MOSCOW FARMERS MARKET COMMISSION

Jamie Hill
Chair

~Agenda~

Amanda Argona
Staff Liaison

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

Tuesday, April 6, 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 March 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. **Multi-year fee plan (ACTION ITEM) – Hill and Argona**
   Per direction of the Commission, Vendors were notified of the proposed fee plan via email on Wednesday, March 9. Included in the email were examples of a 2% and 3% increase from 2022 to 2026, an example of a 1.2% increase using the 2019 Vendor roster, and the ten (10) year history of COLA as utilized by the City of Moscow. Vendors were encouraged to provide public comment to Chair Hill or staff via email, as well as attend today's meeting either physically or via Zoom to express any concerns or feedback about the plan. Another email reminder was sent out on Wednesday, March 24. In both emails, staff indicated that fees would not increase more than 3%. If approved, the multi-year fee plan would take affect in 2022, with a 1.2% increase to fees.

   PROPOSED ACTIONS: Approve the adoption of COLA as the mechanism for increasing vendor fees or take other action deemed appropriate.

5. **Vendor Production and Location – Argona**
   Based on previous discussions, staff is requesting that the Commission determine if further discussion and changes are desired to the current Vendor Production and Location policy of sourcing Vendors from within a 200 air-mile radius.

- Interest by Commission members to have the Policy Subcommittee evaluate the 200 air-mile radius for efficacy and/or explore other models to replace the 200 air-mile radius policy (i.e. county based).
- Interest by Commission members to have the Policy Subcommittee develop criteria for new Agricultural Vendors to empower staff in determining the acceptance of such Vendors into the Moscow Farmers Market.

6. **2021 Moscow Farmers Market poster art & recap – Argona**
   The voting period for this year's poster art ended on Friday, March 26 at 8 a.m. After a three (3) week voting period, 1,004 votes were collected.
   - Matteson, E. – 36
   - Phelps, B. – 114
   - Antkowiak, M. – 146
   - Segota, S. – 279
   - **Biggs, M. – 429**

   Attached for the Commission's review is a report from Submittable regarding artist submissions such as date of submission, number of total submissions that were accepted, declined, or withdrawn, and other demographics.

7. **Branding Subcommittee Request for Qualifications Design Toolkit applicant recommendations (ACTION ITEM) – Hill, DePhelps, and Martinet**
   The Branding Subcommittee met on Thursday, March 25 to review applicants' materials for the Request for Qualification Design Toolkit. The application period was open for just over two (2) months and six applications were received.

   Of the six applications the panel reviewed, which comprised of the Branding Subcommittee, Community Events Manager, and Culture, Recreation, and Employee Services Deputy City Supervisor, two were selected as recommendations for the project. The selected applicant will enter into a contract with the City of Moscow to develop a style guide and suite of program graphics in service to the Moscow Farmers Market.

   PROPOSED ACTIONS: Select an applicant or take other action deemed appropriate.

REPORTS

1. **Craft & Food Jury Subcommittee – DePhelps, Kingsland, Morsek, Scott, and Argona**
   a. **New Vendors accepted for 2021 season**
   b. **Current Vendor re-jury (see attached list)**
      i. **May 17**
      ii. **May 19**
      iii. **May 21**
2. **Site Visit Subcommittee – Hill, Lawrence, DePhelps, and Argona**
   a. **TBD – Fiddler's Ridge Farm**
   b. **Friday, April 23 - Nez Perce County**
      i. **Adorn Flower Farm, Lewiston**
      ii. **Stewart Family Farm, Lewiston**
      iii. **Winchester Ridge Farm, Winchester**
   c. **TBD May – June**

i. **Healthy Harvest Farm, Moscow**
ii. **Smoot's Flavor Farm, Pullman**
iii. **Viola Gardens, Viola**
iv. **Flannigan Creek Flower Farm, Viola**
v. **Wing Over Farm, Moscow**

d. **TBD July 20-23**
i. **Ten BlueBird Acres, Kooskia**
ii. **Flowers! By Roxanne, Troy**
iii. **L&K Cattle Ranch, Deary (tentative)**

e. **TBD**
i. **The Herd 5C, Ritzville**
ii. **Frisson Farms, Rosalia**

ANNOUNCEMENTS

1. **Farmers Market Commission representation required**
Thurs., Apr. 8, 2021, 2 to 5 pm, **Council Chambers [location change]/Zoom**– Annual Vendor Orientation
Sat., May 8, 2021, 9 am to 12 pm – Moscow Farmers Market tabling
Sat., Aug. 7, 2021, 9 am to 12 pm – Moscow Farmers Market tabling
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.
- Future meeting date conflicts
- Commission tabling – action item
- Citizen Commission Survey – reports
- Subcommittee Reports – reports

3. **Farmers Market Commission regular meeting May 4, 2021 at Moscow City Hall in Council Chambers**

4. **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 7, 2021 (alternative dates and times September 8 or 10 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, March 2, 2021	**4:00 PM**	**Council Chambers 206 E. Third St.**

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

PRESENT**:** Jamie Hill (Virtual, Chair), Jonathan Rau (Virtual), Ryan Lazo (Virtual), Colette DePhelps (Virtual), Kelly Kingsland (Virtual), Mackenzie Lawrence (Virtual, Vice Chair), Kerry Morsek (Virtual) Stuart Scott

ABSENT:

OTHER: Sandra Kelly (City Council), Samantha Martinet (Virtual)

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 aloud by Lawrence.

2. **Approval of Farmers Market Commission February 2, 2021 Minutes (ACTION ITEM)**

   Scott moved, Morsek seconded to approve the February 2, 2021 minutes.

   Roll Call Vote: 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 public comment was offered.

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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.

The top five post artwork submissions were presented to the Farmers Market Commission based upon Commission member's rubric scoring totals. Argona reminded that Commission they may choose to send all five finalists forward for public voting, or select less than five.

Lawrence moved, Morsek seconded to approve the top five finalists for public voting.

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

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.

Argona stated the Farmers Market Commission budget typically sends Commission members to appropriate conferences and purchase materials for outreach tabling. Past conferences have included the Washington State Farmers Market Association; there has been discussion about sending members to the In Tents conference, but pricing and scheduling have been problematic. Argona explained that the Idaho Farmers Market Association is working to develop a conference that may be an option in the future.

Hill stated interest in investing some of the budget into promotion items such as stickers or bags and other items. Hill also expressed interest in purchasing gear for each Commission member for the purposes of community visibility.

Scott suggested using the budget to help enhance the physicality of the market. Argona stated there are other department line items that can help purchase those types of items and operations of the market.

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The Commission discussed potential outreach materials it would like to have for outreach. DePhelps recommended purchasing more reusable bags from the Idaho State Department of Agriculture and Idaho Preferred program. Lawrence expressed interest in printed materials focused on Market history, in-season produce, and how to be a Vendor. Scott agreed with having information about how to become involved with the Market.

DePhelps moved, Lawrence seconded to request $2,000 for the Farmers Market Commission budget for the purchase of outreach and promotional items and for Commission members to attend appropriate conferences and workshops.

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

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.

    Hill stated the dates suggested by staff are popular times with patrons, and so are the first and second weekends of the market. The Commission discussed dot surveys as a possible tabling activity. Hill encouraged Commission members to connect with her to schedule a time to volunteer.

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.

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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.

Argona stated in 2017 the Market fee structure was overhauled drastically, but that there has not been a multi-year plan implemented to address annual fees. The recommendation from the Fees Subcommittee is to offer Vendors predictability by applying Cost of Living Adjustments (COLA) to fees. The subcommittee brought forward several examples of how percentage increases between zero (0) to three (3) percent may affect fees (documents attached). Scott added this proposal gives all parties involved transparency in the process of why fees are increasing and by how much. Morsek stated this proposal is on the assumption the current fee structure would remain intact and can be evaluated when the Commission sees fit. Discussion ensued from the Commission and staff about clarification of certain numbers in the document, how this may impact Vendors, and effective date.

Argona stated that if there is no desire for the Fees Subcommittee to evaluate other models, the next steps are to open public comment to the Vendors and for the Commission to vote on the proposal at their April meeting.

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.

