

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Agenda~

Amanda Argona
Staff Liaison

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

Tuesday, March 3, 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 February 4, 2020 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. Review Farmers Market Poster Contest Submissions – Argona (ACTION ITEM)

The 2019 poster contest deadline closed on Wednesday, February 26th. The Poster Contest was distributed via press release, website update, Moscow Chamber of Commerce e-newsletter, Palouse Clearwater Food Coalition's e-newsletter, several Facebook announcements and reminders on the Moscow Farmers Market Facebook and City of Moscow Facebook, and through an all-vendor email.

PROPOSED ACTIONS: Select finalists or take other action deemed appropriate.

5. Vendor Requests – Argona

The Community Events Manager has fielded two requests from vendors regarding cooperative style booths:

a. Colter's Creek Winery: Colter's Creek Winery was previously a vendor in the Market but dropped out as they were not able to meet the Market's policies of having an owner present at Market per policy: page 11, item 2. Vendor Production and Location Rule "All Vendors shall be the grower/producer and shall conduct their growing/producing operations in a location not more than two hundred (200) air miles from the City of Moscow, Idaho." Jon Harding, assistant winemaker, is now a shareholder at Colter's Creek, effectively making him an owner of the Winery. Jon also indicated that the owner Melissa Sanborn will be present at some Markets, but the majority of the Markets would be attended by him. He indicated part of Melissa's inability to attend the Market three years ago was due to family commitments.

b. Peggy Fiske and Russ Wheelhouse: Peggy and Russ are interested in the feasibility of having a booth at Market that features artists in their cooperative. At the time the idea was presented to the Community Events Manager, Argona indicated that each artist would have to go through the Craft & Food Jury separately and become eligible vendors. Peggy and Russ indicated that they would be the primary contacts as 'owners' of the cooperative and pending acceptance through the Jury, would have artists and their wares under one tent at the Market. Argona fielded similar inquiries to this one, but no follow-up occurred when she reached out.

PROPOSED ACTIONS: Staff is seeking direction from the Farmers Market Commission to ensure these requests and the subsequent responses are aligning with the Moscow Farmers Market values, philosophies, and policies.

6. Farmers Market Commission at the Moscow Farmers Market and Rapid Market Assessments– Argona (ACTION ITEM)

The Community Events Division is scheduling commissions to table at the Moscow Farmers Market. In 2019, the Farmers Market Commission tabled on the same dates when Rapid Market Assessments (RMAs) and customer counts took place. Each City commission may select up to two dates to table at the Market. Available dates for tabling are:

- May 16 & 23
- June 6, 20, 27
- July 4*, 11, 18, 25
- August 1**, 8**, 15
- September 5, 19
- October 3, 10***, 17, 24, 31

*4th of July Celebration at the Moscow Farmers Market

**National Farmers Market Week celebration (Veggie Shimmy Dance Party and prize drawing on 8/1)

***UI Homecoming Parade (not available to other Commissions)

PROPOSED ACTIONS: Review and select dates for the Commission to table at the Market and conduct RMAs and customer counts or take such other action as deemed appropriate.

7. Returning Vendor Craft & Food Jury

Returning Moscow Farmers Market Vendors have the ability to add new products to their booth. An additional date of Fri., Apr. 17 from 3 to 6 pm was selected for these vendors. Due to the revisions of the current scorecard, staff is suggesting that the Craft and Food Jury Sub-Committee schedule a time to meet in March to adapt the current score card to returning vendors. Questions and discussion are welcome at this time.

REPORTS

1. Site Visits

Based on prospective vendor interest, the following vendors (alphabetical order) may receive a site visit between April and early Market season (May/June):

1. A Modern Plantsman, Colfax, WA
2. Clearwater Wildergrounds, Culdesac, ID
3. McClain's Meadows Veteran Farm, Potlatch, ID
4. Smoot's Flavor Farm, Pullman, WA
5. Ten Blue Bird Acres, Kooskia, ID
6. Viola Gardens, Viola, ID
7. Wing Over Farm, Moscow, ID
8. Roxanne B. (flowers), Troy, ID
9. Michelle C. (meat and dairy), Donnelly/Pollock, ID

ANNOUNCEMENTS

1. Farmers Market Commission representation required

- Wed., Mar. 4, 2020 – Love Your Farmer, Love Your Food (requested, not required)
- Fri., Mar. 6, 2020 – First Craft & Food Jury (Scott, Morsek, +2)
- Mon., Mar. 23, 2020 – Second Craft & Food Jury (Scott, Morsek, +2)
- Fri., Mar. 27, 2020 – Final Craft & Food Jury (Scott, Morsek, +2)
- Thurs., Apr. 9, 2020 – Annual Vendor Orientation
- Fri., Apr. 17, 2020 - Returning Vendor Craft & Food Jury

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 Tues., Apr. 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
February 04, 2020**

4:00 PM

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

The meeting was called to order at 4:05 PM

PRESENT: Colette DePhelps, Kerry Morsek, Renee Love, Stu Scott, Jamie Hill, Jenny Ford, and Mackenzie Lawrence present via conference call

ABSENT: Kelly Kingsland

ALSO IN ATTENDANCE: Amanda Argona, Staff Liaison; Anne Zabala, Council Liaison; DJ Scallorn, Administrative Specialist; Ryan Lazo

Welcome and Attendance

Vice-chair Love called the meeting to order due to Chair Hill's virtual presence.

