

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Agenda~

Amanda Argona
Staff Liaison

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

**Tuesday, September 1,
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. Public Comment and Response to Previous Comments (limited to 10 minutes)

3. Approval of Farmers Market Commission August 4, 2020 Minutes

4. Subcommittee Assignments and Meetings - Argona

Farmers Market Commission subcommittees are utilized to focus on current or ongoing projects of the Commission.

As the Moscow Farmers Market reaches a close, the first subcommittee in rotation is the Policies Subcommittee, which is primarily active at the close of the Market season. Commission members without an assigned subcommittee are encouraged to commit to one of interest, or commission members that would like to change subcommittees may do so at this time.

Policies Subcommittee - Kingsland, Love, +1 to +2

Craft & Food Jury Subcommittee - DePhelps, Kingsland, Morsek, Scott

Branding Subcommittee - DePhelps, Ford, Hill, Love

Fees Subcommittee - Morsek, +2 to +3

Site Visits - DePhelps, Hill, +1 to +2

REPORTS

1. Virtual Craft and Food Jury - DePhelps, Kingsland, Morsek, Scott

2. Moscow Farmers Market Operations - Argona

ANNOUNCEMENTS

1. Proposed Items for Future Agendas

Commission members may email Amanda Argona (aargona@ci.moscow.id.us) to propose future agenda items for discussion.

UPCOMING EVENTS / MEETINGS

- 1. Annual Citizen Commission Report to City Council Tues., Sept. 8, 2020 at Moscow City Hall in Council Chambers**
- 2. American Farmland Trust Farmers Market Celebration voting ends Sun., Sept. 20, 2020 at midnight EST at markets.farmland.org**
- 3. Farmers Market Commission Regular meeting Tues., Oct. 6, 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, August 4, 2020

4:15 P.M.

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

The meeting was called to order at 4:15 p.m.

PRESENT: Jamie Hill, Jenny Ford, Kelly Kingsland, Mackenzie Lawrence, Kerry Morsek, Stu Scott

ABSENT: Renee Love, Colette DePhelps, Ryan Lazo

ALSO IN ATTENDANCE: Amanda Argona, Staff Liaison; Anne Zabala, Council Liaison;
Kelly Jennings, Programs Coordinator

WELCOME AND ATTENDANCE

Chair Hill called the meeting to order at 4:15 p.m. after technical issues were resolved.

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 statement was read aloud by Ford.

2. Approval of Farmers Market Commission July 7, 2020 Minutes (ACTION ITEM)

Ford moved that the minutes from July 7, 2020, be approved as read; Kingsland seconded. The motion passed.

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.

Kyran Mutart of Moscow, Idaho, was in attendance to learn more about the Farmers Market Commission. He introduced himself and did not have any comments.

4. Craft and Food Jury for Current Vendors – Argona (ACTION ITEM)

Several current vendors have inquired about the addition of new products outside their normal

scope of work. All Craft and Food Juries for prospective vendors have been cancelled, and the Moscow Farmers Market is not accepting new vendors in any categories for the 2020 season. The current Craft and Food Jury template is designed and geared towards prospective vendors and requires formatting for current vendors.

PROPOSED ACTIONS: Allow for a modified Craft and Food Jury for current vendors that promotes appropriate safety precautions, or require current vendors to jury new items in 2021, or take other such action deemed appropriate.

Argona shared that the vendors who are interested in adding products items are either trying to make the most of the shortened Moscow Farmers Market season or are not attending as many farmers markets and making the Moscow Farmers Market a priority. Argona shared her screen to show visuals of the proposed items from some of the vendors.

