

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Agenda~

Amanda Argona
Staff Liaison

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

Tuesday, February 2, 2021

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 January 5, 2021 Minutes (ACTION ITEM)

3. Assessment of Vendor Production and Location Rule – DePhelps (15 mins.)

REPORTS

1. FY 2022 FMC Budget Request – Argona (15 mins.)

2. 2020 Moscow Farmers Market operations feedback – Argona (30 mins.)

3. 2020 Motor-In Moscow Farmers Market – Argona (30 mins.)

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.

- Moscow Farmers Market Poster art selection – action item
- Farmers Market Commission FY22 budget request – action item
- Subcommittee Reports – reports

- 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**
- 5. Farmers Market Commission regular meetings and holiday weekends**

To avoid conflict with the adjustment to staff's seasonal Market schedule, the following alternatives are being proposed for paid holidays observed on Mondays.

 - a. June 1, 2021 (alternative dates and times June 2, 3, or 4 at 4 to 5:30 pm)**
 - b. July 5, 2021 (alternative dates and times July 7 or 9 at 4 to 5:30 pm)**
 - c. September 10, 2021 (alternative dates and times September 7 at 4 to 5:30 pm)**

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

~Minutes~

Amanda Argona
Staff Liaison

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

Tuesday, January 5, 2021

4:00 PM

**Council Chambers
206 E. Third St.**

Meeting called to order at 4:04 p.m.

PRESENT: Jamie Hill (Chair; Virtual), Stuart Scott, MacKenzie Lawrence (Vice Chair; Virtual), Ryan Lazo (Virtual), George Skandalos (Virtual), Colette DePhelps (Virtual), Kingsland Kingsland (Virtual)

ABSENT: Kerry Morsek

OTHER: Art Bettge (Council Liaison)

STAFF: Amanda Argona (Community Events Manager), Britnee Christen (Administrative Specialist)

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 December 1, 2020 Minutes (ACTION ITEM)

Hill noted that last month's title on the first page needs to be changed from "agenda" to "minutes."

Scott moved, Lawrence seconded to approve the December 1, 2020 minutes with the included change by Hill.

Roll Call Vote: Ayes: DePhelps, Kingsland, Lawrence, Lazo, Scott. Nays: None. Abstentions: Skandalos. 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. 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.

Kingsland reported the subcommittee was unsure on how the use of multiple generators at market may affect neighboring vendors or contribute to noise concerns. Due to the many variables regarding generators, the subcommittee chose to keep the generator policy as it is currently stated in the Moscow Farmers Market Handbook. Lazo stated the subcommittee felt since battery packs don't technically qualify as generators, that there was no need to create a policy explicitly stating that this form of power was allowed.

Argona stated the subcommittee added clarity to the refunds process and structure. Subcommittee members expanded on the vendor merchandise policy and how to track the items for sale. Argona reiterated vendors can only display one type of item per market and it must be amongst a majority of the vendor's regular market items.

DePhelps asked if vendors could make a price list available for other merchandise items, since only one item could be displayed per market. Argona stated a list of options would be fine in conjunction with the one item display. DePhelps recommended adding language to the policy to make vendors aware a price list is permissible. Kingsland responded saying the subcommittee wants to see how the new policy works out in the first year, and then re-evaluate the policy for the following season.

Scott stated he agreed with Kingsland and said Argona was good at policing vendor booths and correcting policy infractions. Scott stated the reason the commission members were reviewing the new policy was to prevent merchants from having an unapproved line of product and gradually altering what they really sell at market to logo-based products.

Scott moved, DePhelps seconded to accept the changes to the Moscow Farmers Market Handbook as presented by the Policies Subcommittee.

Roll Call Vote: Ayes: Unanimous. Nays: None. Abstentions: None. Motion carried.

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.

Hill described the request for qualifications (RFQ) as a step in the process to develop a design toolkit to help the Market create a cohesive, visual identity.

Argona stated that upon the Commission's approval of the RFQ, it will be presented to the Administrative Committee next Monday and then will move forward to City Council. Due to the RFQ's current budgeted amount, it will not need to go out to bid, and will follow the selection process identified in the RFQ. Argona added if the Commission chooses to have the subcommittee meet again for changes and present at the February Commission meeting, the project timeline would be altered to accommodate presentation to the Administrative Committee and City Council. Upon approval from Council, the RFQ and submission process will take place through Submittable.

Kingsland moved, Scott seconded to accept the RFQ as presented by the Branding Subcommittee.

Roll Call Vote: Ayes: Unanimous. Nays: None. Abstentions: None. Motion carried.

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

At the Dec. 1 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.

Christen presented the draft Submittable form for the Moscow Farmers Market art opportunity.

Argona stated the submission process will be announced this week and the form released to the public.

Lawrence motioned, Lazo seconded to accept the Moscow Farmers Market poster art requirements and timeline.

Roll Call Vote: Ayes: Unanimous. Nays: None. Abstentions: None. Motion carried.

REPORTS

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

At the Nov. 3 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.

DePhelps asked if there is a frequency of re-jurying. Argona stated the Commission just decided to do one re-jury and has not discussed a frequency. DePhelps requested that this be addressed in the FAQ.

Scott expressed concern about the burden of the vendors for re-jurying and recommends that re-juries commence every five years if there is regular re-jurying.

ANNOUNCEMENTS

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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

The meeting adjourned at 4:49 p.m.