Prior to discussion Argona asked the Commission to consider the packet materials as a reference of what has happened in the past and how the current conversation can help determine criteria moving forward. Argona stated that aside from the basic requirements of operating within a 200 air mile radius and individuals being the maker/owner/producer/grower of their goods, she has not additional criteria to apply to prospective agricultural Vendors. She referenced the draft agricultural criteria she developed, which is modelled from the Craft and Food Jury process, would be used in conjunction with a set of presented questions from the Prospective Vendor inquiry form. The point system would be based on a prospective Vendor's answers.

Discussion ensued regarding the final determination of the 200 air-mile radius by City Council and the value of adding agricultural criteria. There were expressed concerns regarding the challenges of evaluating vendors on the ides of sustainability. DePhelps noted, just because the

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air-mile radius hasn't been a topic of the discussion in the last few years does not mean it isn't important.

Scott made the recommendation to establish agricultural product categories and assign a target number for the number of vendors allowed at each market. This could help the Market establish how many vendors in a particular area it can handle at one time. Kingsland countered Scott's point by stating it is hard to remove a vendor once they are in the market. Limiting how many vendors in a product category can be admitted into Market places a limit on how many small, local vendors can be introduced to the Market.

The discussion continued with explanation of the sample criteria developed by Argona. Argona added a majority of the Moscow Farmers Market vendors come from Latah and Whitman counties. In addition to the Moscow Farmers Market Handbook, staff has data that can help guide the criteria conversation. Ultimately, the Commission could recommend a different air-mile radius, but City Council has the authority to override that recommendation. Argona made the recommendation to reduce air-mile radius to 175 air-miles and develop agricultural criteria.

Discussion continued around long-distance vendors versus local vendors and if local vendors were seeing a negative economic impact. Argona stated many of the vegetable producers are in the 100 air-mile radius, and most of the fruit producers were outside of the 100 air-mile radius. Argona asked Kingsland who her biggest competition was in the market. Kingsland stated the biggest competition was other local farms.

Argona closed discussion by noting this topic will continue to be a discussion item on future agendas until the Commission desires to make an official vote.

REPORTS

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

   The Craft & Food Jury met and discussed how they would like to move forward with the re-jury of vendors. The subcommittee agreed to focus on the vendors that did not have a jury record on file. The subcommittee would like to see those vendors juried first and then focus on the vendors who joined in 2015/2016 in the fall, closer to off-season. The subcommittee reiterated this is not intended to be a recurring process, but will help bring all vendors up to the same standard that is currently employed. Once every Vendor is under the same standard, then the normal process of only jurying in new products outside of a current Vendor's scope would be re-instated. This would address the ongoing oversight of the craft and food jury on new products.

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~~ DePhelps)***
   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~~ DePhelps, Kingsland, Morsek)***

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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 7, 2021 (alternative dates and times September 8 or 10 at 4 to 5:30 pm)**

ADJOURN

Meeting adjourned at 5:30 p.m.

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2021

Fees	Tier – 1 (1 – 8 Market Days)	Tier – 2 (9 – 17 Market Days)	Tier – 3/Season (18 – 26 days)
Annual Registration Fee	$15	$50	$125
Daily Full Booth Space Fee 11′ x 15′	$30	$20	$15
Daily Shared Booth Space 5′ x 15′	$15	$12	$9
Daily Electricity *Limited outlets, 16 amp max*	$10	$10	$10
Daily Truck Parking	$25	$20	$15
Daily Corner Space	$5	$5	$5
Daily Youth Vendor	$6	$6	$6
Daily Performance Vendor	$7	$7	$7

Tier 1-# of days attending	1	2	3	4	5	6	7	8	
11'x15'	$45	$75	$105	$135	$165	$195	$225	$255	
5'x15'	$30	$45	$60	$75	$90	$105	$120	$135	
Tier 2-# of days attending	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**
11'x15'	$230	$250	$270	$290	$310	$330	$350	$370	$390
5'x15'	$158	$170	$182	$194	$206	$218	$230.00	$242	$254
Tier 3-# of days attending	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**
11'x15'	$395	$410	$425	$440	$455	$470	$485	$500	$515
5'x15'	$287	$296	$305	$314	$323	$332	$341	$350	$359

2022

Fees	Tier – 1 (1 – 8 Market Days)	Tier – 2 (9 – 17 Market Days)	Tier – 3/Season (18 – 26 days)
Annual Registration Fee	$15	$51	$128
Daily Full Booth Space Fee 11′ x 15′	$31	$20	$15
Daily Shared Booth Space 5′ x 15′	$15	$12	$9
Daily Electricity *Limited outlets, 16 amp max*	$10	$10	$10
Daily Truck Parking	$26	$20	$15
Daily Corner Space	$5	$5	$5
Daily Youth Vendor	$6	$6	$6
Daily Performance Vendor	$7	$7	$7

Tier 1-# of days attending	1	2	3	4	5	6	7	8			
11'x15'	$46	$77	$107	$138	$168	$199	$230	$260		$5	$0.64
5'x15'	$31	$46	$61	$77	$92	$107	$122	$138		$3	$0.34
Tier 2-# of days attending	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**		
11'x15'	$235	$255	$275	$296	$316	$337	$357	$377	$398	$8	$0.46
5'x15'	$161	$173	$186	$198	$210	$222	$234.60	$247	$259	$5	$0.30
Tier 3-# of days attending	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**		
11'x15'	$403	$418	$434	$449	$464	$479	$495	$510	$525	$10	$0.40
5'x15'	$293	$302	$311	$320	$329	$339	$348	$357	$366	$7	$0.28

2023

Fees	Tier – 1 (1 – 8 Market Days)	Tier – 2 (9 – 17 Market Days)	Tier – 3/Season (18 – 26 days)
Annual Registration Fee	$16	$52	$130
Daily Full Booth Space Fee 11′ x 15′	$31	$21	$16
Daily Shared Booth Space 5′ x 15′	$16	$12	$9
Daily Electricity *Limited outlets, 16 amp max*	$10	$10	$10
Daily Truck Parking	$26	$21	$16
Daily Corner Space	$5	$5	$5
Daily Youth Vendor	$6	$6	$6
Daily Performance Vendor	$7	$7	$7

Tier 1-# of days attending	1	2	3	4	5	6	7	8			
11'x15'	$47	$78	$109	$140	$172	$203	$234	$265		$5	$0.65
5'x15'	$31	$47	$62	$78	$94	$109	$125	$140		$3	$0.34
Tier 2-# of days attending	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**		
11'x15'	$239	$260	$281	$302	$323	$343	$364	$385	$406	$8	$0.47
5'x15'	$164	$177	$189	$202	$214	$227	$239.29	$252	$264	$5	$0.30
Tier 3-# of days attending	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**		
11'x15'	$411	$427	$442	$458	$473	$489	$505	$520	$536	$11	$0.40
5'x15'	$299	$308	$318	$327	$336	$346	$355	$365	$374	$8	$0.30

2024

Fees	Tier – 1 (1 – 8 Market Days)	Tier – 2 (9 – 17 Market Days)	Tier – 3/Season (18 – 26 days)
Annual Registration Fee	$16	$53	$133
Daily Full Booth Space Fee 11′ x 15′	$32	$21	$16
Daily Shared Booth Space 5′ x 15′	$16	$13	$10
Daily Electricity *Limited outlets, 16 amp max*	$11	$11	$11
Daily Truck Parking	$27	$22	$16
Daily Corner Space	$5	$5	$5
Daily Youth Vendor	$6	$6	$6
Daily Performance Vendor	$7	$7	$7

Tier 1-# of days attending	1	2	3	4	5	6	7	8			
11'x15'	$48	$80	$111	$143	$175	$207	$239	$271		$5	$0.66
5'x15'	$32	$48	$64	$80	$96	$111	$127	$143		$3	$0.36
Tier 2-# of days attending	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**		
11'x15'	$244	$265	$287	$308	$329	$350	$371	$393	$414	$8	$0.48
5'x15'	$168	$180	$193	$206	$219	$231	$244.01	$257	$269	$5	$0.31
Tier 3-# of days attending	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**		
11'x15'	$419	$435	$451	$467	$483	$499	$515	$531	$547	$11	$0.42
5'x15'	$305	$315	$324	$334	$344	$353	$363	$372	$382	$8	$0.30

