

# MOSCOW FARMERS MARKET COMMISSION



Jamie Hill  
Chair

~Minutes~

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 31<sup>st</sup>.

## 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.

**Minutes Approved On**

**January 5, 2021**

  
**Clerk/Deputy Signature**