

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair

~Minutes~

Amanda Argona
Staff Liaison

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

Weekday, September 1, 2020

4:00 P.M.

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

WELCOME AND ATTENDANCE

The meeting was called to order at 4:01 p.m.

PRESENT: Jamie Hill, Chair; Colette DePhelps; Kelly Kingsland; Mackenzie Lawrence; Ryan Lazo;
Kerry Morsek; Stuart Scott

ABSENT: None

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

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.

DePhelps read the Mission Statement.

2. 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.

There were no public comments and no Commission members addressed the group.

3. Approval of Farmers Market Commission August 4, 2020 Minutes (ACTION ITEM)

Scott moved that the Minutes from August 4, 2020, be approved as read; Lazo seconded. Motion carried.

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

Argona asked the members to refer to the first handout in their meeting packets and invited members to volunteer for the Policy Subcommittee. Once membership of the Policy Subcommittee is determined, Argona would like for it to meet.

DePhelps asked if each member needed to serve on more than one Subcommittee. Chair Hill stated that yes, members should serve on more than one subcommittee. Commission members without an assigned subcommittee are encouraged to commit to one of interest, and members who would like to change subcommittees may do so at this time.

The following members volunteered for assignments:

- Policies Subcommittee - Lazo
- Site Visit Subcommittee - Lawrence
- Fees Subcommittee - Scott

REPORTS

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

Argona invited members of the Craft and Food Jury Subcommittee to make the report on the first Virtual Craft and Food Jury for current vendors adding products held on August 18. Score sheet templates which were adapted from the prospective vendor score sheets were included in the meeting packet.

DePhelps stated the virtual jury worked well and that it was helpful for them to look at the products. A comment was made about how some vendors that would be subject to this process have not been juried to according to the new criteria. Discussion ensued about the potential of re-jurying all vendors subject to this process. If this is to be initiated, vendors need to be identified and sufficient timeline developed to consider all craft and food vendors. Argona stated that a question regarding re-jurying for craft vendors was included in the Farmspread application to all vendors this year, so there is data available about vendor responses to that question. She will pull the data to share at the next meeting.

Argona stated only one vendor participating in the virtual jury did not have their products added.

Discussion ensued from the subcommittee members about honey vendors. The main topic of concern centered around honey produced outside of the 200-air mile radius versus local production.

Scott provided feedback about being a vendor going through the jury process. He felt the instructions he received as a participant were clear. Scott said he had already shared some thoughts with Argona, such as product scope, a 'not applicable' column in the points criteria and adjusting the minimum 70% score of applicable points, and whether products were already well represented in the Market or not.

Hill invited questions from the Commission about the virtual jury process; none were asked.

2. Moscow Farmers Market Operations - Argona

Argona shared the data that has been collected about the Motor-In Moscow Farmers Market which included number of total customers, new customers, percent return customers, weekly sales, average sale amounts per customer, and more.

Scott asked what the anticipated duration of the Motor-In Moscow Farmers Market will be. Argona responded it is anticipated to run weekly through the last downtown market day on 10/31. Scott believes the Motor-In Moscow Farmers Market might diminish shopper numbers at the downtown market. Based on anecdotal observation, he believes most shoppers between 8 a.m. to 9 a.m. are there for produce. He feels it potentially diminishes sales for food vendors if fewer shoppers walk the downtown market because they already have shopped through the Motor-In Moscow Farmers Market. When there are less attendees at downtown, the opportunity for impulse buying is reduced. He feels that unless there's a health imperative the Motor-In Moscow Farmers Market should not continue next season.

Hill asked what feedback there has been about the Motor-In Moscow Farmers Market and if there was interest in it continuing in future years. Argona said some comments have been received in favor of continuing the service.

Lazo asked if Argona had information about the average order size of someone downtown versus at the Motor-In Moscow Farmers Market. Argona said the most recent data for downtown spending was captured in the 2018 Rapid Market Assessment. DePhelps said the average from the 2018 study was \$20-\$23. She pointed out that the data was collected in a "normal" year, which could account for broad differences. DePhelps sent a link for the data to the members via email and Zoom chat.

Argona reported that last Saturday she issued the first penalty of the season to a vendor downtown. She explained that all penalties have a written record, but the penalty process is three-part with the first penalty as a verbal, second as a written, and the third penalty as a fine and absence from one scheduled Market with no recourse for refund. Last week's penalty was regarding a vendor not wearing a mask while interacting with customers. Argona shared that vendors have been given a lot of leeway about masks, including being permitted to not wearing their mask if no customer is present at their booth, with the understanding that they will re-mask when approached by customers. She described that the vendor and her had a positive interaction which included discussion as to why they weren't wearing their mask and how the vendor can be compliance.

Argona informed the Commission that the Idaho North Central Public Health District has issued guidelines how organizations can adjust to protect public health as infection rates rise and fall in their county. This guidance will be useful to determine at what threshold of community infection would result in a Market closure. She explained that a decision to close the Market would be made by City Council with input and perspective from staff.

Discussion ensued about other entities that may close the Moscow Farmers Market (i.e. Missoula Farmers Market closed by their Public Health District), creative ways to encourage compliance

with wearing face coverings, the number of masks staff has handed out at the Market, and staff's role in enforcement. Councilmember Zabala noted that the Moscow Police Department has authorized overtime for officers to do additional mask education.

DePhelps asked about customers being able to handle produce and asked about the Market's COVID-19 protocol. Argona explained that, at a minimum, vendors are to offer hand sanitizer to customers, and that other stricter measures are available to vendors to implement.

Argona and Hill are working on the Commission's annual presentation to the City Council. Ford suggested including positive feedback about the Moscow Farmers Market in the annual report. Argona said staff can forward screen shots from the Market's Facebook to Hill.

DePhelps stated that the Sustainable Environment Commission is researching how Moscow may become a Bee City and was wondering if the Farmers Market Commission would offer support in this initiative. Argona said she will reach out the staff liaisons of that Commission and when they are ready for letters of support, work with Chair Hill to draft one.

Ford reminded members that September is Eat Local Month. Lawrence added that if anyone knows of anything else about local food events to please email the information to her. Both the Moscow Farmers Market and Motor-In Moscow Farmers Market have been included in the Eat Local Month calendar. Argona said they will share any social media posts to the Market's Facebook.

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:** Tuesday, September 8, 2020 at Moscow City Hall in Council Chambers
2. **American Farmland Trust Farmers Market Celebration:** voting ends Sunday, September 20, 2020 at midnight EST at markets.armland.org
3. **Farmers Market Commission Regular meeting:** Tuesday, October 6, 2020 at Moscow City Hall in the Council Chambers.

ADJOURN

The meeting adjourned at 5:08 p.m.

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.

Minutes Approved On
October 6, 2020
Taylor Piedner
(Clerk Signature)