

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Agenda~

Amanda Argona
Staff Liaison

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

Tuesday, November 3, 2020

4:00 PM

**Council Chambers
206 E. Third St.**

WELCOME AND ATTENDANCE

REGULAR AGENDA

1. Reading of the Mission Statement

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 October 6, 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 Commission. Please state your name and address for the record and limit your remarks to three (3) minutes.

4. Re-Jury of current Craft and Food Vendors (ACTION ITEM)

The Craft and Food Jury subcommittee created a new scorecard and jury process in 2019, with implementation in 2020. The process calls for prospective vendors to receive a minimum qualifying score of 70%, and provides more clarity on criteria regarding Display, Sourcing, and Product Design & Integrity. Due to the many iterations of the Moscow Farmers Market and the jury process, the Commission is considering a re-jury of all current Craft and Food vendors so each are held to the same standard and current practice.

On the 2020 Farmspread application, Vendors were presented with the following question: “The Moscow Farmers Market office currently has all Agricultural Vendors in a Site Visit rotation (e.g. Ag. Vendors in Latah and Whitman County are visited in even years beginning in 2022; Ag. Vendors outside of these counties are visited in odd years beginning in 2021). Do you think that Non-Agricultural Vendors (Prepared/Specialty Foods and Craft/Artisan) should be required to re-jury on a similar rotation (e.g. once every three years)?”

- 33 Craft/Artisan Vendors responded; 45% indicated No and 20% indicated Yes
- 43 Agricultural Vendors responded; 31% indicated No and 65% indicated Yes
- 19 Food Vendors responded; 24% indicated No and 15% indicated Yes
- Of the total 95 responses, 58% indicated No and 42% indicated Yes

PROPOSED ACTIONS: Re-jury current vendors to the current standard and determine a schedule to do so, do not re-jury current vendors to the current standard, or take such other action as deemed appropriate.

5. Draft 2020 Moscow Farmers Market operations feedback surveys (ACTION ITEM)

Staff has drafted two surveys for public distribution. One is for customers regarding Motor-In Moscow Farmers Market and downtown Moscow Farmers Market operations, and the other is vendors.

PROPOSED ACTIONS: Accept drafts for distribution, or take other such action as deemed appropriate.

6. Farmers Market Commission Officer Nominations (ACTION ITEM)

Commission members may nominate another member or self-nominate for the positions of Chair and Vice-Chair.

PROPOSED ACTIONS: Select nominees or take such other action as deemed appropriate.

7. Policies Subcommittee (ACTION ITEM)

The Policies Subcommittee met on Fri., Oct. 30 to review tabled items from the 2019-2020 review period, and include additional items for the 2020-2021 review period. This subcommittee serves as the initial revisionists of the Vendor Handbook by suggesting and updating policies to ensure they are in line with Market operations.

This year's items under review include:

- Page 16, Item 5. Generators
- Page 11, Item 5. Market Vendor Space
- Page 12, Item 6. Market Fees, sub-item a. Structure, Refunds
- Page 18, Item 18. Set-Up
- Page 19, Item 19. Take-Down
- Inclusion of a Merchandise Policy
- Exploration of a buffer zone around the Market footprint
- Exploration of a waste-wise Market and support of City Ordinance regarding decrease use of plastics

The Policies Subcommittee is scheduled to meet again on Wed., Nov. 18 at 9:30 am and Wed., Dec. 16 at 10 am.

PROPOSED ACTIONS: Accept the list of items for review and revision, or take other such actions as deemed appropriate.

REPORTS

1. Halloween Costume Contest – Hill, Ford, Lawrence, Lazo

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. Farmers Market Commission regular meeting December 1, 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.

2019 Moscow Farmers Market attendance

This page is about attendance at the 2019 Moscow Farmers Market.

1. Did you attend the Moscow Farmers Market in 2019?

☐ Yes

☐ No

2. How often did you attend in 2019?

☐ Every Saturday

☐ 2 or more Saturdays a month

☐ 1 Saturday a month

☐ Other

Motor-In Moscow Farmers Market

This page is about your use of the Motor-In Moscow Farmers Market.

