)

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).**