

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair

~Minutes~

Amanda Argona
Staff Liaison

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

**Tuesday
January 07, 2020**

4:00 PM

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

The meeting was called to order at 4:05 PM

PRESENT: Colette DePhelps, Jamie Hill, Jenny Ford, Kelly Kingsland, Kerry Morsek, Renee Love, Stu Scott

ABSENT:

ALSO IN ATTENDANCE: Amanda Argona, Staff Liaison;

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.

Hill requested DePhelps to read the mission of the Moscow Farmers Market.

2. Approval of Farmers Market Commission December 3, 2019 Minutes (ACTION ITEM)

DePhelps moved that the December 3, 2019 minutes be approved as presented; 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.

No public comment was received.

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.

DePhelps moved to accept the proposed nominations; Kingsland seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

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.

Argona requested feedback and ideas for this year's Annual Vendor Orientation. She indicated that Commission members may contact herself or Love with further thoughts. There was general consensus to have it the event be partially catered and partially potluck style, with outreach extended to HumbleBurger and Sisters Cookies in particular. Scott mentioned that there is a clean-up fee often associated with the rental of the 1912 Center if the commercial kitchen is used and this should be taken into consideration with the budgeted amount for the event. It was suggested to ask vendors to submit questions in advance of the meeting so staff can focus their time and efforts answering similar questions.

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.

Discussion immediately ensued regarding the dates. Morsek asked if there was particular reason that the dates have been on a Friday. Argona indicated that the Friday selection was only for uniformity in advertising. Morsek requested for other weekday dates to be looked at due to previous juries filling up. Scott asked some basic questions about the jury process. DePhelps voiced concern about the earliness of the 2020 juries versus previous years when there were one to two that were held during the Market season. Argona indicated that the reason staff is holding the juries so early in the year was to ensure that accepted vendors had a greater ability to make the Annual Vendor Orientation. She indicated that adding in vendors mid-season seemed to cause confusion as they were not taking the time to review policies and procedures prior to attending market. DePhelps suggested that this reasoning be formatted into policy. Morsek asked about how the Market advertises to the community. Argona said that her office will issue a press release, update the Season Announcements section on the Farmers Market webpage, and create a Facebook post.

Morsek moved that the dates and times of Fri., Mar. 6 from 12:00 p.m. to 3:00 p.m. and Fri., Mar. 27 from 3:00 p.m. to 6:00 p.m. be accepted, with an additional date added in March for a total of three juries for the 2020 season. Ford seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

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

Argona indicated that this request is being brought forth to the Commission as it may establish a precedent for future, prospective vendors. This is the first time since Argona has been the Community Events Manager that the Market has received this type of request. Love asked how Argona would feel about setting up their booth for them. Argona indicated that if the vendor sent their product, submitted a reservation form, and provided instructions on table set-up, she does not see an issue. DePhelps and Scott both agreed the prospective vendor had done their due diligence to be a part of market and seem to be very serious. Scott moved to have the vendor send their products and table set-up instructions to the Community Events Manager for their items to be juried. Love moved to amend the motion by requesting that this alternative still take place during one of the designated jury dates. Morsek seconded the amendment. The amended motion now read as accepting the vendor to send their products and table set-up instructions to the Community Events Manager to set-up during a designated jury date. Morsek seconded the amended motion. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

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.

Hill asked if commission members are available or interested in attending the WSFMA conference. Scott, DePhelps, and Morsek indicated that they were all unavailable during those dates. Love and Kingsland indicated that they were also unavailable or uninterested in attending. Hill indicated that she is interested, and would like to explore options for flying to cut down on travel time. She inquired about the value of attending the Boot Camp portion. Argona indicated that it is typically an overview for new market managers and/or new board members. Love motioned that the Commission send the Chair to the WSFMA conference. Kingsland seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

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 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.

At the December meeting, the Commission reviewed the first set of revisions and tasked the Sub-Committee with further review of this set. Love read the first policy the sub-committee was asked to revisit regarding the definition of Agricultural Vendors in the sub-category “Value-Added”.

The original definition was: “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.

The second revision that the sub-committee was submitting for approval read as: “Vendors who produce the majority 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).”

DePhelps asked for the clause ‘majority of’ be removed due to issues with recipe ratios (i.e. jellies may be made primarily of sugar, with fruit being the secondary ingredient, therefore making the fruit not a majority supply). Kingsland asked if this policy is creating an avenue for any agricultural vendor to bring any product as long as it contains product from their farm. Scott asked about functionality of grown versus processed. DePhelps stated that perhaps it is best for market customers to decide whether these products will do well or not. Discussion ensued about whether “Value-Added” is an applicable sub-category to Agricultural Vendors. Morsek said this policy seems more restrictive than the previous policy. Love moved to incorporate the proposed changes by DePhelps and accept the revision to read as: “Vendors who produce 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). DePhelps seconded. Motion passed.

The Commission tabled the second policy for review and reviewed the third policy proposed by the sub-committee. The original read as: “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.”

The second revision of this policy proposed for approval read as: “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."

DePhelps moved to accept this policy revision. Kingsland seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

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.

Love moved to adjourn. Scott seconded. Meeting adjourned at 5:36 pm.

Minutes Approved On

FEB - 4 2020

D. Scall
Clerk/Deputy Signature