3. Did you use the Motor-In Moscow Farmers Market this year?

☐ Yes

☐ No

4. When did you first begin using the Motor-In Moscow Farmers Market?

☐ May

☐ June

☐ July

☐ August

☐ September

☐ October

5. How often did you use the Motor-In Moscow Farmers Market?

☐ Every week

☐ Twice or more a month

☐ Once a month

☐ Other

6. Did you stop using the Motor-In Moscow Farmers Market after the downtown Moscow Farmers Market opened in June?

☐ Yes

☐ No

Motor-In Moscow Farmers Market

This page is about your use of the Motor-In Moscow Farmers Market.

7. Did your use of the Motor-In Moscow Farmers Market decrease when the downtown Moscow Farmers Market opened in June?

☐ Yes

☐ No

Motor-In Moscow Farmers Market

This page is about your use of the Motor-In Moscow Farmers Market.

8. How frequently did you use the Motor-In Moscow Farmers Market after the downtown Moscow Farmers Market opened in June?

- ☐ Went from using every week to every other week
- ☐ Went from using twice or more a month to monthly
- ☐ Went from using monthly to every other month
- ☐ Other

9. Select your primary reason for using the Motor-In Moscow Farmers Market.

- ☐ I used this service to minimize the amount of time I spent at the downtown Moscow Farmers Market
- ☐ I used this service because of its convenience of shopping from home
- ☐ I used this service because I am considered to be in the at-risk category
- ☐ Other (please specify)

10. How satisfied were you with the offered pick-up times at the Motor-In Moscow Farmers Market?

- | | |
|--|---|
| ☐ Very satisfied | ☐ Dissatisfied |
| ☐ Satisfied | ☐ Very dissatisfied |
| ☐ Neither satisfied nor dissatisfied | |

Motor-In Moscow Farmers Market

This page is about your use of the Motor-In Moscow Farmers Market.

11. Please share why you were dissatisfied or very dissatisfied with the pick-up times.

12. Would you prefer that a curbside pick-up service like the Motor-In Moscow Farmers Market be offered on a different day of the week than Saturday?

- ☐ Yes, I would prefer that this type of service be offered on a different day during the week
- ☐ No, I would not prefer that this type of service be offered on a different day during the week

13. How likely are you to use curbside, pick-up services offered by businesses if COVID-19 is not an issue?

- ☐ Likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Unlikely

2020 Moscow Farmers Market attendance

This page is about attendance at the 2020 Moscow Farmers Market.

14. Did you attend the downtown Moscow Farmers Market this year?

☐ Yes

☐ No

15. What month did you start attending?

☐ June

☐ July

☐ August

☐ September

☐ October

16. How often did you attend?

☐ Every Saturday

☐ 2 or more Saturdays a month

☐ 1 Saturday a month

☐ Other

2020 Moscow Farmers Market attendance

This page is about attendance at the 2020 Moscow Farmers Market.

17. Select the primary reason for you not attending the downtown Moscow Farmers Market this year.

- ☐ Did not attend because I am in an at-risk population/am a caregiver for someone in the at-risk population
- ☐ Did not attend because I did not support the changes made to the Moscow Farmers Market
- ☐ Did not attend because I felt like there was no reason to go without linger-longer amenities like entertainment, programming, etc.
- ☐ Other (please specify)

2020 Moscow Farmers Market

This page is about providing feedback on the 2020 Moscow Farmers Market.

18. Several adjustments were made to Moscow Farmers Market operations due to COVID-19 in an effort to create a safe, outdoor shopping experience for customers and vendors. Please rate how those changes impacted your feelings of safety at the Market given COVID-19.