2025

Fees	Tier – 1 (1 – 8 Market Days)	Tier – 2 (9 – 17 Market Days)	Tier – 3/Season (18 – 26 days)
Annual Registration Fee	$16	$53	$135
Daily Full Booth Space Fee 11′ x 15′	$32	$22	$16
Daily Shared Booth Space 5′ x 15′	$16	$13	$10
Daily Electricity *Limited outlets, 16 amp max*	$11	$11	$11
Daily Truck Parking	$27	$22	$16
Daily Corner Space	$5	$5	$5
Daily Youth Vendor	$6	$6	$6
Daily Performance Vendor	$7	$7	$7

Tier 1-# of days attending	1	2	3	4	5	6	7	8			
11'x15'	$49	$81	$114	$146	$179	$211	$244	$276		$5	$0.67
5'x15'	$32	$49	$65	$81	$97	$114	$130	$146		$3	$0.36
Tier 2-# of days attending	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**		
11'x15'	$248	$270	$291	$313	$335	$356	$378	$400	$421	$7	$0.43
5'x15'	$170	$183	$196	$209	$222	$235	$247.83	$261	$274	$4	$0.25
Tier 3-# of days attending	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**		
11'x15'	$428	$444	$460	$476	$493	$509	$525	$541	$558	$11	$0.42
5'x15'	$312	$321	$331	$341	$351	$361	$370	$380	$390	$8	$0.31

2026

Fees	Tier – 1 (1 – 8 Market Days)	Tier – 2 (9 – 17 Market Days)	Tier – 3/Season (18 – 26 days)
Annual Registration Fee	$17	$54	$138
Daily Full Booth Space Fee 11′ x 15′	$33	$22	$17
Daily Shared Booth Space 5′ x 15′	$17	$13	$10
Daily Electricity *Limited outlets, 16 amp max*	$11	$11	$11
Daily Truck Parking	$28	$23	$17
Daily Corner Space	$6	$6	$6
Daily Youth Vendor	$7	$7	$7
Daily Performance Vendor	$8	$8	$8

Tier 1-# of days attending	1	2	3	4	5	6	7	8			
11'x15'	$50	$83	$116	$149	$182	$215	$248	$282		$6	$0.69
5'x15'	$33	$50	$66	$83	$99	$116	$133	$149		$3	$0.37
Tier 2-# of days attending	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**		
11'x15'	$253	$275	$297	$319	$341	$363	$385	$407	$430	$8	$0.49
5'x15'	$173	$187	$200	$213	$226	$239	$252.72	$266	$279	$5	$0.32
Tier 3-# of days attending	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**		
11'x15'	$436	$453	$469	$486	$502	$519	$536	$552	$569	$11	$0.43
5'x15'	$318	$328	$338	$348	$358	$368	$378	$388	$398	$8	$0.31

Annual Season Increase Per Day Increase

2021

Fees	Tier – 1 (1 – 8 Market Days)	Tier – 2 (9 – 17 Market Days)	Tier – 3/Season (18 – 26 days)
Annual Registration Fee	$15	$50	$125
Daily Full Booth Space Fee 11′ x 15′	$30	$20	$15
Daily Shared Booth Space 5′ x 15′	$15	$12	$9
Daily Electricity *Limited outlets, 16 amp max*	$10	$10	$10
Daily Truck Parking	$25	$20	$15
Daily Corner Space	$5	$5	$5
Daily Youth Vendor	$6	$6	$6

Tier 1-# of days attending	1	2	3	4	5	6	7	8	
11'x15'	$45	$75	$105	$135	$165	$195	$225	$255	
5'x15'	$30	$45	$60	$75	$90	$105	$120	$135	
Tier 2-# of days attending	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**
11'x15'	$230	$250	$270	$290	$310	$330	$350	$370	$390
5'x15'	$158	$170	$182	$194	$206	$218	$230.00	$242	$254
Tier 3-# of days attending	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**
11'x15'	$395	$410	$425	$440	$455	$470	$485	$500	$515
5'x15'	$287	$296	$305	$314	$323	$332	$341	$350	$359

2022

Fees	Tier – 1 (1 – 8 Market Days)	Tier – 2 (9 – 17 Market Days)	Tier – 3/Season (18 – 26 days)
Annual Registration Fee	$15	$52	$129
Daily Full Booth Space Fee 11′ x 15′	$31	$21	$15
Daily Shared Booth Space 5′ x 15′	$15	$12	$9
Daily Electricity *Limited outlets, 16 amp max*	$10	$10	$10
Daily Truck Parking	$26	$21	$15
Daily Corner Space	$5	$5	$5
Daily Youth Vendor	$6	$6	$6
Daily Performance Vendor	$7	$7	$7

Tier 1-# of days attending	1	2	3	4	5	6	7	8			
11'x15'	$46	$77	$108	$139	$170	$201	$232	$263		$8	$0.96
5'x15'	$31	$46	$62	$77	$93	$108	$124	$139		$4	$0.51
Tier 2-# of days attending	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**		
11'x15'	$237	$258	$278	$299	$319	$340	$361	$381	$402	$12	$0.69
5'x15'	$163	$175	$187	$200	$212	$225	$236.90	$249	$262	$8	$0.45
Tier 3-# of days attending	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**		
11'x15'	$407	$422	$438	$453	$469	$484	$500	$515	$530	$15	$0.59
5'x15'	$296	$305	$314	$323	$333	$342	$351	$361	$370	$11	$0.41

2023

Fees	Tier – 1 (1 – 8 Market Days)	Tier – 2 (9 – 17 Market Days)	Tier – 3/Season (18 – 26 days)
Annual Registration Fee	$16	$53	$133
Daily Full Booth Space Fee 11′ x 15′	$32	$21	$16
Daily Shared Booth Space 5′ x 15′	$16	$13	$10
Daily Electricity *Limited outlets, 16 amp max*	$11	$11	$11
Daily Truck Parking	$27	$21	$16
Daily Corner Space	$5	$5	$5
Daily Youth Vendor	$6	$6	$6
Daily Performance Vendor	$7	$7	$7

Tier 1-# of days attending	1	2	3	4	5	6	7	8			
11'x15'	$48	$80	$111	$143	$175	$207	$239	$271		$8	$0.99
5'x15'	$32	$48	$64	$80	$96	$112	$128	$144		$5	$0.58
Tier 2-# of days attending	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**		
11'x15'	$244	$265	$286	$308	$329	$350	$371	$393	$414	$12	$0.71
5'x15'	$168	$181	$194	$206	$219	$232	$244.61	$257	$270	$9	$0.50
Tier 3-# of days attending	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**		
11'x15'	$420	$436	$452	$468	$484	$500	$516	$532	$548	$17	$0.66
5'x15'	$305	$315	$324	$334	$343	$353	$363	$372	$382	$12	$0.46

2024

Fees	Tier – 1 (1 – 8 Market Days)	Tier – 2 (9 – 17 Market Days)	Tier – 3/Season (18 – 26 days)
Annual Registration Fee	$16	$55	$137
Daily Full Booth Space Fee 11′ x 15′	$33	$22	$16
Daily Shared Booth Space 5′ x 15′	$16	$13	$10
Daily Electricity *Limited outlets, 16 amp max*	$11	$11	$11
Daily Truck Parking	$27	$22	$16
Daily Corner Space	$6	$6	$6
Daily Youth Vendor	$7	$7	$7
Daily Performance Vendor	$8	$8	$8

Tier 1-# of days attending	1	2	3	4	5	6	7	8			
11'x15'	$49	$82	$115	$147	$180	$213	$246	$279		$8	$0.99
5'x15'	$33	$49	$66	$82	$99	$115	$132	$148		$5	$0.58
Tier 2-# of days attending	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**		
11'x15'	$251	$273	$295	$317	$338	$360	$382	$404	$426	$12	$0.71
5'x15'	$173	$186	$200	$213	$226	$239	$252.34	$266	$279	$9	$0.50
Tier 3-# of days attending	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**		
11'x15'	$433	$450	$466	$483	$499	$516	$532	$549	$565	$17	$0.67
5'x15'	$315	$325	$334	$344	$354	$364	$374	$384	$394	$12	$0.46