Hill invited discussion. Kingsland recalled that there was a prior decision about no new products being introduced this year. Argona clarified that the prior decision was in regards to new, prospective vendors and their products and that this was in regards to current vendors adding new products. Hill stated that she has seen vendors that offer sewn products add masks this year, which makes sense when it comes to scope of product offerings. Hill felt that the vendors requesting to add products are applicable to the jury process and felt that the Craft and Food Jury subcommittee members can handle this process without further input from the Commission, but looks forward to their recommendations. Kingsland proposed a “virtual jury” with the adapted score card for current vendors and made a motion. Ford seconded. Scott abstained as he is a vendor that would be participating in this virtual jury. He suggested that a criterium for the adapted score card be whether the item falls within an existing vendor category and to have items be juried based on the rules regarding that item. The motion passed.

5. **New Producer Site Visits – Argona (ACTION ITEM)**

Out of the nine prospective agricultural vendors (not including recent, mid-season inquiries), the Moscow Farmers Market has added four new produce vendors.

- Smoot's Flavor Farm - Pullman, WA
- Ten Blue Bird Acres - Kooskia, ID
- Viola Gardens - Viola, ID
- Wing Over Farm - Moscow, ID

PROPOSED ACTIONS: Determine a site visit schedule for this year, or include new vendors in bi-annual site visit rotations, or take other such action deemed appropriate.

Argona requested the Commission to indicate a preference for how to handle site visits for these four vendors due to COVID-19. Argona stated she believed social distancing could be maintained with precautions taken ahead of time, such as Commission members driving their own vehicles, with reimbursement for mileage. She noted that additional health and safety requests from vendors would be honored, such as masks and physical distancing. Alternatives to an in-person site visit may be touring virtually or submission of video or photos by the vendor. Kingsland mentioned that Affinity Farm recently participated in a virtual tour and cautioned against it.

Lawrence asked if Argona had spoken with the vendors in question. Argona replied that she has not reached out to them yet, pending discussion with the Commission. Discussion ensued about how the vendors have already participated or attended in Motor-In Moscow Farmers Market and downtown Moscow Farmers Market, the ideal procedure to conduct site visits prior to attendance,

and visiting these vendors in 2021.

Kingsland noted that she knows the owner and is familiar with Wing Over Farm. She asked if the purpose of the site visit is to confirm whether the farming operation was actually producing the items they bring to market, and if a fellow farmer is sufficient to act as confirmation in lieu of a site visit. Argona explained that in addition to that, other items are recorded and observed such as food safety issues and that, in general, information gained from site visits provided valuable background when there were inquiries about a particular vendor from customers. Hill said the visits deserve the efforts the vendors are due. Scott suggested that local resources be used and contacted as one way to verify the operations in the interim. Morsek suggested that the four vendors fill out the site visit form and submit it to the Commission. Kingsland offered her perspective as a farmer noting that this has been a difficult year already and that these vendors are currently in peak harvest season. She moved to delay 2020 site visits of new vendors due to COVID-19 restrictions and complete them in the winter/spring of 2021. Morsek seconded. The motion passed. Lawrence asked for staff to inform these four vendors about this motion and vote. Argona said she will include the Commission's decision regarding virtual food and craft jury and site visits in the weekly vendor email.

Ford left the meeting at 4:45.

REPORTS

1. Motor-In Moscow Farmers Market Staff report – Dow

Dow was unable to attend the meeting. The Motor-In Moscow Farmers Market report will be presented at a separate meeting.

ANNOUNCEMENTS

1. Proposed Items for Future Agendas

Commission members may email Amanda Argona (aargona@ci.moscow.id.us) to propose future agenda items for discussion.

2. Amended Public Health Emergency Order 20-03 has been extended to October 6 per Resolution 2020-17.

UPCOMING EVENTS / MEETINGS

- 1. The Commission's annual citizen report to City Council is scheduled for Tues., Sept. 8, 2020.**
- 2. Farmers Market Commission next regular meeting is Tues., Sept. 1, 2020, at 4 p.m. at Moscow City Hall, 206 E. Third St., Moscow, Idaho, in the Council Chambers.**

ADJOURN

Kingsland moved to adjourn; Morsek seconded. The motion passed and the meeting adjourned at 5:02 p.m.

MOSCOW FARMERS MARKET



Mission & Core Values

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.

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.

