

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

Amanda Argona
Staff Liaison

~Agenda~

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

Tuesday, March 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 February 2, 2021 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 Poster artwork selection (ACTION ITEM) – Argona (10 mins.)

The 2021 poster artwork submission period closed on Wednesday, February 24. Commission members were provided the opportunity to view all qualifying submissions over the weekend and determine their top five submission using the rubric provided by staff.

Staff reviewed the Commission members' rubrics and is presenting the top finalists for public voting consideration. No more than five finalists may be selected for public voting.

PROPOSED ACTIONS: Approve finalists for public voting or take other action deemed appropriate.

5. Commission Budget Request FY 2022 (ACTION ITEM) – Hill (10 mins.)

The Commission is provided a budget line item each year. For fiscal year 2021, the Commission was granted \$1,620, of which just over \$1,300 is currently remaining. Allocated monies are available for Commission projects. A history of the Commission's budget and actuals is available for review:

- FY20 – \$2,000 budget; \$1,364.11 actuals (68%)

- FY19 – \$500 budget; \$130 actuals (26%)
- FY18 – \$1,000 budget; \$47.80 actuals (4%)

PROPOSED ACTIONS: Direct staff to submit a memo with FY22 budget request or take other action deemed appropriate.

6. Commission tabling at Moscow Farmers Market – Argona (5 mins.)

The Community Events Division is planning on hosting City Commission tables this year and the date request form has been sent out to City staff liaisons for their Commission to discuss.

Key dates for consideration for the Farmers Market Commission include:

- Late June when American Farmland Trust voting opens for Farmers Market Celebration
- August 7 during National Farmers Market Week
- September during Eat Local Month

All Commissions have the opportunity to table at least twice during the season, and Commission representatives are expected to present from 9 am to 12 pm. Vendor representatives are typically exempt from volunteering due to scheduling conflicts.

7. Fees Subcommittee multi-year plan recommendation – Morsek, Scott, and Argona (10 mins.)

The Moscow Farmers Market Strategic Plan identified the need to develop a multi-year plan regarding fees. The Fees Subcommittee met on Monday, February 22 from 10 am to 12 pm to review this Strategic Plan, Market cost comparison of budgets v. actuals, and approaches to achieving a multi-year plan including target percentage of costs covered by Vendor fees, and the potential to have fees aligned with Cost Of Living Adjustment (COLA).

Staff has prepared documents illustrating how COLA may affect vendor fees over the next five years. Included is a ten (10) year history of COLA from the City. The COLA number to be used by City for other contracts and operations in FY22 is 1.2%.

The Subcommittee and staff are requesting any other suggestions from the Commission for consideration. If there are further suggestions, then the Subcommittee will schedule future meetings to investigate these requests. If there are no requests to evaluate other models, then Vendors will be informed of the direction of a multi-year plan, allowed to submit public comment, and this item will appear as an action item at the April meeting of the Farmers Market Commission.

The Commission's recommendation on fees is required by the June meeting of the Farmers Market Commission to align with the City's budget and fee schedule development process.

8. Review Strategic Plan item “Market Threatened by Lack of Clear Policies” – Argona (30 mins.)

As part of the Moscow Farmers Market Strategic Plan, five Major Challenge Areas (MCA) were identified. Staff and the Commission have made great progress in addressing actions and strategies outlined in this MCA, especially with the overhaul of the Craft & Food Jury criteria and subsequent decision by the Commission to re-jury current vendors to bring them into alignment with the current system and standards.

Staff has prepared a timeline of the Vendor Production and Location Rule for discussion by the Commission. Included for review is a draft concept of criteria for new Agricultural Vendors, as well as a list of Farmers Markets within the 200 air-mile radius. Produce Vendor representative Kelly Kingsland has also gathered information from her regional network of farmers to learn of different rules and processes in regards to Vendor sourcing and has provided her notes on this subject.

REPORTS

- 1. Craft & Food Jury Subcommittee – DePhelps, Kingsland, Morsek, Scott, and Argona (10 mins.)**

ANNOUNCEMENTS

- 1. Farmers Market Commission representation required**

Fri., Mar. 5, 2021, 9:45 to 11:45 am – Craft and Food Jury 1 (*Scott, Morsek, Kingsland-TBD*)

Fri., Mar. 12, 2021, 3:45 to 5:45 pm – Craft and Food Jury 2 (*DePhelps, Morsek, Kingsland*)

Fri., Mar. 26, 2021, 3:45 to 5:45 pm – Craft and Food Jury 3 (*Scott, Kingsland, Morsek-TBD*)

Thurs., Apr. 8, 2021, 2 to 5 pm – Annual Vendor Orientation

Sat., Oct. 30, 2021 time TBD – Halloween Costume Contest

- 2. Proposed Items for Future Agendas**

Commission members may email Amanda Argona (aargona@ci.moscow.id.us) to propose future agenda items for discussion.

- Request for Qualifications – action item
- Commission tabling – action item
- Future meeting date conflicts
- Citizen Commission Survey – reports
- Subcommittee Reports – reports

- 3. Farmers Market Branding Subcommittee meeting Friday, March 26 at Moscow City Hall in Council Chambers**

- 4. Farmers Market Commission regular meeting April 6, 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

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