2025

Fees	Tier – 1 (1 – 8 Market Days)	Tier – 2 (9 – 17 Market Days)	Tier – 3/Season (18 – 26 days)
Annual Registration Fee	$17	$56	$141
Daily Full Booth Space Fee 11′ x 15′	$34	$22	$17
Daily Shared Booth Space 5′ x 15′	$17	$14	$10
Daily Electricity *Limited outlets, 16 amp max*	$11	$11	$11
Daily Truck Parking	$28	$22	$17
Daily Corner Space	$6	$6	$6
Daily Youth Vendor	$7	$7	$7
Daily Performance Vendor	$8	$8	$8

Tier 1-# of days attending	1	2	3	4	5	6	7	8			
11'x15'	$51	$85	$118	$152	$186	$220	$253	$287		$9	$1.09
5'x15'	$34	$51	$68	$85	$102	$119	$136	$153		$5	$0.58
Tier 2-# of days attending	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**		
11'x15'	$258	$281	$303	$326	$348	$371	$393	$416	$438	$12	$0.72
5'x15'	$179	$192	$206	$219	$233	$247	$260.17	$274	$287	$9	$0.51
Tier 3-# of days attending	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**		
11'x15'	$447	$464	$481	$498	$515	$532	$549	$566	$583	$18	$0.67
5'x15'	$324	$335	$345	$355	$365	$375	$386	$396	$406	$12	$0.47

2026

Fees	Tier – 1 (1 – 8 Market Days)	Tier – 2 (9 – 17 Market Days)	Tier – 3/Season (18 – 26 days)
Annual Registration Fee	$18	$58	$145
Daily Full Booth Space Fee 11′ x 15′	$35	$23	$18
Daily Shared Booth Space 5′ x 15′	$18	$14	$11
Daily Electricity *Limited outlets, 16 amp max*	$12	$12	$12
Daily Truck Parking	$29	$23	$18
Daily Corner Space	$6	$6	$6
Daily Youth Vendor	$7	$7	$7
Daily Performance Vendor	$8	$8	$8

Tier 1-# of days attending	1	2	3	4	5	6	7	8			
11'x15'	$52	$87	$122	$157	$192	$226	$261	$296		$9	$1.10
5'x15'	$35	$53	$70	$88	$105	$123	$140	$158		$5	$0.58
Tier 2-# of days attending	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**		
11'x15'	$266	$290	$313	$336	$359	$382	$405	$429	$452	$14	$0.82
5'x15'	$184	$198	$212	$226	$240	$254	$268.01	$282	$296	$9	$0.51
Tier 3-# of days attending	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**		
11'x15'	$460	$478	$495	$513	$530	$548	$565	$583	$600	$18	$0.68
5'x15'	$334	$345	$355	$366	$376	$387	$397	$408	$418	$12	$0.47

