

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

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.



2020 POSTER CONTEST - RULES AND INSTRUCTIONS

The Moscow Farmers Market is pleased to announce the 2020 Poster Contest for this season.

Deadline for submissions is **Wednesday, February 26, 2020 by 5:00 p.m.**

WHO CAN ENTER A POSTER?

This call to artists is open to everyone, regardless of age or experience, with some restrictions:

- In keeping with the spirit of the Moscow Farmers Market, submissions will be restricted to a 200 air mile radius from Moscow, Idaho. Students from the following schools are exempt from this restriction: University of Idaho, Washington State University, and Lewis-Clark State College.
- Artists may only submit one entry.
- Incomplete entries are not considered.

For additional information regarding the Moscow Farmers Market, please visit the following:

www.ci.moscow.id.us/197/Farmers-Market

www.facebook.com/MoscowFarmersMarket

SELECTION PROCESS

A jury panel composed of Farmers Market Commission members and City of Moscow staff examines submissions for bright colors, creativity, and clear readable text.

From the contest submissions, the panel selects a maximum of five finalists. The public will be able to vote for their favorite of these posters beginning at 8:00 pm on Friday, March 6th until 8:00 am on Friday, March 27th. The finalist submission with the most votes at the end of the voting period is the winner of the 2020 Moscow Farmers Market poster contest. Winner will be announced on Friday, April 10th via social media and press release.

The winning submission becomes property of the City of Moscow and the artist that submitted the work receives \$300. The artist, or guardian of the artist if applicable, signs an art purchase agreement transferring all rights of the work to the City of Moscow. The winning artist may be required to assist City Staff in generating a print ready format of their entry in a timely manner. The City of Moscow will order two hundred and fifty (250) posters for distribution throughout the community. It is expected that the winning artist will sign posters on opening day of the 2020 Moscow Farmers Market season on Saturday, May 2.

Artists not selected as a finalist are able to pick up their entries on March 6, 2020. Entries not picked up by April 3, 2020 are discarded.



2020 POSTER CONTEST - RULES AND INSTRUCTIONS

REQUIREMENTS

- Submit a completed entry form with your artwork. Attach your entry form onto the backside of your artwork submission.
- All entries must be of **original** design and any picture(s) or graphic(s) used **must** belong to the artist.
- Poster submissions may be in any 2D medium including drawing, painting, mixed media, photography, crayon, marker, original graphic art, etc.
- (1) Physical submission: Artists must mount 11"x17" entry flush onto black foam core.
- (1) Digital file submission (CD or thumb drive) must conform to the following:
 - For all posters *without* a bleed (there is a 1/4 inch band of white space on all sides of the final poster) make sure all text / images are placed at least 1/4 inch away on all sides of the poster edges. This will make your final print ready image 11 x 17 inches. **(Diagram 1)**
 - For all posters *with* a bleed (image(s) continue to the edge(s) of the final poster) make sure all text is placed at least 1/4 inch away (on all sides) of the poster's final edges and allow an extra 1/8 inch bleed on all sides of the design to allow the image(s) to go off the page. Text may not go off the page. This will make your final print ready image 11.25 x 17.25 inches. **(Diagram 2)**
 - Convert all images to CMYK color mode.
 - Submit your final print ready design as a PDF.
 - File size should be less than 30MB.
 - For computer generated files:
 - Convert all fonts to outlines / curves or rasterize all text layers
 - Save all images in 300 DPI (Dots per Inch) resolution
- (1) Print ready digital file dimension, conforming to the following:
 - The finished print size must be 11 x 17 inches (vertical or horizontal) that includes a 2.5 inch border at the bottom for logos and Market information. This border may include color or images(s), but the color or image(s) must not distract from or overpower the logos and Market information to be included. **(Diagrams 1 & 2)**
- The following text must be included and designed into the submission:
 - "Moscow Farmers Market" **(Please note that there is no apostrophe in "Farmers")**
 - "May through October"
 - "2020"
 - "Every Saturday 8:00 a.m. to 1:00 p.m."
 - "Downtown on Main Street and Friendship Square"
 - "Fresh produce, plants & flowers, handmade crafts, local food"
 - "Live music 9:00 a.m. to 12:30 p.m."
- Submissions must portray one of the following themes:
 - A farm setting
 - A scene at the Moscow Farmers Market
 - Fresh fruits and/or vegetables available at the Market
 - The social culture of the Market

Unacceptable design elements include out of area produce not available at the Market.

