

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

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
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

PRESENT: Jamie Hill (Chair), Stuart Scott, Mackenzie Lawrence, Colette DePhelps, Jenny Ford, Kerry Morsek, Kelly Kingsland, Ryan Lazo

ABSENT:

ALSO IN ATTENDANCE: Amanda Argona, Community Events Manager; Britnee Christen, Administrative Specialist, Anne Zabala (Moscow City Council)

Meeting called to order at 4:04 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 Scott.

2. Approval of Farmers Market Commission November 3, 2020 Minutes (ACTION ITEM)

DePhelps noted on page three there was a repeating, fragmented sentence that needed to be removed. Argona stated on page four the italicized vote count did not need to be italicized.

DePhelps moved for the November 3, 2020 Minutes to be approved as corrected. Scott 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. 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.

Hill reminded Commission members that the current slate of nominees were herself for Chair and Lawrence for Vice-Chair. She opened the topic for further nominations but there were none.

Scott moved to accept the slate of officers as a white ballot.

Ayes: Unanimous. Nays: None. Abstentions: None. Motion carried.

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.

Argona reported the Policies Subcommittee has been reviewing the current policy handbook to ensure the policies are in line with the guidelines and philosophy of the Market. Argona stated she is also reviewing the handbook to ensure the policies are in line with that is happening on the ground at the Market.

The subcommittee is proposing revisions to the refund policy based upon events from 2020. The current policy was unclear regarding extreme circumstances such as public safety and weather events that are beyond staff control.

Scott suggested making a change based upon the 1912 Center's Winter Market protocol, where vendors may choose to donate their booth fees in lieu of a refund. Discussion ensued about how this would work for a local government and the cumbersome tracking involved. Morsek recommended adding language that reflected the vendors may choose to be offered a refund. DePhelps suggested clarification in regard to suggested policy language about finding a substitute location or direct-market option versus cancelation of a Market. Argona pointed to two examples for this suggested policy change:

1. The October 24 Market was faced with a potential heavy snow storm, and depending upon the amount of snowfall potentially needed to change location.

2. The September 26 Market was canceled due to public safety concerns, and this cancellation was beyond the control of staff. Alternatives to find locations for vendors still wishing to sell their perishable items were collaborative with others in the community.

Lazo asked if a vendor is requesting a refund for a cancelled Market, would that request need to be made within a certain number of days. Argona recommended seeing how 2021 goes to gain a better sense of how timing works as these were extreme circumstances. Hill recommended removing the last sentence for the suggested revision, and to state that if a Market is cancelled vendors will receive a refund. DePhelps concurred and reiterated Lazo's comment on adding a timeframe.

Argona moved to the second topic of generators and pointed out options for electricity are limited in the downtown corridor, and the Market has held a no generator policy for many years. The subcommittee has done a small amount of research on generator types, and Argona stated that the majority of vendors requiring electricity access are needing it for small refrigeration units or to run equipment for prepared food. The subcommittee's brief investigation found that battery powered units like portable power stations were quieter than gas or propane powered options, and it would help to expand food options throughout the Market. The subcommittee also felt allowing battery powered units was in the spirit of sustainability.

DePhelps asked what 65 decibels was in regards to noise level. Argona stated 65 decibels is the equivalent of people having a conversation with laughter. DePhelps and Kingsland echoed the concern of noise. Argona stated they will do more research on the noise level of battery powered generators. DePhelps also shared concerns about policing the generators if noise or fuel became an issue. Kingsland pointed out she is against the idea of generators because as a neighboring vendor it could change ambience of the Market.

Hill suggested that the subcommittee further review this recommendation. Hill also asked for the subcommittee to provide a clearer description of what type of battery powered generator would be acceptable, along with a sound chart to demonstrate comparisons of decibels as it pertains to noise. Lazo recommended using the term "portable power station." Morsek requested for the subcommittee to research other markets on whether they allow the use of generators or not.