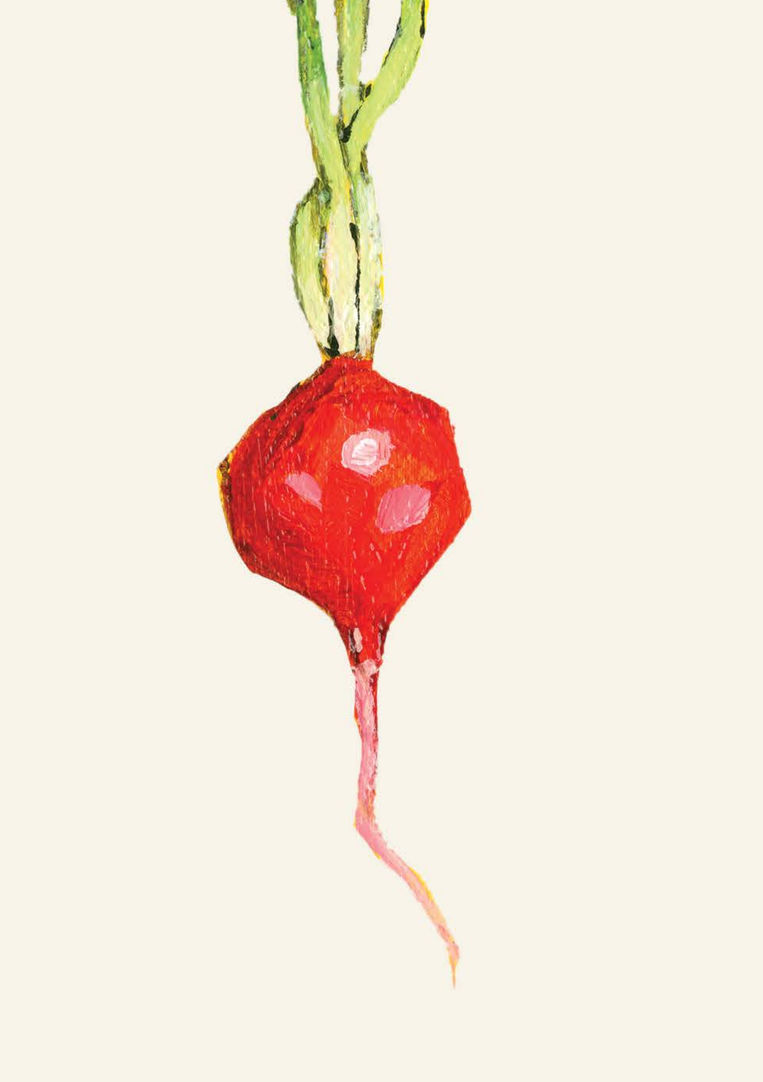
Annual Season Increase Per Day Increase

Vendor	Tier	# of Days Attended	2019 Invoice	Tier Estimate	FY22 application with 2019 levels	FY22 Estimate without new vendors from 2020 or 2021
Cowboy Shrimp	1	1	$ 70	N/A	$ 71	
Farmhouse Essentials	1	1	$ 45	N/A	$ 46	
Moscow Garden Club	1	1	$ 45	1	$ 46	$ 46
Roxy Roadie	1	1	$ 45	1	$ 46	$ 46
Doctor David's Exotic Plants	1	2	$ 45	1	$ 46	$ 46
Scrap & Splinter	1	3	$ 105	1	$ 106	$ 106
TREAT Bakery	1	3	$ 85	N/A	$ 86	
Karen Boyer Designs	1	4	$ 135	1	$ 137	$ 137
Laura's Flora and Ray's Kitty Corner	1	4	$ 75	1	$ 76	$ 76
Tall Rock Farms	1	4	$ 140	N/A	$ 142	
Heather's Farm	1	5	$ 180	1	$ 182	$ 182
Nature's Hair Claws	1	5	$ 165	2	$ 167	$ 167
Pizzella Doma	1	5	$ 90	1	$ 91	$ 91
Trinity's Beans	1	5	$ 90	N/A	$ 91	
Bess Blakey Design	1	6	$ 195	1	$ 197	$ 197
ReMARKable Farms	1	6	$ 230	2	$ 233	$ 233
Spoonfoolery	1	6	$ 205	1	$ 207	$ 207
Bogabond	1	7	$ 170	1	$ 172	$ 172
CountryTime Alpacas	1	7	$ 120	1	$ 121	$ 121
Shadows	1	7	$ 225	1	$ 228	$ 228
Blue Sky Mondays	1	8	$ 255	2	$ 258	$ 258
Shingle Mill Blueberry Farm	1	8	$ 255	1	$ 258	$ 258
Si and Ray Tote	1	8	$ 260	N/A	$ 263	
Rustic Creations by Tmac	1	9	$ 285	N/A	$ 288	$ 288
Hands and Hearts Farm	1	11	$ 325	3	$ 329	$ 329
Wilson Banner Ranch	1	11	$ 320	1	$ 324	$ 324
Straight out of India	2	3	$ 130	N/A	$ 132	
Gramhappa Forge	2	4	$ 130	N/A	$ 132	
Horsefeather Crafts	2	4	$ 150	2	$ 152	$ 152
The Little Shop of Serendipity LLC	2	5	$ 170	2	$ 172	$ 172
FIKA	2	6	$ 195	2	$ 197	$ 197
Key Joan	2	6	$ 175	2	$ 177	$ 177
Root Coffee & Market	2	6	$ 165	N/A	$ 167	$ 167
J & A Woodworking	2	7	$ 175	2	$ 177	$ 177
Pausabilities	2	7	$ 230	2	$ 233	$ 233
bedpoodles handmade cards	2	8	$ 210	2	$ 213	$ 213
Reverie Farm	2	8	$ 210	2	$ 213	$ 213
Branding Iron Foods	2	9	$ 250	2	$ 253	$ 253
Lor Garden	2	9	$ 390	2	$ 395	$ 395
Ole World Oils	2	9	$ 230	N/A	$ 233	
Poor Farm Publishing	2	10	$ 255	N/A	$ 258	
Sumptuous Soaps	2	10	$ 250	2	$ 253	$ 253
magpie	2	11	$ 290	2	$ 293	$ 293
Palouse Prairie Farms LLC	2	11	$ 270	2	$ 273	$ 273
Ahlneum Berry Patch	2	12	$ 380	2	$ 385	
Leona's "Needle Felted Wool Sculptures "	2	12	$ 290	2	$ 293	$ 293
Artsy Old Windows	2	13	$ 310	2	$ 314	$ 314
Springsong Farm	2	14	$ 330	2	$ 334	$ 334
Taigan Arts	2	14	$ 250	2	$ 253	$ 253
Myron Higbee	2	15	$ 350	2	$ 354	$ 354
Rocks of Life	2	15	$ 242	2	$ 245	$ 245
Spiral Rock Vineyard	2	16	$ 390	3	$ 395	$ 395
Trailblazer Arts	2	16	$ 350	2	$ 354	$ 354
Roll Out Foods	2	17	$ 390	3	$ 395	$ 395
Jane Loughney Photography	2	20	$ 440	3	$ 445	$ 445
Hottest Life Foods	2	24	$ 338	3	$ 342	$ 342
Ken's Creative Woodworking	2	24	$ 500	3	$ 506	$ 506
Texas Ridge LLC	2	24	$ 530	3	$ 536	$ 536
KSmith Ceramics	2	25	$ 500	3	$ 506	$ 506
Marie's Art	2	26	$ 515	3	$ 521	$ 521
Duck Prairie Goods	3	7	$ 485	N/A	$ 491	
Ken Roberts	3	7	$ 545	3	$ 552	$ 552
Omache Farm LLC	3	8	$ 365	3	$ 369	$ 369
Freeman Creek Originals	3	14	$ 455	3	$ 460	$ 460
Calhoun Family Fruit	3	15	$ 605	3	$ 612	$ 612
SM Produce and Floral	3	15	$ 500	3	$ 506	$ 506
Summit to Sea Project	3	16	$ 530	N/A	$ 536	
Aichele Farms	3	17	$ 605	3	$ 612	$ 612
Bird In The Hand Photography	3	17	$ 410	3	$ 415	$ 415
Hagen's Orchard	3	17	$ 665	3	$ 673	$ 673
Swallowtail Flowers	3	17	$ 410	3	$ 415	$ 415
Affinity Farm	3	18	$ 695	3	$ 703	$ 703
Fire Creek Forge	3	18	$ 525	N/A	$ 531	
Hadley Farm and Garden	3	18	$ 640	3	$ 648	$ 648
Art By Julene	3	19	$ 296	3	$ 300	$ 300
Big Canyon Beef	3	19	$ 455	3	$ 460	$ 460
Living Soil Microfarms	3	19	$ 505	N/A	$ 511	$ 511
Santa Creek Farms	3	19	$ 1,075	3	$ 1,088	$ 1,088
Tannemaker Hill Farm	3	19	$ 935	3	$ 946	$ 946
Coyote Custom Art	3	20	$ 485	3	$ 491	$ 491
Crow Bench Farm	3	20	$ 440	3	$ 445	$ 445
Kayakrush Bladvioleta	3	20	$ 425	N/A	$ 430	
Family Garden	3	21	$ 815	3	$ 825	$ 825
Humble Burger	3	21	$ 545	3	$ 552	$ 552
Orchard Farm	3	21	$ 440	3	$ 445	$ 445
Pink Sweetie	3	21	$ 323	3	$ 327	$ 327
Classic Creations	3	22	$ 455	3	$ 460	$ 460
J Lewis Payne	3	22	$ 425	3	$ 430	$ 430
Peg's Pup Treats	3	22	$ 455	3	$ 460	$ 460
Yinghua Wang/Chinese Calligraphy & Arts	3	22	$ 455	N/A	$ 460	
Big Sugars	3	23	$ 470	N/A	$ 476	
Homestead Farm	3	23	$ 485	3	$ 491	$ 491
Ladybug Creations	3	23	$ 815	3	$ 825	$ 825
Little Rockin' Heart Dairy	3	23	$ 500	3	$ 506	$ 506
Nelda's Sewing & Crafts	3	23	$ 470	3	$ 476	$ 476
Pennies of the Nile	3	23	$ 500	3	$ 506	$ 506
Sew-do-Pea Shop	3	23	$ 515	3	$ 521	$ 521
Alison Meyer Photography	3	24	$ 875	3	$ 886	$ 886
Buy The Dozen	3	24	$ 485	N/A	$ 491	
Deep Roots Farm	3	24	$ 845	3	$ 855	$ 855
Fiddler's Ridge Farm	3	24	$ 600	3	$ 607	$ 607
Stuart Scott Stained Glass	3	24	$ 341	3	$ 345	$ 345
Brush Creek Creamery	3	25	$ 500	3	$ 506	$ 506
Brush Creek Farm	3	25	$ 500	3	$ 506	$ 506
Eclectic Wonders	3	25	$ 500	3	$ 506	$ 506
Grandma Edna's Jams, and Jelly's	3	25	$ 350	3	$ 354	$ 354
Mariana's Tamales	3	25	$ 485	3	$ 491	$ 491
Melo LLC	3	25	$ 750	3	$ 759	$ 759
Nature Sticks	3	25	$ 485	3	$ 491	$ 491
Patty's Kitchen	3	25	$ 1,085	3	$ 1,098	$ 1,098
Ink	3	25	$ 625	3	$ 633	$ 633
Young's Alley	3	25	$ 750	3	$ 759	
Camas Prairie Winery	3	26	$ 515	3	$ 521	$ 521
CR Honeybees	3	26	$ 359	3	$ 363	$ 363
Crescent Arrow Farm	3	26	$ 890	3	$ 901	$ 901
DiggBee Honey	3	26	$ 359	3	$ 363	$ 363
K and C Farms	3	26	$ 1,295	3	$ 1,311	$ 1,311
Love Kombucha	3	26	$ 515	3	$ 521	$ 521
Meadowlark Heritage Farm	3	26	$ 515	3	$ 521	$ 521
Pokey Creek Farms	3	26	$ 905	3	$ 916	$ 916
Redneck Seasonings	3	26	$ 500	3	$ 506	$ 506
Rotary Club of Moscow	3	26	$ 625	3	$ 633	$ 633
Sisters Cookies Company	3	26	$ 515	3	$ 521	$ 521
Taylormade Kitchen	3	26	$ 485	3	$ 491	$ 491
Woodland Apiaries	3	26	$ 515	3	$ 521	$ 521
			$ 51,028		$ 51,640	$ 45,629
Other Vendor Fees (Youth, Performance, etc.)			$ 3,692		$ 3,700	$ 3,700
Fees collected			$ 54,720		$ 55,340	$ 49,329
					$ 620	

N/A = an unlikely return to MFM (moved, no response, other)

Opt-out for '21; likely return for '22

Year	Annual
2010	1.6
2011	3.2
2012	2.1
2013	1.5
2014	1.6
2015	0.1
2016	1.3
2017	2.1
2018	2.4
2019	1.8
2020	1.2



Submission Dates		**Are you a college student?**	
Jan. 12	1	No	24
Feb. 6	1	Yes	5
Feb. 7	1		
Feb. 11	2		
Feb. 13	1		
Feb. 17	1		
Feb. 19	1		
Feb. 20	1		
Feb. 22	3	**What school do you attend?**	
Feb. 23	4	University of Idaho	4
Feb. 24	10	Lewis-Clark State College	1
Feb. 25	3		
Submission Status			
Accepted	21		
Declined	5		
Withdrawn	3		
		Please select your submission type:	
		2D Submission	29
Submitter's Location		**How did you hear about the 2021 Moscow Farmers Market Poster Contest?**	
Boise	1	Social Media (FB or IG)	11
Coeur d'Alene	1	Website	4
Colfax	1	Word of Mouth	5
Deary	1	Other	9
Moscow	20	Other: Newspaper (4) Utility Billing Newsletter (3) Artist Email (1) Moscow Chamber of Commerce eNews (1)	
Potlatch	1		
Pullman	4		

