

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 Piffner, 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 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.

Pfiffner 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

Minutes Approved On

DEC - 7 2020

Clerk/Deputy Signature