Argona moved to the third policy update regarding vendor merchandise. Argona mentioned this policy was tabled in 2019 and the subcommittee felt they have created a policy that will work for vendors and management enforcement. There is currently no policy for vendor merchandise sales. Sister's Cookies and Love's Kombucha are two examples of vendors who have merchandise available. The purpose of establishing a policy would be to encourage vendors to sell merchandise, without the merchandise replacing their normal product offerings. As part of the proposed policy, vendors would be required to receive approval from the Community Events Manager prior to selling, and may only display one of the approved items per market day. There was some discussion regarding locally created products, and at this time it is not incorporated in the suggested policy. There was discussion about including a question on the Farmspread application about whether or not is interested in selling merchandise at the Market to assist in tracking which vendors would utilize this policy.

Scott suggested to include in the proposed policy language that states the approved item must be in addition to their usual products and quantity. Kingsland stated it is difficult for staff to police quantity/floor space of products. Argona suggested adding to the policy if a vendor adds the one approved item, it must be displayed amongst the majority of their usual products. Discussion ensued about clarifying the proposed language to say the vendors may display and sell only one approved merchandise item per market day.

Scott motioned to send the discussed notes and revisions back to the Policies Subcommittee for further review and consideration. Lawrence seconded.

Ayes: Unanimous. Nays: None. Abstentions: None. Motion carried.

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.

Argona stated she is hoping to meet with the Brand Identity Subcommittee before the end of the year to discuss next steps and determine what qualifications need to be gathered.

Scott submitted a drawn brand suggestion to Argona. Scott also stated after the development of the final brand identity the commission should make sure it is registered with the Idaho Secretary of State for its exclusive use by the City of Moscow.

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 both a physical and digital submission, in addition to eliminating paperwork.

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

Argona said that historically, artists have been paid \$100 and this year the honorarium was increased to \$500 in an attempt to recognize the value of an artist's time and creative energy. Argona stated the ideas stem from how the Artwalk poster is developed in the Arts Department, as well as the Queen Anne Farmers Market poster series.

Hill brought up concerns that public voting may not be representative of those attending the Market.

Lazo asked how many poster entries are received and how many public votes are typically received. Hill stated that the contest has generally received between 8-15 poster entries over the years, and Argona stated that they have seen between 300-500 votes, often with people having the ability to vote multiple times. Argona also stated however the Commission choose to move forward, the Community Events Division will use Submittable- a digital platform to receive submissions, jury submissions, and bring forth submissions for public voting.

DePhelps and Scott shared concerns about changing the process for the sake of change. Scott also stated there is value in including the public in the process and maybe the mechanics of voting is the issue and maybe shift from public voting to including public comments/suggestions in the process. Scott expressed interest in Option B due to the large presence of transient community members created by university students. Scott concluded by saying there is a qualitative difference between fine art and commercial art, and he finds no issue with having the artist doing the graphic and leaving space for the finalization of the branding elements. Scott stated that process is more collaborative.

Hill asked Scott to clarify what he meant by obtaining public input. Scott responded with the current electronic voting it is hard to validate individual voters, but public input doesn't diminish their involvement. Christen mentioned Submittable does have a one vote limit per device, which helps minimize duplicate votes.

Lazo asked why there was an increase to the honorarium. Argona stated the increase was to honor the creative process, and increase the chance of better-quality submissions.

DePhelps motioned to accept Option C and change the Poster Contest submissions process to have artists submit their desired artwork that will be the focal point of the final poster design. Morsek seconded.

Ayes: Unanimous. Nays: None. Abstentions: None. Motion carried..

REPORTS

1. Community Events Manager report

Argona reported 100% of vendor sales reporting was in for the second year in a row. She also reported that the survey the Commission reviewed in November is being finalized and should be launched by the end of this week. To share the survey, a press release will be issued, an email sent to the vendors and Motor-In MFM customers, as well as posts created and published on Facebook. The Moscow Farmers Market webpage will also be updated. The survey will remain open until December 31st.

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

Argona stated as dates get closer the Commission and her can determine who will be available from the Craft and Food Jury subcommittee to attend each jury date, as well as the hybrid 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

Meeting adjourned at 5:17 p.m.

MOSCOW FARMERS MARKET COMMISSION



Refunds Page 14. Item 6. Market Fees Sub-item a. Structure

Original

Refunds. The Market does not provide refunds to Vendors for days that are cancelled or missed.