Submitter's Name

Ethan Coy

03/19/2021

by **Ethan Coy** in **Moscow Farmers Market Design Toolkit RFQ**

id. 19592412

ethancoy@outlook.com

Original submission

03/19/2021

Mailing Address	**313 S Main St, Apt 315**
City	**Moscow**
State	**Idaho**
Zip Code	**83843**
Phone Label	**+1 208 553 4695**
Email Address	**ethancoy@outlook.com**
Are you submitting your RFQ as a team or firm?	**Yes**

Letter of Interest

CoyEthan_MFM_RFQ_Letter_2021.pdf

Artist Resume

CoyEthan_CV_Mar2021.pdf

Professional References

CoyEthan_MFM_RFQ_Refs_2021.pdf

Samples of Past Work

FourPeasInAPod_TreeStuff_2019__HighlineDesignCo_2019.pdf

FourPeasInAPod_Rendezvous_2020__Independent_2020.pdf

FourPeasInAPod_TourBusk_2019_ConceptProject_2019.pdf

FourPeasInAPod_OceanSpray_2019_AAF_NSAC_2019.pdf

FourPeasInAPod_WestWind_LaurelGieszelmann_2020.pdf

FourPeasInAPod_BeyondTheBook_2019_UlSustainability_2019.pdf

FourPeasInAPod_AmpersandWineClub_2019_AmpersandOil_2019.pdf

FourPeasInAPod_UrbanEden_2020_BronwynSchumaker_2020.pdf

FourPeasInAPod_ConcertBlackArt_2020_MeganBiggs_2021.pdf

FourPeasInAPod_HarvestSeason_2021_MeganBiggs_2021.pdf

Project Timeline

CoyEthan_MFM_RFQ_Timeline_2021.pdf

MOSCOW FARMERS MARKET DESIGN TOOLKIT RFQ

PROJECT PROPOSAL BY FOUR PEAS IN A POD

MARCH 2021

LETTER OF INTEREST

HELLO, MOSCOW FARMERS MARKET!

We're "Four Peas In A Pod," a Moscow-based design team, and we're grateful and excited to submit our RFQ for your design toolkit for several reasons.

First, we know you, like really know you. The market is the highlight of many people's weekends, including ours. We've seen first-hand how it brings our community together around sustainable, accessible enterprise and education, and we are excited about the opportunity to design for a group we sincerely believe in. You can expect strategy that prioritizes your core values because they're our values too as supportive community members and local entrepreneurs.

Second, as a group of passionate young-guns, we want to revitalize and prepare the market for future trends and your incoming audiences. We have a passion for letting our community grow with us, not in result of us. We believe this opportunity will let us continue to grow into our careers by developing meaningful community relations and can lead to further community enrichment projects. As Vandals, we're trained to do this. Through our design training, and independent successes, you will find a diverse group of trendmakers that have an extensive array of talent that they are waiting to utilize. We are excited to share our work with you, and our diversity in our individual portfolio pieces.

Finally, we love collaboration. Everyone on our team is passionate about their craft, and has an assortment of successes to match with it. Thankfully, we found each other, and we found you. We're here to make the re-branding process a partnership, so nobody feels alone throughout the planning, designing, and delivery of your new design toolkit. We can make good on our promises of direct communication, shared planning, and meetings throughout each phase of development.

Our project manager is Ethan Coy, and he is supported by Laurel Gieszelmann (Design Lead). These two will be doing the design leadership and will be the communication center-points. Bronwyn Schumaker (Design) will be aiding in graphic design and consulting on a part-time basis. Megan Biggs (Writing & Copy) will be assisting in developing the brand voice, concept, illustration and providing additional consultation. We intend on all four of us to work together from planning, sketching, designing, to the final hand-off as a connective crew.

We are excited for this opportunity to work with you, and believe we can take this market to the top 10 in the nation.

Sincerely,
Four Peas In A Pod

MEET THE CREW

Four Peas In A Pod are a little bit of everything, and we believe we work best that way. Our diversity is our strong suit, and our combined experience in strategy, visual design, communications and leadership pave the path to integrated solutions.

Ethan and Laurel will be doing our heavy design lifting, while Bronwyn will be our designer in the wings ready to bring the vision together and consult when needed. Megan is our go-to for anything driving brand concept, feeling and exceptional illustration.

ETHAN COY

Project Manager, Designer

I am a multidisciplinary designer and sole operator of a graphic design & print studio called Employee of the Month. I work in commercial avenues which allows for collaboration with others. I am interested in social practice and am passionate about lifting the voices of others while providing mentorship and education along the way.

LAUREL GIESZELMANN

Design Lead

I'm a designer raised in a small town that only has a post office and where everyone is welcome to coffee with "Whiskers" every Thursday morning. In 2019, while I was working as a designer for REI, my travel itch became too much to bear so I packed my bags and hit the road. Since then I've temporarily lived in 8 different countries. I'm currently in Moscow, Idaho until the world opens back up.

BRONWYN SCHUMAKER

Graphic Designer, Consultant

I'm Bronwyn, a graphic designer and maker. I am passionate about using design to answer questions and communicate people's values through logo design and branding, marketing and package design. As an Idaho native, I am deeply inspired by nature and encourage sustainable practices with my work, because I believe we all have a responsibility to care for the world we live in.

MEGAN BIGGS

Writing & Copy

I am an enthusiastic communicator who can ensure that your designs and writing work together. I have over 4 years of freelance and in-house experience in print and digital marketing with copy, mainly for non-profits and local independent musicians. My expertise is in user experience writing, and I believe in creating accessible, friendly, intuitive content.

Ethan Coy

208.553.4695 | ethancoy@outlook.com | www.ethancoy.com

Education

Bachelor of Fine Arts, Studio Art+Design, University of Idaho, Moscow, ID, 2015–2019
National Youth Leadership Forum: Engineering, University of California, Berkeley, 2014

Professional Experience

Art Director, Employee of the Month, Remote, 2020–2021
    Freelance Clients: Revolver Moscow, Prichard Art Gallery, St. Marks Episcopal
Campus Lead, Moscow Food Co-Op, Moscow, ID, 2019–2020
Collaborator, For Freedoms, 50-State Initiative, 2018 & 2020
Junior Designer, Highline Design Company, Kalispell, MT, 2018–2019
Designer, Blot Magazine, University of Idaho, 2018–2019
Politoonist, Uidaho Argonaut, University of Idaho, 2019
Creative & Strategy, University of Idaho Advertising Team, University of Idaho, 2017–2019
Summer Design Counselor, University of Idaho Summer Design Days, Summer 2017–2019
Program Director, KUOI FM 89.3, University of Idaho, 2018–2019
Brand Designer & Consultant, Sutherland for Washington, Pullman, WA, 2017–2018
Swing Manager, McDonald's - Golden Dreams Management, Pullman, WA 2016–2018

Exhibitions

2020 "Dear Moscow," Third Street Gallery, Moscow, Idaho

2019 INK! Print Rally, Emerge Gallery, Couer d'Alene, Idaho
CRYPTIDS, Kolva-Sullivan Gallery, Spokane, Washington, Curated by Reinaldo Gil Zombrano
(in)tangible, Ridenbaugh Gallery, Moscow, Idaho
Identity, Reflections Gallery, Moscow, Idaho

2018 For Freedoms, Installation at University of Idaho Admin Lawn, Moscow, Idaho
INK! Print Rally, Emerge Gallery, Couer d'Alene, Idaho
From Matrices, Emerge Gallery, Couer d'Alene, Idaho
Print Combine!, Reflections Gallery, Moscow, Idaho (Rocky Mountain Printmaking Alliance)
WSU Trade Show, CUB Art Gallery, Washington State University, Pullman, Washington
Hodge Podge, Reflections Gallery, Moscow, Idaho