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 January 7, 2020 Minutes (ACTION ITEM)

Scott moved that the January 7, 2020 minutes be approved as presented; DePhelps 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. Craft & Food Jury scorecard and eligibility revisions (ACTION ITEM) – Scott, Kingsland, Morsek, DePhelps (15-30 minutes)

Both staff and Commission members have received feedback about scorecard comments not reflecting what prospective vendors were actually being scored and evaluated for. The Market has currently used the same scorecard for the last five years with little to no changes or justification for the determined criteria. Staff has also observed confusion by judges for some of the criteria not being clear and requesting clarification on jury day. The proposed scorecard

revisions are an effort to increase objectivity, reduce subjectivity, update outdated practices, and align the scorecard to reflect Market core values and philosophies. Along with the proposed changes, there is a desire to keep the Market at a higher caliber, while maintaining accessibility, by increasing the eligibility score from 60% to 70%. Increasing the eligibility score has the potential to increase the diverse product mix without compromising the quality of products at Market (ultimate inclusion into the Market still lies with the Community Events Manager) and is still accessible to vendors venturing into direct markets and not exclusive.

PROPOSED ACTIONS: Review the revised scorecard and eligibility score and accept as presented or take such other action as deemed appropriate.

The Craft and Food Jury Sub-Committee met on Mon., Jan. 27 to review the current scorecard for the market, as well as proposed revisions by staff. An example of the current scorecard is included in Appendix 6 of the current Vendor Handbook. Argona clarified that the final draft will include titles of “Craft” and “Food” for the respective scorecards, as well as have a section for the final score. Proposed changes to the scorecards included:

- Removal of 8x10 photo requirement
- Developing criteria for each category
- Aligning the notes section to specific criteria
- Increasing the passing score from 60% to 70%
- Changing the original matrix of 0 (poor), 5 (below average), 10 (average), 15 (good), 20 (excellent) to 0 (poor), 1 (average), 2 (excellent)
- Removal of product mix as a scoring category from the proposed revisions
- Increasing the sourcing category from one to two criteria, thereby increasing the points from two to four.
- Combining the criteria of “Flavor” and “Aroma” in the Food scorecard to accommodate potential dietary restrictions and allergies for judges.
- Removal of food safety practices from proposed revisions of the Food scorecard due to prospective vendors required submittal of the Food Risk Assessment form from the Public Health Department.

The proposal to remove “Product Mix” as a category was due to the fact the Community Events Manager knows the number of vendors in each vendor category and types of products currently offered at Market. DePhelps moved to approve the new scorecard for prospective Food vendors with the inclusion of verbiage that denoted the scorecard for food and a section for the final score at the bottom. Scott seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

Discussion ensued about materials being sourced within the 200-air mile radius. Scott commented that the quality of glass that he sources is outside the 200-air mile radius and inquired how this criteria might affect vendors looking for a particular quality. The consensus was that a prospective vendor may score lower in one category, or higher in another, but one low score may not affect their overall eligibility with the Market. Morsek moved to approve the craft scorecard with the inclusion of verbiage that denoted the scorecard for craft and a section for the final score at the bottom. DePhelps seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

DePhelps moved to increase the eligibility score for the Moscow Farmers Market from 60% to 70%. Scott seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

5. Policy Sub-Committee Update (ACTION ITEM) – Love and Kingsland (60 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 on four occasions and completed revisions and/or proposals on eight items in/for the Vendor Handbook, with two accepted at the January Commission meeting.

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

The Sub-Committee recommended tabling the discussion on vendors selling merchandise and to look at developing a scorecard for the 2021 season. DePhelps moved to accept the Sub-Committee's recommendation to table this discussion for the 2021 policies. Morsek seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

The Sub-Committee proposed a new policy for inclusion under item 5. Market Vendor Space regarding motorized vehicles in the market due to a lack of definition on vehicles. Currently, Vendors are charged a fee to bring a vehicle into the market, which helps to limit the number of trucks and trailers at the Market. The policy may be utilized by Tier 3 vendors, and is available to Tier 1 and Tier 2 vendors per the Community Events Manager discretion and as space allows. DePhelps moved to accept Market Vendor Space sub-item c with the amendments "Tier 3 Vendors may utilize motor vehicles or tow-behind trailers in their assigned space. The Community Events Manager may grant Tier 1 or Tier 2 vendors motor vehicle usage pending space availability and feasibility of access on a market-to-market basis. 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." Morsek seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