MOSCOW FARMERS MARKET COMMISSION



MOTOR-IN MOSCOW FARMERS MARKET

I. Summary

The Motor-In Moscow Farmers Market took place for 25 consecutive Saturdays this year, starting on May 16 and ending on October 31. Each Motor-In MFM was open for customers to pick up orders from 8 through 11 am. A total of 464 households were served and placed/purchased a total of 6,563 orders. On average, customers spent \$46 dollars and purchased from 2.3 vendors per week. The total gross sales at the Motor-In MFM was \$109,277. The average gross sales per week was \$4,371.

Originally, 27 vendors registered with Local Line to sell products through the Motor-In MFM, but only 22 made sales throughout the season. Peak vendor participation was on June 20 with 19 vendors. October 31 only had eight active vendors.

Staff contributed 241 hours to the operation of the Motor-In MFM and were comprised of a combination of the Community Events Manager, Administrative Assistant, Programs Coordinator, Digital Media Specialist, and AmeriCorps member.

Thirty-one volunteers contributed a total of 304 hours. Volunteers were comprised of Farmers Market Commission members, college students, and community members.

II. By the Numbers

A. Number of Households Served

A total of 464 unique households were served. The maximum number of households served occurred on August 29 with 129 households. The fewest number of households served occurred on June 13 with 58 households.

B. Number of New Customers

After the initial Motor-In MFM, staff saw the highest increase in new customers on May 23. After that date, the next highest number of new customers in one week was 30, on June 27. No more than seven new customers were recorded between the weeks of September 5 and October 31.

C. Number of Orders Processed

The highest number of orders processed occurred with the initial opening of the Motor-In MFM. On May 16, staff processed 352 orders and on May 23 there were 359 orders processed.

Orders continued to decrease each subsequent week until June 13 (180 orders). The next period of weeks saw an increase in orders through July 18 (350 orders). Orders remained steady until August 29 with another peak (336 orders). The trend of orders declined from the beginning of September through the end of the Market season reaching a low of 137 on October 31.

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MOTOR-IN MOSCOW FARMERS MARKET

D. Sales

The Motor-In MFM made up 16% of the total sales from the 2021 season with numbers following the trend of the greatest amount of sales occurring during the month of August (total reported sales for both Markets is \$214,831.10; \$187,645.83 downtown and \$27,185.47 Motor-In).

III. Numbers in this Report are Approximate

A variety of factors lead to the numbers reported here being qualified as “approximate” rather than final. It’s important to note that for specific planning purposes such as policy changes, examining additional layers of data more closely would be prudent. The numbers reported here are generally reliable, but there are a variety of circumstances that are not reflected here such as missing orders, poor weather resulting in vendors unable to travel, customers ability to purchase through a vendor’s storefront versus the Motor-In MFM storefront, etc.

It is important to understand that a decrease in the number of customers and orders does not equate to poor sales for all vendors, nor should it be attributed that an increase in customers is an increase in sales for all vendors. For example, while the number of customers declined between October 10 and 31, some vendors recorded their best sales than from earlier in the season.

IV. City of Moscow participation as a ‘Vendor’

The Local Line platform enabled the Community Events Division to offer several free items in collaboration with the Arts Department and UI College of Agricultural and Life Sciences. Items included: signed and unsigned Moscow Farmers Market posters, UI CALS Summer of Science sunflower growing kits, Moscow Arts Commission MACTivities art toolboxes, as well as children’s activity boxes from the Moscow Farmers Market with aprons, measuring cups, seeds, and tote bags. These orders are included in the total number of processed orders.

V. Volunteerism

While the Motor-In MFM had a variety of volunteers contribute to its success, staff would be remiss in not recognizing that at least two volunteers account for over one third (36%, or 108 hours) of the total 304 hours. These two volunteers consistently donated time over the course of the season which resulted in an efficient process for both Vendors and customers alike.

VI. Staff Recommendations

These are recommendations only from the Programs Coordinator who coordinated the Motor-In MFM for approximately the second half of the summer. These are:

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MOTOR-IN MOSCOW FARMERS MARKET

A. Pick-up Times

Staff received feedback from several vendors about product integrity as the season progressed into the hotter, summer months. After a relocation from the City Hall parking lot asphalt to the lawn on the northside of City Hall, conditions improved to keep items cooler. Data trends indicate that the majority of customers preferred to pick-up prior to 10:30 am. As such, staff recommends listing 10:30 am as the final pick-up time.

B. Season

Given the decrease in customer purchasing for the majority of vendors, staff suggests one of the following scenarios if the Motor-In MFM is located in a separate location from the downtown Moscow Farmers Market.

1. End Motor-In MFM at the end of September
2. End Motor-In MFM in October with a significant reduction in the pick-up window.

Again, vendors and staff had to contend with temperature fluctuations at the end of the season for product integrity. Vendors typically have greater oversight of their products at Market and can bring out backstock as the day warms. With Motor-In MFM, vendors must package these items in advance, and items do not have the added benefit of oversight.

C. Location

In a typical year, Market staff works together as a three-person unit. The division of staff resulted in disjointed operations between Motor-In MFM and the downtown MFM. Staff is assessing how to move the location of the Motor-In MFM closer to downtown MFM for the benefit of vendors, customers, and staff. If a location is deemed not feasible, staff plans to put additional time into recruitment of volunteers and/or assess how other City staff and/or interns may be consistently utilized to replicate the success of this year's Motor-In MFM.