	Not Safe	Somewhat Unsafe	Neutral	Somewhat Safe	Very Safe
The requirement of vendors wearing a cloth face covering prior to Moscow's Public Health Order while interacting with customers and other vendors made me feel...	☐	☐	☐	☐	☐
The addition of hand sanitizer stations throughout the Market footprint made me feel...	☐	☐	☐	☐	☐
The addition of a hand washing station in Friendship Square made me feel...	☐	☐	☐	☐	☐
The cancellation of Market entertainment and programs made me feel...	☐	☐	☐	☐	☐
The single-entry point to Market during the month of June made me feel...	☐	☐	☐	☐	☐
The sanitation of Market wagons made me feel...	☐	☐	☐	☐	☐
The addition of signage regarding Market COVID-19 guidelines at each entry point made me feel...	☐	☐	☐	☐	☐
The addition of spray-painted distance dots on the asphalt made me feel...	☐	☐	☐	☐	☐
The ability for Vendors to manage the way customers interact with their products made me feel...	☐	☐	☐	☐	☐

Not Safe

Somewhat Unsafe

Neutral

Somewhat Safe

Very Safe

The ability of Vendors to
sanitize their booth and
point of sale system
made me feel...

☐☐☐☐☐

The ability of Vendors to
provide sanitation
options to customers
made me feel...

☐☐☐☐☐

19. Please share additional feedback about any items related to how the Moscow Farmers Market was managed in 2020 due to COVID-19.

2019 Moscow Farmers Market attendance

This page is about vendor attendance at the 2019 Moscow Farmers Market.

1. Did you attend the Moscow Farmers Market in 2019 as a vendor?

☐ Yes

☐ No

2. Select the Tier status you signed-up for in 2019

☐ Tier 1 (1 to 8 markets)

☐ Tier 2 (9 to 17 markets)

☐ Tier 3 (18 or more markets)

Motor-In Moscow Farmers Market

This page is about your use of the Motor-In Moscow Farmers Market.

3. Did you use the Motor-In Moscow Farmers Market this year as part of your business model?

☐ Yes

☐ No

Motor-In Moscow Farmers Market

This page is about your use of the Motor-In Moscow Farmers Market.

4. Which months did you use the Motor-In Moscow Farmers Market?

- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October

5. Select your primary reason for using the Motor-In MFM for your business

- ☐ I used this service because my vendor category was not permitted to attend the Moscow Farmers Market until later in the season
- ☐ I used this service because of the delay of the downtown Moscow Farmers Market opening
- ☐ I used this service because I am considered to be in the at-risk category
- ☐ I used this service to reach customers who felt uncomfortable attending the downtown Moscow Farmers Market
- ☐ I used this service because I felt uncomfortable attending the downtown Moscow Farmers Market
- ☐ Other (please specify)

6. Did you stop using the Motor-In Moscow Farmers Market for your business when the downtown Moscow Farmers Market opened in June?

- ☐ Yes
- ☐ No

Motor-In Moscow Farmers Market

This page is about your use of the Motor-In Moscow Farmers Market.

7. Select the reasons for you discontinuing with the Motor-In Moscow Farmers Market

- ☐ It was more profitable for me to only invest my time at the downtown Moscow Farmers Market
- ☐ Not enough product inventory to justify the cost of service and time
- ☐ Lack of sales through the platform
- ☐ Other

Motor-In Moscow Farmers Market

This page is about your use of the Motor-In Moscow Farmers Market.

8. How likely are you to offer pick-up and/or delivery services again if COVID-19 is not an issue?

- ☐ Likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Unlikely

9. How satisfied were you with the Local Line platform for management of the Motor-In Moscow Farmers Market?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied

10. How satisfied were you with staff and volunteers' abilities to manage your customer orders at the Motor-In Moscow Farmers Market?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied

11. Would you prefer that a curbside pick-up service like the Motor-In Moscow Farmers Market be offered on a different day of the week than Saturday?

- ☐ Yes, I would prefer that this type of service be offered on a different day during the week
- ☐ No, I would not prefer that this type of service be offered on a different day during the week

Motor-In Moscow Farmers Market

This page is about your use of the Motor-In Moscow Farmers Market.