Sub-Committee Proposal, 11/30/20; review by Commission on 12/1/20

Refunds. The Market does not provide refunds to Vendors for days that Vendors cancel their attendance or do not show up to the Market (no call, no show). In the event that severe weather or public safety issues force a Market cancellation as determined by City Administration, all Vendors that were granted a space assignment and did not cancel in advance of the stated closure will be issued a refund or have their payment applied to any unpaid, future Market dates (i.e. UI Homecoming Market). Every effort will be made to find a substitute location or provide Vendors with different direct market options prior to cancelling a Market.

Sub-Committee Proposal, 12/16/20; review by Commission on 1/5/20

Refunds. The Market does not provide refunds to Vendors for days that Vendors cancel their attendance or do not show up to the Market (no call, no show). In the event that severe weather or public safety issues force a Market cancellation as determined by City Administration, all Vendors that were granted a space assignment and did not cancel in advance of the stated closure may request a refund within (2) two weeks of the stated closure.

Generators Page 17. Item 5.

Original

Generators. The Market does not allow the use of generators during operating hours.

Sub-Committee Proposal, 11/30/20; review by Commission on 12/1/20

Generators. The Market only permits (allows for) the use of battery powered generators that emit less than 65 dB. The use of gas powered, hybrid (gas-electric), and propane generators are not permitted.

Sub-Committee Proposal, 12/16/20; review by Commission on 1/5/20

Generators. The Market does not allow the use of generators during operating hours.

MOSCOW FARMERS MARKET COMMISSION



Vendor Merchandise

Sub-Committee Proposal, 11/30/20; review by Commission on 12/1/20

Merchandise. The Market permits Vendors to sell merchandise items that are directly related and/or promoting the Vendor's business operations in a limited capacity. Vendors wishing to sell merchandise must first register all merchandise items with the Community Events Manager. Upon approval, Vendors may display no more than one type of approved merchandise item for sale per Market day.

Sub-Committee Proposal, 12/16/20; review by Commission on 1/5/20

Merchandise. The Market permits Vendors to sell merchandise items that are directly related and/or promoting the Vendor's business operations in a limited capacity. Vendors wishing to sell merchandise must first register all merchandise items with the Community Events Manager. Upon approval, Vendors may display no more than one type of approved merchandise item for sale among the majority of their current products per Market day.

MOSCOW FARMERS MARKET COMMISSION



Moscow Farmers Market Design Toolkit RFQ Deadline for submissions: March 19, 2021

PROJECT DESCRIPTION

The City of Moscow and Farmers Market Commission invite graphic design professionals to submit qualifications for a design toolkit to serve the brand identity of the Moscow Farmers Market with the City of Moscow Community Events Division.

The selected artist, artist team, or design firm will work closely with Community Events Division staff to create a style guide and program graphics that are complementary to existing City of Moscow branding.

The successful applicant will demonstrate the ability to create a design toolkit which will bridge the Moscow Farmers Market's identity as a beloved past-time for both locals and visitors, while also recognizing its history as a leader in developing the region's food system.

Stewardship of the Moscow Farmers Market is a collaboration between the Community Events Division and the Farmers Market Commission. The Market is a core component of the greater Moscow identity, contributing to the look and feel of the community. The mission of the Moscow Farmers Market is to celebrate 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 Market's core values encompass the following:

- **Access:** Providing access to locally-grown produce, foods, unique hand-made goods and their producers.
- **Economic Opportunity:** Contributing to the greater Moscow economy with emphasis on assisting local, small, independently-owned, and start-up enterprises.
- **Community:** Building community by welcoming all residents and visitors, and providing a safe space and opportunity for community engagement, interaction, entertainment, and cultural enrichment.
- **Information:** Increasing awareness of, and providing education about and in support of health and wellness practices, regional agriculture, sustainability, and sound environmental practices.

The design toolkit will represent the Market's identity as a cultural icon of Moscow and a nationally-recognized, weekly, community gathering place for producers, makers, performers, and patrons. A complete design toolkit will include a style guide as well as scalable program graphics and design elements to be used in print and digital media for the Moscow Farmers Market and its associated amenities. Design elements will be used to illustrate and support Market programs and events such as entertainment, youth activities and volunteer programs, food access, education, and demonstration activities, and Farmers Market Commission education and outreach.