2017 Undergrad. Juried Exhibition, Ridenbaugh Gallery, Moscow, Idaho, David Herbold
Undergrad. Juried Exhibition, Ridenbaugh Gallery, Moscow, Idaho, Zach Mazur

2015 Lewis-Clark State College Center for Arts & History, Lewiston, Idaho

Presentations & Invited Lectures

Virtual Artist Talk – Gonzaga University, Spokane, Washington, 2021
Pop-Up Prose: Be Honest With Yourself – Palouse Literary Festival, 2020
"Facing Reality: Life as a Creative…," Bend Design Conference, Bend, Oregon, 2019
The Role of Persona: Then and Now, UIdaho Innovation Showcase, 2019
ART 110 Approaching Destinations Student Panel, University of Idaho, Moscow, 2019
AAF National Student Advertising Competition, Seattle, WA, 2018

Involvement & Volunteerism

Member, Vandal Print Guild, University of Idaho, 2018–2019
President, Visual Arts Community, University of Idaho, 2017–2018
Member, Visual Arts Community, University of Idaho, 2015–2017
Member, AIGA Idaho, 2017–2020
Program Volunteer, Art Chantry Speaks & Prints, University of Idaho, 2018
Volunteer, INK! Print Rally, Emerge Gallery, Couer d'Alene, Idaho, 2017
RHA Representative, University of Idaho, Moscow, 2016

Awards/Grants/Scholarships

Magna Cum Laude, University of Idaho, Studio Art+Design, Moscow, Idaho, 2019
Robert J. Harder Memorial Art Scholarship, University of Idaho, Moscow, Idaho, 2018
Judge's Choice, Adobe Creative Jam, Washington State University, Pullman, Washington, 2018
Harriet Shrontz, Art+Design Scholarship, University of Idaho, Moscow, Idaho, 2017
ARCH Design Charette, Inspiring Design Futures, University of Idaho, Moscow, Idaho, 2017

Biography

Justyna Tomtas, *"UI students hope to boost civic engagement with billboard in Lewiston,"*, *Idaho Falls Post Register, October 26, 2018*
Justyna Tomtas, *"A mixture of art and politics"* The Lewiston Tribune, October 25, 2018
Ellamae Burnell, *"Variety of voices showcased through political art,"* UI Argonaut, October 7, 2018

Personal Sales

Independent Sales, Remote & Regionally, 2021
Revolver Moscow, Moscow, Idaho. 2020–2021
Annual Print and Ceramic Sale, Prichard Art Gallery, Moscow, Idaho, 2016–2019
Terrain, Spokane, Washington, 2019

PROFESSIONAL REFERENCES

FOUR PEAS IN A POD

DAVE GOTTWALD

Assistant Professor of Interaction Design, University of Idaho, Art+Design Program
Phone: 949.584.4512
Email: dgottwald@uidaho.edu
Relation: Major Professor of all team members & middle-person between multiple independent opportunities.
Experience with team's design processes, work ethic & communications.

JUSTIN BARNES

Scholarly Assistant Professor, Edward R. Murrow College of Communication at Washington State University
Phone: 347.453.7289
Email: justinbarnes@wsu.edu
Relation: Led the University of Idaho's Advertising Team, giving the team experience with National Brand creativity and strategy. Advertising Team within the years 2018 & 2019 created award winning campaigns in which Laurel and Ethan were a part of.

DELPHINE KEIM

Program Head, University of Idaho, Art+Design Program
Phone: 208.596.6559
Email: delphine@uidaho.edu
Relation: Major professor of all team members. Experience with team's design processes, work ethic & communications.

DAVID JANSSEN JR

Scholarly Assistant Professor, Dept. of Fine Arts, Washington State University
Phone: 208.874.7655
Email: davidjanssenjr90@gmail.com
Relation: Colleague and design advocate in foundations work. Fostered independent projects and opportunities.

WASHINGTON STATE UNIVERSITY

Department of
Fine Arts
COLLEGE OF ARTS AND SCIENCES

Greetings,

My name is David Janssen Jr. I currently serve as Scholarly Assistant Professor as well as 2D Foundations & Undergraduate Coordinator in the Department of Fine Arts at Washington State University in Pullman, Washington. I am writing this letter of recommendation in full support of Ethan Coy and his team of creatives to build the new brand identity and style guides for the Moscow Farmer's Market and its analogous programming.

I have had the pleasure of working with Ethan Coy and his team when I was an instructor at the University of Idaho as they sharpened their skills in my art + design classes years ago. It's been incredibly refreshing to see artists who are so clear minded and focused on making an impact with their design work. Using crisp typography, expressive illustration, thoughtful color interaction and clear information hierarchy, I know this team is well versed in developing dynamic ways of communicating visual information. I can vouch for all of them as they had no issues ever meeting deadlines that I put forward and they can maintain a project budget as this is something they do now in their collective creative lives. They all would consistently go above and beyond what I asked and took criticism so well by adapting to any unexpected changes that I requested in class (which I would do to emulate real-world situations). These individuals were some of the top artists + designers that I have had the privilege of working with and they continue to inspire me to this day.

Ethan and his team will create unique work because of their dedication not only to the creative process and research but the final collaborative execution of the work. These folks all have outstanding work ethics and are not shy about asking for feedback. Based on my personal experience, I know they will be relentless on finding the best and most unique design solutions for your projects. Having this team continue to work in our community will strengthen the legacy of the Farmer's Market and help further new cultural engagement in Moscow. I deeply believe that Ethan and his team have the potential to create award-winning designs that will highlight the Moscow Farmer's Market and put a warm spotlight to this region to further increase the awareness of the positive culture surrounding our community.

Please do not miss the opportunity you have to work with this team. If you have any further questions, please contact me. I thank you for your time in reading this letter.