Management Structure

Market leadership is a collaboration of City of Moscow Staff and the Moscow Farmers Market Commission. City staff manages the operational and regulatory aspects of the Market while the Commission guides the vision and values of the market.

It is the duty of the Commission to suggest ways to promote and improve the Farmers Market, propose and/or review Market policies, keep abreast of trends and opportunities for advancing Market interests, products, standards, and offerings, and to otherwise act in an advisory role to the Moscow City Council. The Commission provides annual reports to the City Council and advises City staff as needed. Commission members represent the various constituencies of the Market, including vendors, patrons, downtown businesses, etc.

The Commission meets regularly to discuss Market concerns and create increased awareness of Market needs and opportunities to ensure sustainable and responsible management and growth.

THE MOSCOW FARMERS MARKET COMMISSION MEETS REGULARLY ON THE FIRST TUESDAY OF EVERY MONTH AT 4 P.M. IN THE COUNCIL CHAMBERS OF CITY HALL AT 206 E. THIRD STREET, MOSCOW, ID.

MOSCOW FARMERS MARKET



Moscow Farmers Market Staff

Jen Pfiffner
Assistant City Supervisor

Amanda Argona
Community Events Manager

David Harland
Digital Media Specialist

Kelly Jennings
Programs Coordinator

Britnee Christen
Administrative Specialist

MOSCOW FARMERS MARKET COMMISSION



Vendor Representatives

Kelly Kingsland
Produce Vendor Representative

Renee Love
Specialty Food Vendor Representative

Stu Scott
Crafts Vendor Representative

Community Representatives

Jamie Hill, Commission Chair
At-Large Representative

Mackenzie Lawrence
At-Large Representative

Ryan Lazo
At-Large Representative

Kerry Morsek
At-Large Representative

Specialty Representatives

Colette DePhelps
*University of Idaho Extension
Representative*

Jenny Ford
Chamber of Commerce Representative

City of Moscow

206 E Third Street
Moscow, ID

www.ci.moscow.id.us

208.883.7132

farmersmarket@ci.moscow.id.us



Moscow Farmers Market

May through October

Saturdays | 8:00 a.m. to 1:00 p.m.

Main Street and Friendship Square

THE MOSCOW FARMERS MARKET COMMISSION MEETS REGULARLY ON THE FIRST TUESDAY OF EVERY MONTH AT 4 P.M. IN THE COUNCIL CHAMBERS OF CITY HALL AT 206 E. THIRD STREET, MOSCOW, ID.

MOSCOW FARMERS MARKET



FARMERS MARKET COMMISSION SUBCOMMITTEES

Subcommittees meet outside of regularly scheduled Commission meetings to focus on specific aspects of the Moscow Farmers Market or pursue special projects to the Commission. Commission members may be asked to assist with a subcommittee they are not regularly assigned to on an as needed basis when requested by staff.

POLICIES SUBCOMMITTEE CURRENT MEMBERS

- Kelly Kingsland, 2019
- Renee Love, 2019

The Policies Subcommittee serves as the initial revisionists of the Vendor Handbook. This subcommittee works with Market staff to suggest and update policies and ensure policies are in line with Market operations. Primarily active in the Fall and Winter.

CRAFT & FOOD JURY SUBCOMMITTEE MEMBERS

- Stu Scott, 2020
- Kerry Morsek, 2020
- Colette DePhelps, 2019
- Kelly Kingsland, 2020

The Craft and Food Jury Subcommittee serves as the primary judging panel for any scheduled Moscow Farmers Market Juries. This subcommittee reviews current jury standards and provides feedback and recommendations on the Market's jury process. Primarily active in the Winter and Spring.

BRANDING SUBCOMMITTEE CURRENT MEMBERS

- Jamie Hill, 2019
- Jenny Ford, 2019
- Colette DePhelps, 2019
- Renee Love, 2019

The Branding Subcommittee is a special project to ensure the identity of the Moscow Farmers Market is captured and protected through visual representation. This subcommittee will serve as the initial reviewers of a design tool kit that will contain design elements applicable to equipment, merchandise, and promotional items. Ongoing.