MOSCOW FARMERS MARKET COMMISSION



BUDGET

The total amount of funding available for the design toolkit is not to exceed \$8,000. This budget includes the design fee, meetings, materials, and all other costs accrued by the selected artist, team, or firm for this design toolkit project.

ELIGIBILITY

In keeping with the spirit of the Moscow Farmers Market, artists, teams, and firms residing in a 200 air-mile radius of Moscow are eligible to apply. Selection panelists and their immediate family members are not eligible to apply.

PROJECT TIMELINE

January 20 – March 19, 2021	Application period
March 22 – 26, 2021	Selection panel review and recommendation
April 6, 2021	Farmers Market Commission selection
April 2021	Contract with successful respondent finalized
August 31, 2021	Delivery of style guide, programs graphics, and design elements

SUBMISSION REQUIREMENTS

1. **Letter of Interest** (if applying as a team or firm, also provide a list of members, identify the individual that is the project lead, and describe each member's role in the project)
2. **Artist Resume** (if applying as a team or firm, provide the project lead's resume)
3. **Three Professional References** (if applying as a team or firm, provide project lead's references)
4. **Samples of Past Work**
 - a. Include up to (10) clearly labeled digital files that demonstrate evidence of the artist's/team's/firm's work on projects of a scale and nature similar to the one described in this RFQ.
 - b. Please use the following file naming for each digital file:
 - i. Individual Artists: Lastname, Firstname_ProjectTitle_DateCompleted (e.g. Smith, Dana_SelfPortrait_2021)
 - ii. Teams/Firms: TeamorFirmName_ProjectTitle_DateCompleted (e.g. BlueDotDesigns_100Nightsof100Lights_2000)
5. **Project Timeline**
 - a. Include a timeline proposal describing the stages of the project from visioning and initial drafts to finalized deliverables.
 - b. Include dates associated with each stage of timeline proposal.

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6. Submission of Materials

- a. Submit all materials via the City of Moscow's Submittable page:
<https://moscowarts.submittable.com/submit>
- b. Emailed or physical submissions will not be accepted.

SELECTION CRITERIA

1. Letter of Interest

- a. States clear reasons for interest in this opportunity.
- b. Demonstrates an understanding of the project's scope and intent.
- c. For teams/firms
 - i. Identifies project lead
 - ii. Identifies all team members
 - iii. Describes each team members role in the project

2. Resume and References

- a. References confirm professionalism of applicant in communication, responsiveness to requests, ability to meet deadlines, and adherence to budget.
- b. Resume reveals a record of design work of a scale similar to the one described in this RFQ.

3. Samples of Past Work

- a. Work samples highlight completed design projects of a scale similar to or larger than the one described in this RFQ.
- b. Work samples reveal aesthetic, conceptual, and technical expertise.

4. Project Timeline

- a. Proposed timeline by applicant aligns with the deadline in this RFQ.
- b. Proposed timeline indicates clear deadlines for each stage of the project.

SELECTION PANEL MEMBERS

The Selection Panel will be comprised of:

- City of Moscow Deputy City Supervisor
- City of Moscow Community Events Manager
- Farmers Market Commission Chair
- Farmers Market Commission Moscow Chamber of Commerce representative
- Farmers Market Commission University of Idaho Extension representative

The City of Moscow reserves the right to change the dates of the project timeline, to modify this request to include additional information from any or all participating artists, to reopen the request, and/or to accept or reject, at any time prior to the commission of work, any or all design proposals.

MOSCOW FARMERS MARKET



INTRODUCTION

Year: 2021

Deadline for submissions: Wed., Feb. 24 by 5 pm

The City of Moscow invites artists to submit artwork for the annual Moscow Farmers Market poster. The Moscow Farmers Market takes place every Saturday, 8 am to 1 pm, May through October in downtown Moscow on Main Street and Friendship Square. This annual opportunity invites artists to submit visual interpretations of this longstanding community event to the Farmers Market Commission, with finalist selected by public vote.