The Sub-Committee proposed a new policy for inclusion under item 5. Market Vendor Space regarding spaces located on corners of the Market or next to walk-thru spaces. Argona stated that this recommendation came about after she observed in her first-year inconsistent pricing for vendors in these spaces based on how they utilized the space. Both Sub-Committee members, who are currently vendors, felt that these type of spaces are 'premium' spaces due to various reasons like increased visibility, an additional side to sell out of, customer engagement, etc. Clarification was made that this policy proposal was created to provide a definition for these spaces and how the surcharge fee would be applied; the Sub-Committee did not review or consider the surcharge fee amount. Scott inquired that if vendors who are currently in these designated spaces but find no benefit to them would be required to pay the fee. Argona stated that these vendors may request to be moved, and that if other vendors do find these spaces beneficial, those vendors may submit a request to be in this type of space. DePhelps moved to accept Market Vendor Space sub-item d as presented. Morsek seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

The Sub-Committee recommended a change to policy that applies to Youth Vendors. The first recommendation was to limit the number of dedicated spaces available to Sprout and Junior youth vendors. The second was to have Junior youth vendors that are requesting a full space and are accepted through the jury process be subject to the tiered fee schedule. Scott moved to accept the policy recommendations as written. Morsek seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

The Sub-Committee recommended adding language to the Performance Vendor/Busker category that clearly states the intent of this type of vendor category, as well as empower staff to assign Performance Vendors/Buskers spaces versus these vendors selecting their locations. DePhelps moved to accept the revised policy on Performance Vendors (Buskers) as written. Scott seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

The Sub-Committee recommended changes to the Annual Vendor Orientation policy. Love said the proposed changes outline specific consequences to vendors for failure to attend the Orientation. Argona stated this is similar to the Annual Gross Sales Reporting policy. Discussion ensued regarding

the vendor tiers and suggested wording for the policy including: “failure to participate,” “if a vendor that does not attend the following scenarios will result,” and “illness, emergency, or unanticipated conflict forces.” DePhelps moved to accept the proposed changes with the following revision for the policy to read as “All Vendors are required to attend the mandatory annual Vendor Orientation prior to the start of Market season, at a date and time set by the Community Events Manager. Failure to attend will result in one of the following scenarios.

- Tier 1 Vendors: Loss of eligibility to participate in the upcoming Market season.
- Tier 2 Vendors: Loss of eligibility to participate in the upcoming Market season.
- Tier 3 Vendors: Loss of designated Market space.

If illness or emergency, or other unanticipated conflict forces absence, the Vendor must contact the Community Events Manager as soon as they are able.” Scott seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

After thorough review by the Community Events Manager, Argona proposed to the Sub-Committee to prohibit resale from the Moscow Farmers Market. Argona clarified that the blueberry and asparagus resale policy was added at a time when the Market needed to draw in customers in the early season, but that the Market has since grown and no longer requires this policy. The majority of Main Street is full throughout the months of May and June prior to the majority of farmers and growers returning for the season. Argona also stated that the Market’s offerings reflect the seasonality of local products. Love stated that more vendors may invest in growing these items if resale is not allowed. Argona said another issue with the current policy is the expectation that if a vendor resells asparagus, the farm supplying the resale product will accommodate Market staff for a site visit. Scott moved to accept the policy with the edit to the item title to simply state “Resale.” Morsek seconded. Vote by Acclamation: Ayes: Seven (7). Nays: None. Abstentions: None. Motion carried.

Love brought to the Sub-Committee’s attention that some vendors have signage very far outside their booth. The Sub-Committee proposed to include language in the current policy item 8. Signage that explicitly states that Vendor signage must be contained within the Vendor’s designated space.

[Morsek left the meeting]

Discussion ensued about the addition to the current policy, as well as the verbiage of the current policy. DePhelps moved to accept the additions to item 8. Signage with the following revisions to read as “All Vendors are encouraged to display at their booth the Vendor’s business name, City, and State of operation. Vendors subject to signage requirements as listed under any Federal, State, or City regulation, must comply. All signage must be contained within the Vendor’s designated eleven foot (11’) by fifteen foot (15’) space(s).” Scott seconded. Vote by Acclamation: Ayes: Six (6). Nays: None. Abstentions: None. Motion carried.

REPORTS

ANNOUNCEMENTS

1. Moscow Farmers Market Poster Contest open

The Community Events Division opened the Poster Contest on Jan. 17 and will accept poster submissions until 5:00 pm on Wed., Feb. 26, 2020. The Commission will select the finalists (maximum of five) at the March Commission meeting. Online voting will open on Fri., Mar. 6, 2020 and will end on Fri., Mar. 27, 2020.

2. Farmers Market Commission representation required

- Wed., Mar. 4, 2020 – Love Your Farmer, Love Your Food (requested, not required)
- Fri., Mar. 6, 2020 – First Craft & Food Jury (Scott, Morsek, +2)

- Mon., Mar. 23, 2020 – Second Craft & Food Jury (Scott, Morsek, +2)
- Fri., Mar. 27, 2020 – Final Craft & Food Jury (Scott, Morsek, +2)
- Thurs., Apr. 9, 2020 – Annual Vendor Orientation

3. Proposed Items for Future Agendas

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4. Farmers Market Commission Regular meeting Tues., February 4, 2020 at Moscow City Hall in the Council Chambers.

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