

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Agenda~

Amanda Argona
Staff Liaison

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

Tuesday, December 1, 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 November 3, 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. Farmers Market Commission Officer Elections (ACTION ITEM)

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

PROPOSED ACTIONS: Elect officers or take such other action as deemed appropriate.

5. Policies Subcommittee Report (ACTION ITEM)

The Policies Subcommittee met briefly on Wed., Nov. 18 and Mon., Nov. 30 to review changes to the 2021 Vendor Handbook. 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.

The Subcommittee is proposing revisions to the following policies:

- Refunds Page 14. Item 6. Market Fees Sub-item a. Structure
- Generators Page 17. Item 5.
- Vendor Merchandise (new policy)

PROPOSED ACTIONS: Accept revisions or take such other action as deemed appropriate.

6. Moscow Farmers Market brand identity update

After more than 40 years in operation, it was determined by both staff and the Commission that the brand identity of the Moscow Farmers Market is inconsistent. A Branding Subcommittee was formed to explore how the Market may move forward in developing a visually pleasing and consistent identity for itself and the greater community that is complimentary to the City of Moscow, while also potentially bringing in revenue.

Staff budgeted \$9,000 in FY21 for the development of a visual brand representation of the Moscow Farmers Market. This project will move forward with initial review and input by the Branding Subcommittee.

7. Moscow Farmers Market Poster Contest (ACTION ITEM)

Historically, the Moscow Farmers Market Poster Contest has required certain design elements incorporated into submitted designs and paid an honorarium of \$100 to the selected artist. In an effort to continue to attract quality design submissions, and after receiving feedback from previous selected artists and the art community, staff has budgeted the FY21 honorarium at \$500.

Staff is proposing changes to the upcoming Poster Contest for the Commission's consideration:

No public voting:

- Option A – Contract with an artist over a set period of time for a series of themed posters that include the traditional design elements (location, time, etc.) from previous years. (Reference Queen Anne Farmers Market Poster Collections: <https://qafm.org/qafm-poster>)
- Option B – Contract with an artist over a set period of time for a series of themed artwork that is the focal point of the final poster design (i.e. Artwalk poster).

Public voting:

- Option C – Change the Poster Contest submissions process to have artist submit their desired artwork that will be the focal point of the final poster design (i.e. Artwalk poster).
- Option D – No changes to the current Poster Contest submission process. Artists submit a complete poster that include traditional design elements (location, time, etc.)

In all instances, staff will use Submittable to streamline the submissions process. Submittable is an online submissions management software system. This will forgo the previous years' requirements of a physical and digital submissions, in addition to eliminating paperwork.

PROPOSED ACTIONS: Select changes to the Moscow Farmers Market Poster Contest or take such other action as deemed appropriate

REPORTS

ANNOUNCEMENTS

1. Farmers Market Commission representation required

Fri., Mar. 5, 2021, 9:45 to 11:45 am – Craft and Food Jury 1
Fri., Mar. 12, 2021, 3:45 to 5:45 pm – Craft and Food Jury 2
Fri., Mar. 26, 2021, 3:45 to 5:45 pm – Craft and Food Jury 3
Thurs., Apr. 8, 2021, 2 to 5 pm – Annual Vendor Orientation

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 Policies Subcommittee meeting Wed., December 16, 2020, 10 am at Moscow City Hall in Community Events office/Zoom

4. Farmers Market Commission regular meeting January 5, 2021 at Moscow City Hall in Council Chambers

ADJOURN

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