Historically, this opportunity has required artists to design all aspects of the Moscow Farmers Market poster, including event name, time, location, and other associated text. This year, artists are invited to only submit their artwork with no accompanying text. The winning submission becomes the main feature and primary design element of this year's Moscow Farmers Market poster, and the selected artist has the option to be present during a Moscow Farmers Market in the month of May to sign the finalized posters in-person.

The original selected artwork will become property of the portable City of Moscow Art Collection and the selected artist, or guardian if applicable, agrees to sign an art purchase agreement and receive a \$500 honorarium. The artist will retain the copyright to the artwork, though the City of Moscow will be granted an irrevocable license to reproduction of the winning work for promotional needs and fundraising purposes. The artist is responsible for framing the work prior to delivering it to the Community Events Division.

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

www.ci.moscow.id.us/197/Farmers-Market
www.ci.moscow.id.us/206/Market-Poster-Contest
www.facebook.com/MoscowFarmersMarket

ELIGIBILITY & SUBMISSIONS

- In keeping with the spirit of the Moscow Farmers Market, submissions will be restricted to those residing in a 200 air-mile radius from Moscow, Idaho. Students from the following schools are exempt from this restriction: University of Idaho, New Saint Andrews College, Washington State University, and Lewis-Clark State College.
- Artists may only submit one entry.
- Submissions must portray one or more of the following themes:
 - A farm setting
 - A scene at the Moscow Farmers Market
 - The social culture of the Moscow Farmers Market
 - A collection or assemblage of products available at the Moscow Farmers Market

MOSCOW FARMERS MARKET



- Submissions may be in any 2D medium including drawing, painting, mixed media, photography, crayon, marker, original graphic art, etc. or a photograph of a 3D art piece.
- Submissions featuring design elements that portray out of area produce not available at the Moscow Farmers Market are not considered (i.e. bananas, avocados, pineapples, etc.).
- Submissions must be of original design and any picture(s) or graphic(s) used must belong to the artist.

SELECTION PROCESS

The selection panel includes members of the Farmers Market Commission and City of Moscow staff. From the submissions, the panel selects a maximum of five finalists for public voting. Public voting will begin at 8 am on Fri., Mar. 5 until 8 am on Fri., Mar. 26. The finalist submission with the most votes at the end of the voting period is the winner and will be announced via social media and press release.

Selection criteria includes:

- The use of bright, lively, and festive colors.
- The subject matter aligns with one of the four submission themes.
- The ability of the artwork to read well from various distances.
- The ability of the artwork to be replicated on an 11"x17" or 17"x11" sized poster.

REQUIREMENTS

- 2D submissions: Upload (1) print ready digital file in .jpeg, .png, or .pdf with the following file name format Lastname, Firstname_ArtworkTitle_DateCompleted (e.g. Smith, Dana_FarmerInTheGarden_2021)
 - Submission must conform to the following:
 - Convert all images to CMYK color mode.
 - 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
- 3D submissions: Upload up to (3) digital files in .jpeg, .png, or .pdf with the following file name format Lastname, Firstname_ArtworkTitle_DateCompleted_filenummer (e.g. Smith, Dana_FarmerInTheGarden_2021_1)

SUBMISSION OF MATERIALS

- Submit all materials via the City of Moscow's Submittable page: <https://moscowarts.submittable.com/submit>
- Emailed or physical submissions will not be accepted.

MOSCOW FARMERS MARKET COMMISSION



MARCH 5, 2021

MARCH 12, 2021

MARCH 26, 2020

SPACE # _____

ARTISAN/CRAFT CRITERIA		Poor (0)	Average (1)	Excellent (2)	Notes <i>(shared with prospective vendors that request them and are entered into the Market's record database)</i>
DISPLAY	Display is visually appealing (6 points)				
	Neat and attractive				
	Items are relatable and present a cohesive theme				
	Product list is present and prominently displayed with prices (prices listed on each item is an acceptable substitute)				
SOURCING	Products feature local sourcing (4 points)				
	Material choices reveal a consideration for environmental and economic sustainability				
	Material choices are sourced locally within a 200-air mile radius				
PRODUCT DESIGN AND INTEGRITY	Products offer a distinct look and feel not readily duplicated (12 points)				
	Unique				
	Structurally intact				
	Exhibit craftsmanship				
	Exhibit original design				
	Reflect local/regional area				
	Made by the prospective vendor without excessive reliance on ready-made or mass-produced elements (e.g. pre-die-cut objects, pre-fabricated objects, stamp kits, promo items, etc.)				