2020 POSTER CONTEST - RULES AND INSTRUCTIONS

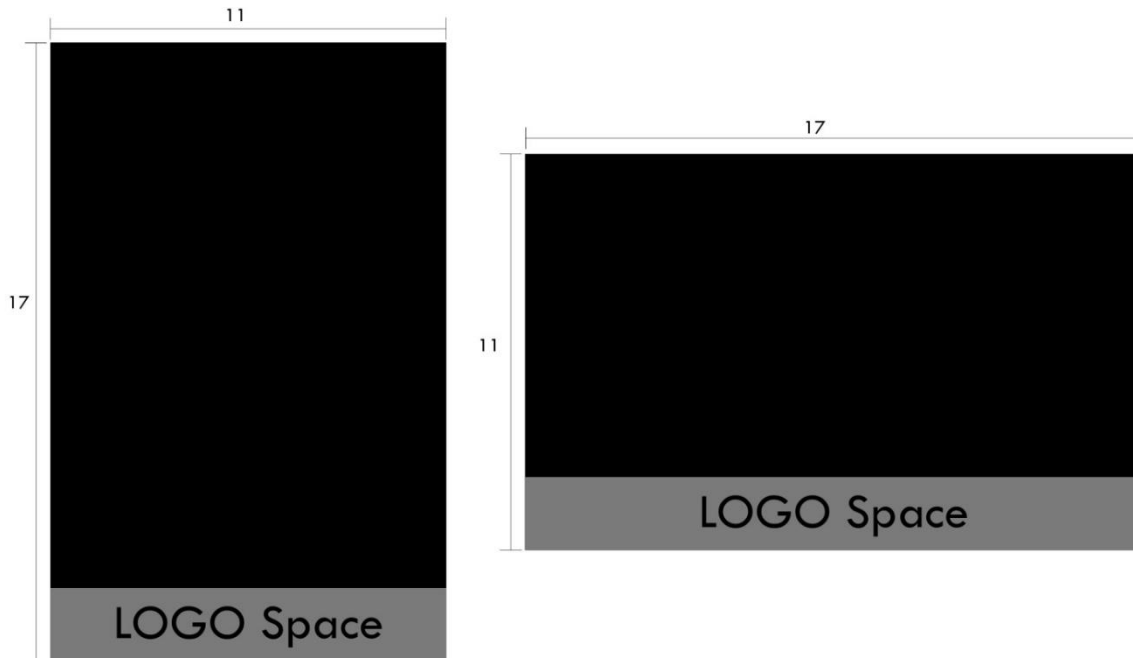


Diagram 1

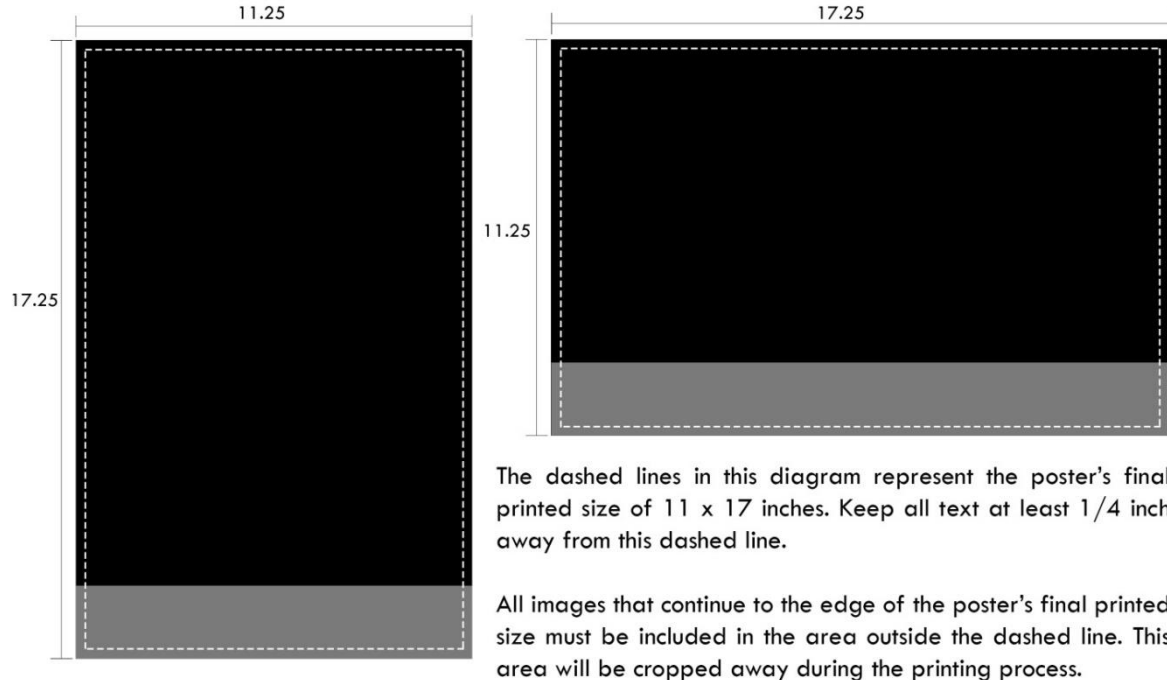


Diagram 2

PRESS RELEASE

Moscow Farmers Market Poster Contest



January 17, 2020 (Moscow, Idaho) -- The City of Moscow is accepting entries for the 2020 Moscow Farmers Poster Contest. The deadline to submit an entry is Wed., Feb. 26, 2020, by 5:00 pm. The artist with the winning entry will be awarded \$300 for their work.

In keeping with the spirit of the Moscow Farmers Market, participants are restricted to a 200 air-mile radius from Moscow, ID. Students from the University of Idaho, Washington State University, and Lewis-Clark State College are exempt from this restriction. Only one entry per participant is permitted, incomplete entries will not be considered, and the winning entry becomes the property of the City of Moscow. The contest is open to all ages.

For more information, visit the Moscow Farmers Market Poster Contest webpage at:

www.ci.moscow.id.us/206/Market-Poster-Contest

[<https://www.ci.moscow.id.us/206/Market-Poster-Contest>].

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Phone: 208-883-7132

Email: aargona@ci.moscow.id.us

City of Moscow

206 E Third Street

Moscow, ID 83843

Contact: Gary J. Riedner, City Supervisor

Phone - 208.883.7006

Email - griedner@ci.moscow.id.us

Website - www.ci.moscow.id.us



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City of Moscow
206 East 3rd St - Moscow, ID 83843

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PRESS RELEASE

Vote for the 2020 Moscow Farmers Market Poster



March 5, 2020 (Moscow, Idaho) -- The City of Moscow invites the public to participate in the selection of the 2020 Moscow Farmers Market poster. Members of the public may vote for their favorite poster finalist beginning at 8 pm on Fri., Mar. 6. The voting link will be available on the City of Moscow website at www.ci.moscow.id.us/206/Market-Poster-Contest [<http://www.ci.moscow.id.us/206/Market-Poster-Contest>].

Voting will close on Fri., Mar. 27 at 8 am. The finalist submission with the most votes will be declared the winner of the 2020 Moscow Farmers Market poster contest.

From the 16 submissions received, the Farmers Market Commission selected five entries as finalists.

For more information, contact the Community Events Division at farmersmarket@ci.moscow.id.us [<mailto:farmersmarket@ci.moscow.id.us>].

