

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Agenda~

Amanda Argona
Staff Liaison

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

Tuesday, January 5, 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 December 1, 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. Policies Subcommittee Report (ACTION ITEM) – Lazo, Kingsland, and Argona

The Policies Subcommittee met on Wed., Dec. 16 to review changes to the 2021 Vendor Handbook based on the Commission's feedback from the Dec. 3 meeting. 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.

5. Branding Subcommittee Report (ACTION ITEM) – Hill, DePhelps, Ford, and Argona

The Branding Subcommittee met on Fri., Dec. 18 to review the Moscow Farmers Market Design Toolkit Request for Qualifications (RFQ). This RFQ is a special project to ensure the identity and brand of the Moscow Farmers Market is captured and protected through visual representation.

This Branding Subcommittee will work with staff to serve as the initial reviewers of a design toolkit that will contain design elements and graphics applicable to the Market and its programs.

Upon approval of the Farmers Market Commission, this proposal will be presented to Administrative Committee and City Council.

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

6. Moscow Farmers Market poster (ACTION ITEM) – Argona and Christen

At the Dec. 3 meeting, the Commission voted to change the Moscow Farmers Market poster requirements to have artists submit artwork that will become the focal point of the final poster design (i.e. Artwalk poster).

The Community Events Manager has reformatted the requirements based on the changes for the Commission's review. The following timeline is proposed:

- Jan. – Call for artwork opens; artwork submitted through Submittable
- Feb. 24 – Submission deadline
- Mar. 2 – Farmers Market Commission selects finalists for public voting
- Mar. 5 – Public voting opens through Submittable
- Mar. 26 – Public voting closes
- Apr. 2 – Selected artwork and artist announced

PROPOSED ACTIONS: Accept Moscow Farmers Market poster art requirements and timeline or take such other action as deemed appropriate.

REPORTS

1. Re-jury for Non-Agricultural Vendors – Hill and Argona

At the Nov. 8 meeting, the Commission voted to re-jury all Non-Agricultural Vendors to bring all vendors in alignment with current Craft & Food jury standards and the Moscow Farmers Market core values. The Commission did not address establishing a re-jury rotation at the November meeting, similar to visiting Agricultural Vendors.

A letter and frequently asked questions document has been drafted that addresses a grace period, tier status, and historical space assignment. These documents, along with the prospective vendor score cards will be included in the January mailing to vendors, along with Annual Orientation reminders, and other pertinent information for 2021.

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 Branding Subcommittee meeting TBD Mar. 22-26 at Moscow City Hall in Community Events office/Zoom**
- 4. Farmers Market Commission regular meeting February 2, 2021 at Moscow City Hall in Council Chambers**

ADJOURN

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