

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair

~Minutes~

Amanda Argona
Staff Liaison

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

**Tuesday
March 3, 2020**

4:00 PM

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

The meeting was called to order at 4:05 PM

PRESENT: Kerry Morsek, Renee Love, Stu Scott, Kelly Kingsland, Jamie Hill, Mackenzie Lawrence

ABSENT: Colette DePhelps, Jenny Ford, Ryan Lazo

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

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 February 4, 2020 Minutes (ACTION ITEM)

Scott moved that the February 4, 2020 minutes be approved as presented; Kingsland 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.

Argona referenced an email exchange between herself and current vendor operation Mela. Argona invited this vendor to bring their concerns to the Commission as a whole if they are unsatisfied with policy revisions. Mela had indicated that they would be in attendance at this Commission meeting, but did not present themselves for Public Comment. This correspondence was initiated after all vendors were notified of policy revisions from the Farmers Market Commission that were being put forth to City Council for approval. The change specifically referenced was that all vendors next to non-neighbor spaces would be subject to an additional surcharge. Argona said Mela's concerns were about the trailer used by Patty's Mexican Kitchen and how, although Mela has a non-neighbor space, the presence of this trailer negatively impacts the visibility of their booth. Argona said she wanted the Commission to be aware of the communication that had taken place between herself and this vendor.

Love noted that these questions were about the trailer awning and umbrella used by Patty's Mexican Kitchen on rainy days. The email correspondence also cited that Patty's Mexican Kitchen's equipment might not be adequately secured. Argona said she would follow up with the Moscow Volunteer Fire Department to verify that these are properly secured. Kingsland asked if the vendor was being charged an additional fee. Argona clarified that Mela was notified about the additional surcharge for non-neighbor spaces and offered an option for them to be relocated by one space if they would like to avoid this surcharge. Hill clarified that this vendor communication occurred when she and Argona were attending a conference and that Argona handled this vendor's issue promptly. Argona said the vendor had questions about the vehicle surcharge and how their space fees relate to Patty's Mexican Kitchen's. Discussion about the vendor email ensued including how the truck space policy had recently been updated to a vehicle surcharge and now includes a definition specifying what a vehicle is, that Mela was offered the option to move spaces, and how the underlying issue may be that Mela feels they are being treated differently from other vendors. Scott suggested that the problem may be that Patty's Mexican Kitchen's awning extends beyond the 15' space depth. Hill clarified that this was an issue last season that has since been resolved. The awning is now part of the trailer and can be deployed to the appropriate length. Argona said if Mela were to move, they may need to purchase a longer extension cord to access the electrical box located near Patty's Mexican Kitchen. The Commission felt that management handled the situation adequately by presenting the vendor with options and did not feel that the vendor was being treated unfairly.

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.

Hill referenced the poster submissions and reviewed the voting process. The criteria for selection: bright colors, clear readable text, and creativity were assigned a numerical value of 0, 1, or 2 (0 – does not meet expectations, 1 – meets expectations, and 2 – exceeds expectations). Voting members reviewed the poster submissions and assigned a point value for each based on the criteria. Argona tallied the totals and identified the top 8 posters. From these posters, each voting member was given the option to select what they felt were the top three submissions. In this way, the top 5 submissions and poster finalists were identified. Argona said the next steps would be for Scallorn and Digital Media Specialist Zack Ellis to digitize the posters and create the voting page. The voting will open on March 6, and a press release will be sent out. At the end of the voting period, the winner will be identified. Hill asked to have language added to the voting page indicating that duplicate votes will not be counted.

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.

Argona said two vendors have submitted requests to join the Market. The first, Colter's Creek, had previously been a vendor. This vendor grows their own grapes and falls under the Agricultural Vendor, so they are subject to site visits. Love asked for clarification on how this vendor qualifies as an Agricultural Vendor. Hill said since the vendor makes wine from the grapes they grow, they fall under the sub-category of Value-Added in the Agricultural category. Argona said this vendor had left the Market because they were unable to have an owner on-site at the Market. Since this time, Jon Harding, assistant winemaker, has become a shareholder in the company. Argona asked the Commission if a shareholder qualifies as an owner or producer under the current policies. Scott said he felt that this individual would meet this criteria. Kingsland inquired if this person is also making the wine. Argona indicated yes. Hill called for any objections. None were offered. Argona will reach out to this vendor.

The second request is from an artist cooperative. The individual artists from the cooperative would jury their work, but the owners of the cooperative would be the primary contact. In this instance, the works of many artists would be offered at the same booth. Discussion about this process ensued, including concern that the work created by someone else would be offered for sale and how to ensure work on display any given Market day was representative of the artists in the booth. Hill said the Market celebrates individual artists, and that individual artists are welcome to apply and sell. Scott said there may be unforeseen consequences if a cooperative were to sell at the Market. Hill said the point of a cooperative is that the individual artists don't have to sell their work. Morsek suggested that artists could share a space. The consensus was that the process of having a cooperative of artists at the Market would not fall under the current policies, but that an individual artist could jury, and if approved, sell their works.

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.

Argona apologized and said these dates may not be accurate and had Scallorn read aloud which dates were available for Commissions to table at the Market. Hill said tabling would offer the Commission an opportunity to have a presence in the Market and that in the past items like stickers and copies of the vendor policies were handed out. Kingsland said she would only be able to help with the tabling in May. Hill clarified that Market vendors are typically exempt from Market tabling as they are usually busy with their booth operations. Argona said a Rapid Market Assessment (RMA) is different from customer counts. Lawrence said she did not know if a full RMA would be held this year, and it may just be customer counts. Scott said he would abstain from the tabling. Hill called for preferred dates. Morsek volunteered to help with June 6 and August 1, but would not be available to help July 4. Hill encouraged the Commission to consider tabling dates on May 23 and August 8. Argona said she would submit a form to secure these dates.

[Moresek left the meeting]

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 at the 1912 Center was selected for these vendors. Due to the revisions of the current scorecard, staff is suggesting that the Craft and Food Jury SubCommittee schedule a time to meet in March to adapt the current score card to returning vendors. Questions and discussion are welcome at this time.

Love said she had requested an additional Jury date for current vendors to add new items to sell at the Market. Hill and Argona clarified that this Jury would be for new items outside the scope of the existing products a vendor is selling. Love said Loves Kombucha would like to add sauerkraut and kimchee at their booth. Argona said a new scorecard would need to be developed for this Jury and that the Craft and Food Jury Sub-committee will meet to look at options.

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

Argona said if all these prospective vendors attend the Market this season, then nine site visits will need to be scheduled. Two of these vendors have been asked to provide their contact information so they can receive a welcome packet, but they have not responded. Argona said that she hoped to have the site visits scheduled by April. Hill clarified that the policy for vendors is 200 air miles, not road miles, which is why the vendor from Donnelly is eligible to be a vendor with the Moscow Farmers Market

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

Argona gave an overview of the upcoming Love Your Farmer, Love Your Food event.

Kingsland volunteered to help with March 6, 23, and April 17. Lawrence said she is able to help with the Jury if needed. Argona indicated that Lawrence and Ryan Lazo, who has appointed at the March 2 council meeting, will need to be assigned or join a Sub-Committee. Since the Craft and Food Jury Sub-Committee is full, the suggestion was made for Lawrence to act as a substitute if needed. Argona suggested that Lawrence may shadow a Jury to observe the process as a new Commission member. Zabala asked if she could attend a jury to observe. Argona indicated yes.

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.

Love moved to adjourn. Scott seconded. Meeting adjourned at 5:23 pm.