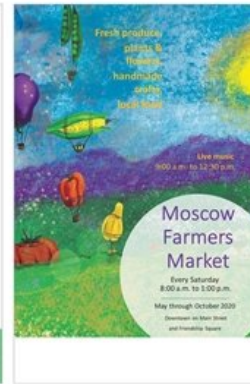
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PRESS RELEASE

2020 Moscow Farmers Market Poster Contest Winner



April 10, 2020 (Moscow, Idaho) -- The City of Moscow and the Farmers Market Commission are pleased to announce the winner of the 2020 Moscow Farmers Market Poster Contest, Christiana Dara Wells. Wells' entry, one of five final designs, was selected by the community following an online voting period.

A limited number of signed copies of the winning poster design will be available for pick up at the Moscow Farmers Market this season, while supplies last.

For more information, contact the Community Events Division at farmersmarket@ci.moscow.id.us.

###

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MAY THROUGH OCTOBER 2020

EVERY SATURDAY 8:00A.M. TO 1:00P.M.
DOWNTOWN ON MAIN STREET
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MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Minutes~

Amanda Argona
Staff Liaison

<http://www.ci.moscow.id.us/commissions/Pages/farmers-market.aspx>

Tuesday, November 8, 2016

4:00 PM

**Council Chambers
206 E 3rd Street**

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

ABSENT: Jenny Ford

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 4:05 p.m.

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.

The Mission Statement was read by Kingsland.

2. Approval of Farmers Market Commission October 6, 2020 Minutes (ACTION ITEM)

DePhelps noted a typo of Fess instead of Fees. Scott moved that the October 6, 2020, minutes be approved as corrected; Lawrence seconded.

Ayes: Unanimous Nays: None. Abstentions: None. 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 Commission. Please state your name and address for the record and limit your remarks to three (3) minutes.

No members of the public were present.

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.

Argona informed the Commission that based on the percentages of Yes and No responses, it seemed that vendors who have been with the Market for a decade or more were not in favor of this action, while vendors that have been with the Market for less than a decade were in favor.

Discussion ensued about the intent of re-jurying Craft and Food vendors. It was determined that the intent of a potential re-jury is so that all Craft and Food vendors are held to the same criteria standard.

Kingsland asked what happens if someone who has been with the Market for a significant amount of time, and potentially has never been through a jury process, does not meet the 70% qualifying score.

Argona stated that a potential option is to allow for a one-year grace period to provide the vendor an opportunity to adjustment their products, with a chance to re-jury in the following year. Like new, prospective vendors, current vendors would be provided the score card criteria in advance.

Scott reiterated his concerns of the 70% qualifying score and again suggested adding a Not Applicable column so a Vendor’s score is based on only applicable criteria. He again expressed concerns about forcing vendors to source locally if the raw materials are not to the quality a vendor would prefer to have. He is generally not in favor of re-jurying and likened it to re-adjudication. If a vendor is shifting their products drastically, the Community Events Manager should be able to speak to them directly about the change and bring forward any concerns to the Commission. Hill agrees that the Community Events Manager should have the option to have a discussion with vendors, but that is not currently in policy. She commented that perhaps this can be part of the discussion in the future.

Lazo asked how many vendors are likely to not meet the current standards if they are re-juried. Argona responded that there’s no way to gauge that. If the re-jurying were to move forward, it would likely take more than one season. The new scorecard still allows for vendors to score high with one criterium and low with another criteria, and still receive an eligible score.

Lawrence asked what the protocol is for re-visiting Agricultural vendors. Argona responded that it's not regulatory like California and that staff and Commission members do not have any regulatory authority; it is simply a way for the Community Events office to verify that vendors are bringing products to Market that they have grown themselves. Argona did say it is a requirement of participating in the Market, however. DePhelps agrees that it's a verification process and helps those involved with the Market gain a deeper understanding about farming and growing practices. As someone who works for UI Extensions, DePhelps says that as she observes, she also provides feedback to producers. She did express concerns about observing issues, like poor waste and water management, and believes that a protocol needs to be developed to address items like this in the future.