Display:	Sourcing:	Product design & integrity:	Minimum qualifying score: <u>15.5/22 = 70%</u> Participant's score: <u> /22 = %</u>
All products accepted: ☐ Yes ☐ No (list products not accepted below)			
Notes to the Community Events Manager:			

MOSCOW FARMERS MARKET COMMISSION



MARCH 5, 2021

MARCH 12, 2021

MARCH 26, 2021

SPACE # _____

HOT/PREPARED/PROCESSED/PACKAGED FOOD CRITERIA		Poor (0)	Average (1)	Excellent (2)	Notes <i>(shared with prospective vendors that request them and are entered into the Market's record database)</i>
DISPLAY	Display is visually appealing (6 points)				
	Neat and attractive				
	Item arrangement reveals forethought for customer engagement				
	Menu is present and prominently displayed with prices				
SOURCING	Products feature local sourcing (4 points)				
	Ingredient choices reveal a consideration for environmental and economic sustainability				
	Ingredient choices are sourced locally within a 200-air mile radius				
PRODUCT DESIGN AND INTEGRITY	Product flavors & textures are appealing (6 points)				
	Appearance (sight)				
	Flavor (taste) & Aroma (smell)				
	Unique with an innovative approach to cuisine and original recipes by prospective vendors				
	Products presented in an appetizing manner (6 points)				
	Ingredient(s) label present and distinct				
	Potential allergen warnings clearly listed				
	Serving and packaging techniques exhibit adequate food safety practices (e.g. <i>hot food served at appropriate temperatures, dairy products served at appropriate temperatures, packaged food seals are unbroken, etc.</i>)				

Display:	Sourcing:	Product design & integrity:	Minimum qualifying score: <u>15.5/22 = 70%</u> Participant's score: <u> /22 = %</u>
All products accepted: ☐ Yes ☐ No (list products not accepted below)			
Notes to the Community Events Manager:			

RE-JURY FREQUENTLY ASKED QUESTIONS

1) Who needs to re-jury?

Any vendors that are considered to be in a non-agricultural category are required to re-jury to continue their participation in the Moscow Farmers Market.

Agricultural vendors that carry products that they do not grow, produce, or raise themselves are required to re-jury such products.

If you are unsure on whether or not you need to re-jury, contact the Community Events Manager.

2) What if I don't receive the qualifying score of 70%?

Vendors that do not receive the qualifying score of 70% for eligibility will be provided a (1) one-year grace period to attend the Moscow Farmers Market.

Example: you re-jury in 2021, but do not receive the qualifying score of 70%. You will be eligible to attend the Moscow Farmers Market for 2021 and required to re-jury in 2022. If you do not receive a qualifying score in 2022, you will not be eligible to participate in the 2022 Moscow Farmers Market.

3) I am a Tier 3 vendor that did not receive a qualifying score of 70%. Will this affect my historic space assignment for the current season?

No. Your historic space assignment will not be affected during your one-year grace period.

Example: you re-jury in 2021, but do not receive the qualifying score of 70%. You will be eligible to attend the Moscow Farmers Market for 2021 and will receive your historic space assignment. You will be required to re-jury in 2022. If you do not receive a qualifying score in 2022, you will not be eligible to participate in the 2022 Moscow Farmers Market and lose your historic space assignment.

4) I received a qualifying score of 70%, but not all of my products were accepted. What does this mean?

The Community Events Manager will inform you of which products were accepted and which were denied. The approved and denied products will remain a part of your vendor record. If a vendor decides to incorporate into their booth or sell their denied products, this will result in a penalty. Per the Moscow Farmers Market Handbook, "Sale and Distribution of Non-Approved Items: ..."

5) I have been absent from the Moscow Farmers Market due to COVID-19 and do not plan to attend in 2021 due to the pandemic. Do I need to re-jury this year?