FEES SUBCOMMITTEE CURRENT MEMBERS

- Kerry Morsek, 2020

The Fees subcommittee serves as the initial reviewers of the current fee schedule. This subcommittee works with Market staff to assess fees on an annual basis, with the ultimate goal of working towards a comprehensive, multi-year fee plan that reflects an equitable structure. Primarily active in the Spring and early Summer.

THE MOSCOW FARMERS MARKET COMMISSION MEETS REGULARLY ON THE FIRST TUESDAY OF EVERY MONTH AT 4 P.M. IN THE COUNCIL CHAMBERS OF CITY HALL AT 206 E. THIRD STREET, MOSCOW, ID.

MOSCOW FARMERS MARKET



SITE VISITS SUBCOMMITTEE CURRENT MEMBERS

- Colette DePhelps, 2019
-
- Jamie Hill, 2019

The Site Visits subcommittee serves as the primary visitors to Agricultural Vendor operations. This subcommittee assists to document farms, ranches, gardens, etc. for record keeping and to stay informed about the issues facing Agricultural Vendors, as well as to be able to attest that Vendors are the operators and owners of their business. Primarily active in the Spring and early Summer.

THE MOSCOW FARMERS MARKET COMMISSION MEETS REGULARLY ON THE FIRST TUESDAY OF EVERY MONTH AT 4 P.M. IN THE COUNCIL CHAMBERS OF CITY HALL AT 206 E. THIRD STREET, MOSCOW, ID.

MOSCOW FARMERS MARKET COMMISSION



HOT/PREPARED/PROCESSED/PACKAGED FOOD CRITERIA		Poor (0)	Average (1)	Excellent (2)	Notes <i>(shared with prospective vendors that request them and are entered into the Market's record database)</i>
DISPLAY	Display is visually appealing (4 points)				
	Complements vendor's current offerings through seamless integration				
	Clearly demonstrates that proportion of new products is not the majority of offerings				
PRODUCT FIT	Products uphold integrity of overall Market offerings (4 points)				
	Enhances Market's current offerings by providing a niche or versatile product				
	Provides opportunity for vendor to expand customer audience				
SOURCING	Products feature local sourcing (4 points)				
	Ingredient choices reveal a consideration for environmental and economic sustainability				
	Ingredient choices are sourced locally within a 200-air mile radius				
PRODUCT DESIGN AND INTEGRITY	Product flavors & textures are appealing (6 points)				
	Appearance (sight)	N/A due to COVID-19			
	Flavor (taste) & Aroma (smell)				
	Products presented in an appetizing manner (6 points)				
	Ingredient(s) label present and distinct				
	Potential allergen warnings clearly listed				
	Serving and packaging techniques exhibit adequate food safety practices (e.g. hot food served at appropriate temperatures, dairy products served at appropriate temperatures, packaged food seals are unbroken, etc.)				

Display:	Sourcing:	Product design & integrity:	Minimum qualifying score: <u>12.6/18 = 70%</u> Participant's score: <u> /18 = %</u>
All products accepted: ☐ Yes ☐ No (list products not accepted below)			
Notes to the Community Events Manager:			

MOSCOW FARMERS MARKET COMMISSION



MARCH 6, 2020

MARCH 23, 2020

MARCH 27, 2020

SPACE # _____

HOT/PREPARED/PROCESSED/PACKAGED FOOD CRITERIA		Poor (0)	Average (1)	Excellent (2)	Notes <i>(shared with prospective vendors that request them and are entered into the Market's record database)</i>
DISPLAY	Display is visually appealing (6 points)				
	Neat and attractive				
	Item arrangement reveals forethought for customer engagement				
	Menu is present and prominently displayed with prices				
SOURCING	Products feature local sourcing (4 points)				
	Ingredient choices reveal a consideration for environmental and economic sustainability				
	Ingredient choices are sourced locally within a 200-air mile radius				
PRODUCT DESIGN AND INTEGRITY	Product flavors & textures are appealing (6 points)				
	Appearance (sight)				
	Flavor (taste) & Aroma (smell)				
	Unique with an innovative approach to cuisine and original recipes by prospective vendors				
	Products presented in an appetizing manner (6 points)				
	Ingredient(s) label present and distinct				
	Potential allergen warnings clearly listed				
	Serving and packaging techniques exhibit adequate food safety practices (e.g. <i>hot food served at appropriate temperatures, dairy products served at appropriate temperatures, packaged food seals are unbroken, etc.</i>)				