Lazo asked how feasible it is to re-jury existing vendors. He would like the Commission to consider allowing vendors time to bring their products in line with criteria, as well as discuss sustainable packaging options and move away from single-use plastic. Argona said that the Market banned Styrofoam packaging, so there is precedent about packaging materials.

DePhelps supports re-jurying and sees it as an opportunity to bring vendors closer in alignment with the Market's core values. A comparison was made that if there are two wood vendors where one uses locally-sourced and raised wood, and the other uses exotic, that theoretically both may be accepted into the Market, but one may just have a higher score. Product mix ultimately lies with the Community Events Manager and is dictated by available space. compared exotic wood to local wood and noted the local vendor would receive a higher score in the jurying process. Kingsland pointed out if the Commission decides to re-jury, that it should be made very clear to Vendors that there will be a grace or trial period and addresses historical space assignment in the Market. Argona also clarified that the re-jury would be applicable to prepared and packaged food vendors.

DePhelps moved to re-jury current Craft and Food Vendors; Kingsland seconded.

Ayes: Five (5). Nay: Scott. Abstentions: None. Motion carried.

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 for vendors.

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

Argona reviewed the questions with the Commission and explained that the survey is logic based, so depending on the answer a participant gives, questions may be skipped. She said SurveyMonkey estimates that the customer survey is three to five minutes in length, and the vendor survey upwards of seven minutes.

Scott commented that the surveys were excellent and like that individual thoughts or concerns are separate items. His general concern is the creation of the Motor-In Moscow Farmers Market was a function of the COVID-19 crisis and is worried that asking about Motor-In Moscow Farmers Market is an assumption it will continue past the pandemic.

DePhelps agrees that the surveys will be helpful. She asked about the desired input for question 10 of the customer survey, "How satisfied were you with the offered pick-up times at the Motor-In Moscow Farmers Market?" She suggested to be more direct regarding asking about specific times. Argona said that pick-up times would likely be driven by vendor responses to maintain product integrity. DePhelps responded that if that is the case, then it

might be best to add two additional, open-ended questions to the end of the survey: What worked really well? What suggestions do you have for improving the Motor-In MFM?

DePhelps said that question 13 of the customer survey “How likely are you to use curbside, pick-up services offered by businesses if COVID-19 isn’t an issue?” is unclear about whether or not it is in reference to Motor-In, or other types of curbside services. Argona explained that the question is to try and understand the trend of people being interested in curbside pickup. DePhelps suggested re-wording the question to include “In a post-COVID year, are you inclined to use a curbside service?”

Lawrence moved accept the draft survey with the suggested edits; DePhelps seconded. The motion passed.

Ayes: Six (6). Nay: None. Abstentions: None. Motion carried.

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.

Hill opened nominations for Vice-chair. DePhelps nominated Lawrence for Vice-chair; Lawrence accepted the nomination. Kingsland nominated DePhelps; DePhelps declined the nomination.

Hill opened nominations for Chair. DePhelps nominated Hill; Hill accepted.

Hill stated this slate would be voted on at the December meeting.

7. Policies Subcommittee (ACTION ITEM)

The Policies Subcommittee met on Friday, October 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 Wednesday, November 18 at 9:30 a.m. and Wednesday, December 16 at 10 a.m.

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

Scott asked if it would be appropriate to have the Policies Subcommittee to consider the frequency of re-jurying and add it into the appropriate policy in the Vendor Handbook.

Morsek moved to accept the list with the addition of Scott's recommendation, Lawrence seconded.

Ayes: Six (6). Nay: None. Abstentions: None. Motion carried.

REPORTS

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

Hill reported on how the Costume Contest was facilitated downtown in Friendship Square. Lawrence added she was pleased the contest took place and suggested that judges be present for next year during the photo session. There was a suggestion to have additional categories if this were to take place next year. Lazo also liked the idea of judges being present, and having the judges wear costumes too. Both Lawrence and Lazo said on-site judging might simplify the process.

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

The meeting adjourned at 5:15 p.m.