RE-JURY FREQUENTLY ASKED QUESTIONS

No. Any vendors absent from the Moscow Farmers Market due to concerns about the pandemic will only be required to re-jury in the year they wish to begin attending the Market again.

6) Will non-agricultural vendors need to be re-juried in a regular basis?

Not at this time. There are no more re-juries scheduled once all applicable vendors undergo the re-jury process. The purpose of the re-jury is to bring all vendors into alignment with current Craft and Food Jury standards and Moscow Farmers Market core values.

7) Is a re-jury the same process as if I wanted to add new products to my booth?

No. During the re-jury, the same criteria that would be applied to a prospective vendor is applied to current, longstanding vendors.

The criteria to add products that vendors do not typically offer AND are outside the scope of their normal offerings varies slightly. Typically, there is one jury prior to the start of the Market season open to current vendors wishing to add such products.

Example 1: You are currently an active flower vendor that is interested in offering ceramic vases that you make. The ceramic vases are subject to the jury process as this is outside the scope of your normal offerings (i.e. nursery plants and cut flowers).

Example 2: You are currently a wood vendor that crafts spoons and other tableware and are interested in offering furniture. The furniture is not subject to the jury process as this is still within the scope of your normal offerings (i.e. wood products).

Example 3: You are currently a photography vendor that has been with the Market since 2000. All of your offerings feature your photography in some capacity and you are not interested in adding new products outside the scope of your current offerings. You are subject to the re-jury.



Heart of the Arts



Bill Lambert
Mayor

Brandy Sullivan
Council President

Art Bettge
Council Vice-President

Sandra Kelly
Council Member

Maureen Laflin
Council Member

Gina Taruscio
Council Member

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January 5, 2020

Dear Vendor,

Over the years, the Moscow Farmers Market has seen many changes including venue changes, adjustment to vendor requirements and adopting new management software. One process that has also seen changes in more recent years is the Craft and Food Jury.

These changes were developed as a result of the Moscow Farmers Market Strategic Plan to address the lack of consistency and clarify processes that in the past have resulted in poor expectations and misunderstandings with both prospective vendors and current vendors. The Farmers Market Commission and staff set to resolve the following issues with this process by:

- Consistently involving the Farmers Market Commission by establishing a Craft and Food Jury subcommittee on an annual basis. This subcommittee is responsible for proposing changes to the jury process and serving as the judging panel at each jury.
- Developing a new scorecard that had clear criteria for judging and aligns with the Market's core values. This new scorecard was adopted by the Commission at the February 4, 2020 meeting and included in the 2020 Moscow Farmers Market Handbook. This scorecard served as the template to adapt for current vendors wishing to add products that are outside their normal scope of offerings.
- Developing an annual timeline for setting jury dates, reserving venues, and distributing information to the public.
- Developing clear and consistent record keeping of participating vendors and their results.

As part of the 2020 Farmspread application, vendors were asked about the concept of re-jurying on a semi-regular basis. Ninety-five vendors responded with 58% indicating that they would not be in favor of re-jurying on a semi-regular basis and 42% indicating they would be in favor. This information was presented to the Farmers Market Commission at the November 3, 2020 meeting. With such a divided opinion from vendors, this topic was discussed at the November meeting at length. The decision of the Commission was to require a re-jury for existing vendors. The Commission felt strongly that a re-jury ensures that current vendors/products are held to the same standard and better provides an equitable and inclusive environment.

This decision will affect the following vendor types, categories, and products:

- Prepared Food: Processed, packaged, and ready-to-eat items
- Craft/Artisan: Fine arts, heritage arts, and decorative arts items



- Agricultural: Products comprised of items NOT grown or produced by the vendor

Vendors that choose to continue their participation with the Moscow Farmers Market in the 2021 season and beyond will be required to re-jury at a scheduled date and time coordinated by the Community Events Division. Additional information about these special re-jury dates will be sent in the new year. More information including timelines for meeting jury requirements, how to jury, and more can be found in the attached frequently-asked-questions document. We've also included the current jury scorecard for reference.

The Farmers Market Commission and staff appreciates your patience as we work through this undertaking. If you have additional questions not addressed by the attached documents, please do not hesitate to reach out to Jamie or Amanda.

Best,

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