Display:	Sourcing:	Product design & integrity:	Minimum qualifying score: <u>15.5/22 = 70%</u> Participant's score: <u> /22 = %</u>
All products accepted: ☐ Yes ☐ No (list products not accepted below)			
Notes to the Community Events Manager:			

MOSCOW FARMERS MARKET COMMISSION



AUGUST 18, 2020

VENDOR: HOMESTEAD FARM

ARTISAN/CRAFT CRITERIA		Poor (0)	Average (1)	Excellent (2)	Notes <i>(shared with prospective vendors that request them and are entered into the Market's record database)</i>
DISPLAY	Display is visually appealing (4 points)				
	Complements vendor's current offerings through seamless integration			x	
	Clearly demonstrates that proportion of new products is not the majority of offerings			x	
PRODUCT FIT	Products uphold integrity of overall Market offerings (4 points)				
	Enhances Market's current offerings by providing a niche or versatile product			x	
	Provides opportunity for vendor to expand customer audience			x	
SOURCING	Products feature local sourcing (4 points)				
	Material choices reveal a consideration for environmental and economic sustainability	x			
	Material choices are sourced locally within a 200-air mile radius	x			
PRODUCT DESIGN AND INTEGRITY	Products offer a distinct look and feel not readily duplicated (8 points)				
	Unique			x	
	Structurally intact	N/A due to COVID-19			
	Exhibit craftsmanship				
	Exhibit original design			x	
	Reflect local/regional area			x	
	Made by the prospective vendor without excessive reliance on ready-made or mass-produced elements (e.g. pre-die-cut objects, pre-fabricated objects, stamp kits, promo items, etc.)			x	

Display: 4 Product Fit: 4 Sourcing: 0 Product design & integrity: 8	Minimum qualifying score: <u>14/20 = 70%</u>
All products accepted: X Yes ☐ No (list products not accepted below)	Participant's score: <u>16/20 = 80%</u>
Notes to the Community Events Manager:	

MOSCOW FARMERS MARKET COMMISSION



MARCH 6, 2020

MARCH 23, 2020

MARCH 27, 2020

SPACE # _____

ARTISAN/CRAFT CRITERIA		Poor (0)	Average (1)	Excellent (2)	Notes <i>(shared with prospective vendors that request them and are entered into the Market's record database)</i>
DISPLAY	Display is visually appealing (6 points)				
	Neat and attractive				
	Items are relatable and present a cohesive theme				
	Product list is present and prominently displayed with prices (prices listed on each item is an acceptable substitute)				
SOURCING	Products feature local sourcing (4 points)				
	Material choices reveal a consideration for environmental and economic sustainability				
	Material choices are sourced locally within a 200-air mile radius				
PRODUCT DESIGN AND INTEGRITY	Products offer a distinct look and feel not readily duplicated (12 points)				
	Unique				
	Structurally intact				
	Exhibit craftsmanship				
	Exhibit original design				
	Reflect local/regional area				
	Made by the prospective vendor without excessive reliance on ready-made or mass-produced elements (e.g. pre-die-cut objects, pre-fabricated objects, stamp kits, promo items, etc.)				

Display:	Sourcing:	Product design & integrity:	Minimum qualifying score: <u>15.5/22 = 70%</u> Participant's score: <u> /22 = %</u>
All products accepted: ☐ Yes ☐ No (list products not accepted below)			
Notes to the Community Events Manager:			