12. Select the primary reason for you not using the Motor-In Moscow Farmers Market curbside, pick-up service

- ☐ I did not think my product would do well on the platform
- ☐ I have other online and/or delivery platforms/methods for customers to purchase my products and did not want to invest in another one
- ☐ I did not feel informed enough about the platform to make a decision to use it
- ☐ It seemed too complicated for me to invest my time into learning about it
- ☐ Other (please specify)

Motor-In Moscow Farmers Market

This page is about your use of the Motor-In Moscow Farmers Market.

13. Please share the different days and times you would prefer for this type of service. Include day of the week and time frames or am/pm option.

2020 Moscow Farmers Market attendance

This page is about attendance at the 2020 Moscow Farmers Market.

14. Did you participate as a vendor in the downtown Moscow Farmers Market this year?

☐ Yes

☐ No

15. What month did you start attending?

☐ June

☐ July

☐ August

☐ September

☐ October

16. Did you stop attending the downtown Moscow Farmers Market as a vendor at any point during the 2020 season?

☐ Yes

☐ No

2020 Moscow Farmers Market attendance

This page is about attendance at the 2020 Moscow Farmers Market.

17. Select the primary reason for you to cease attending the downtown Moscow Farmers Market.

- ☐ Increase of COVID-19 cases in the region
- ☐ Not enough product/inventory to justify attendance
- ☐ Desire to slow the spread of COVID-19 in our community
- ☐ Other (please specify)

2020 Moscow Farmers Market attendance

This page is about attendance at the 2020 Moscow Farmers Market.

18. Select the reasons for you not attending the downtown Moscow Farmers Market this year.

- ☐ Did not attend because I am in an at-risk population/am a caregiver for someone in the at-risk population
- ☐ Did not attend because I did not support the changes made to the Moscow Farmers Market
- ☐ Did not attend because I did not believe my business would be viable or thrive with the changes made
- ☐ Other

2020 Moscow Farmers Market

This page is about providing feedback on the 2020 Moscow Farmers Market.

19. Several adjustments were made to Moscow Farmers Market operations due to COVID-19 in an effort to create a safe, outdoor shopping experience for customers and vendors. Additionally, staff presented Vendors with options to manage their booth at their Market. Please rate how those changes impacted your feelings of safety at the Market given COVID-19.

	Not Safe	Somewhat Unsafe	Neutral	Somewhat Safe	Very Safe
The requirement of vendors wearing a cloth face covering prior to Moscow's Public Health Order while interacting with customers and other vendors made me feel...	☐	☐	☐	☐	☐
The requirement of customers to wear a cloth face covering in outdoor settings where six feet of distancing cannot be maintained from other households (Moscow's Public Health Order) made me feel...	☐	☐	☐	☐	☐
The addition of hand sanitizer stations throughout the Market footprint for public use made me feel...	☐	☐	☐	☐	☐
The addition of a hand washing station in Friendship Square for public use made me feel...	☐	☐	☐	☐	☐
The distribution of hand sanitizer and alcohol wipes to Vendors for their booth made me feel...	☐	☐	☐	☐	☐
The cancellation of Market entertainment and programs made me feel...	☐	☐	☐	☐	☐
The single-entry point to Market during the month of June made me feel...	☐	☐	☐	☐	☐

	Not Safe	Somewhat Unsafe	Neutral	Somewhat Safe	Very Safe
The sanitation of Market wagons made me feel...	☐	☐	☐	☐	☐
The addition of signage regarding Market COVID-19 guidelines at each entry point made me feel...	☐	☐	☐	☐	☐
The addition of spray-painted distance dots on the asphalt made me feel...	☐	☐	☐	☐	☐
The options available to Vendors regarding preferred hand sanitation techniques between customers made me feel...	☐	☐	☐	☐	☐
The options available to Vendors regarding how customers may interact with products made me feel...	☐	☐	☐	☐	☐

20. Please share additional feedback about any items related to how the Moscow Farmers Market was managed in 2020 due to COVID-19.