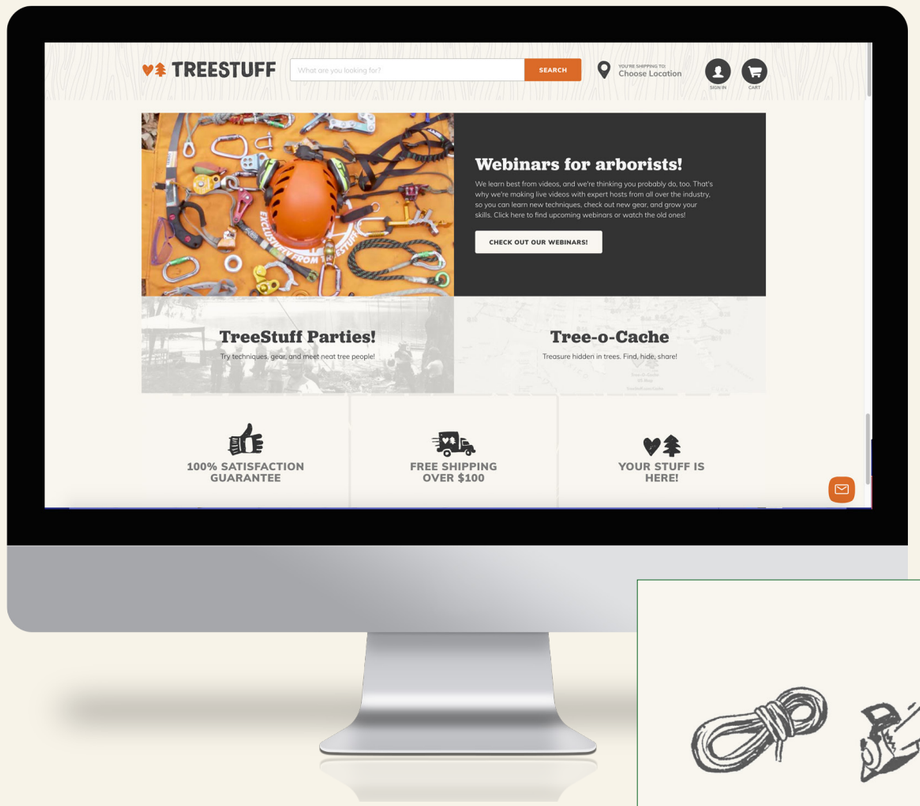
Sincerely,

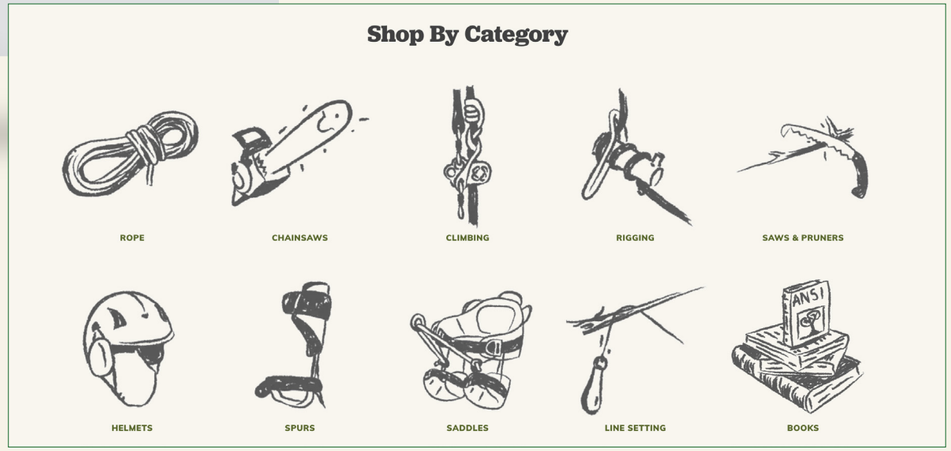
David Janssen Jr.
Scholarly Assistant Professor
2D Foundations & Undergraduate Coordinator
Department of Fine Arts x Washington State University
Email: david.janssen@wsu.edu
Office: Fine Arts 7075 x davidjanssenjr.com

TREESTUFF.COM

ETHAN COY, in collaboration with Highline Design Company

BRAND DEVELOPMENT





RENDEZVOUS IN THE PARK

ETHAN COY, for Rendezvous

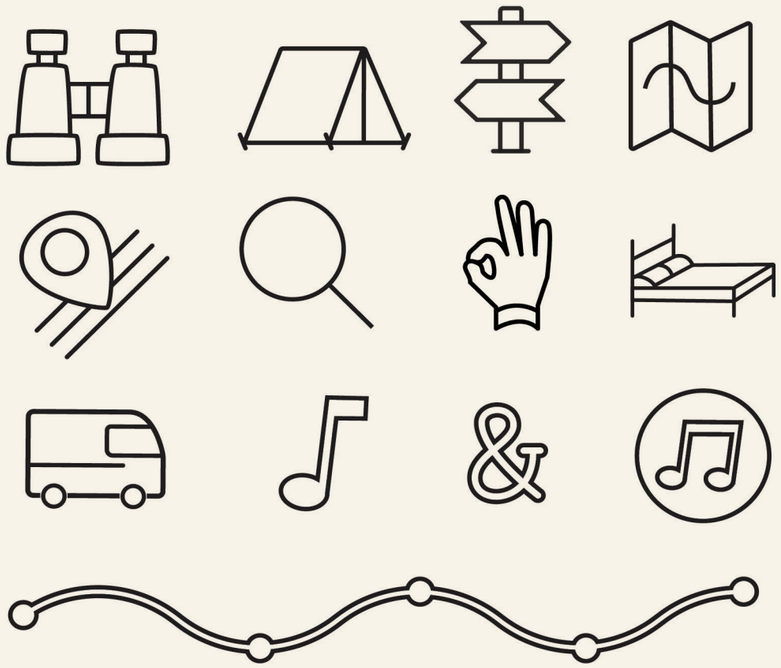
CONCERT GRAPHICS, ILLUSTRATION

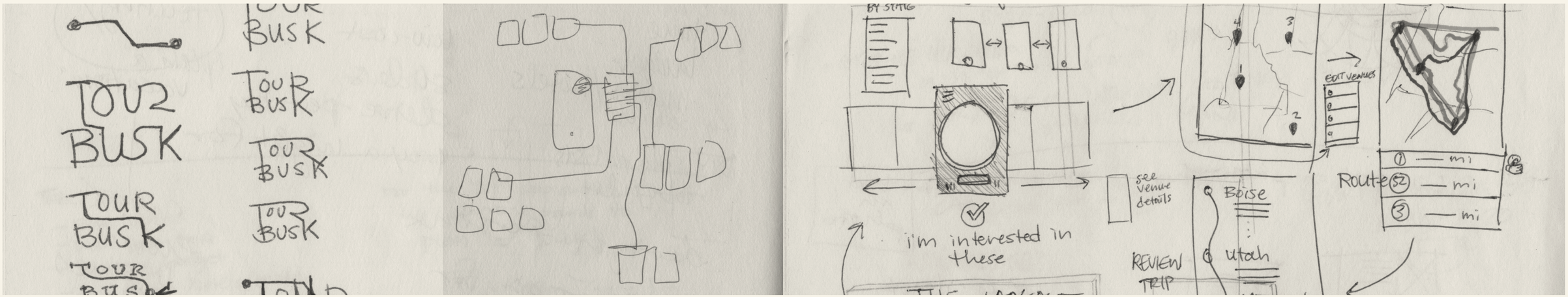
TOUR BUSK

ETHAN COY, concept project

BRAND DEVELOPMENT, APP DESIGN

TOUR
BUSK

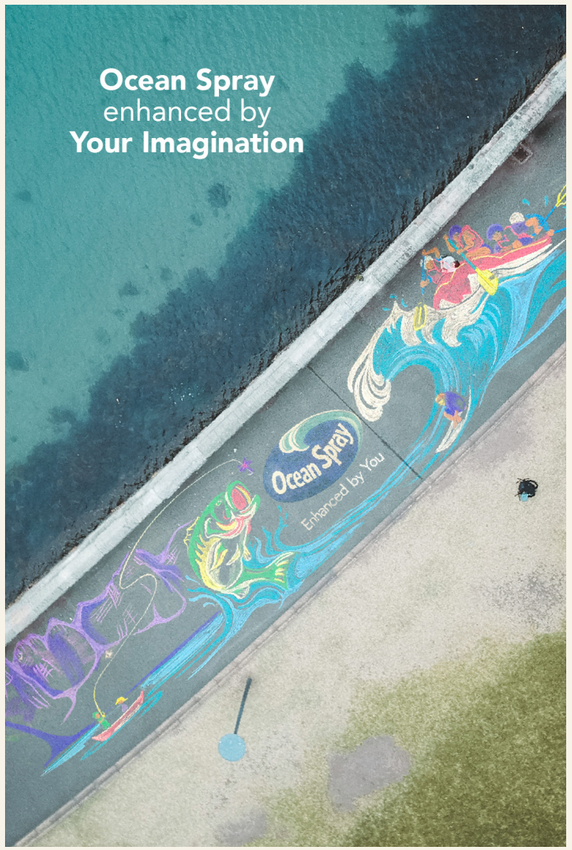




OCEAN SPRAY

LAUREL GIESZELMANN, ETHAN COY & UI AD TEAM, for AAF Advertising Competition

AD CAMPAIGN



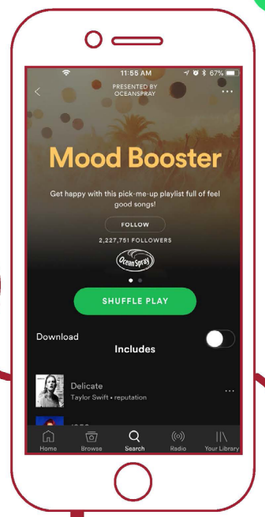
Enhanced by Audio

Millennials love to tune out the world with the online streaming services at their fingertips. Here's how we use it to our advantage.

PODCASTS

Podcasts are the fuel to millennial's conversations and fulfill their need for timely information. Whether listening during a road trip or a workout, millennials are tuning in. We'll place host-read ads in podcasts with a high millennial listener base that will increase both awareness and purchase intent in a cost-effective way.

- **42%** 42% of millennials listen to podcasts at least once per week
- **78%** 78% of podcast listeners don't mind listening to ads or sponsorships
- **70%** 70% of podcast listeners said the ads increased their awareness of new products/services



SPOTIFY

ADS

Spotify takes advantage of millennials' on-the-go lifestyle, and they're connected from the time they wake up in the morning. This platform works for our campaign because millennials aren't affected by typical limitations like prime time or drive time, leading to more awareness. There are 70 million people who rely on the free, ad-based service.

PLAYLIST

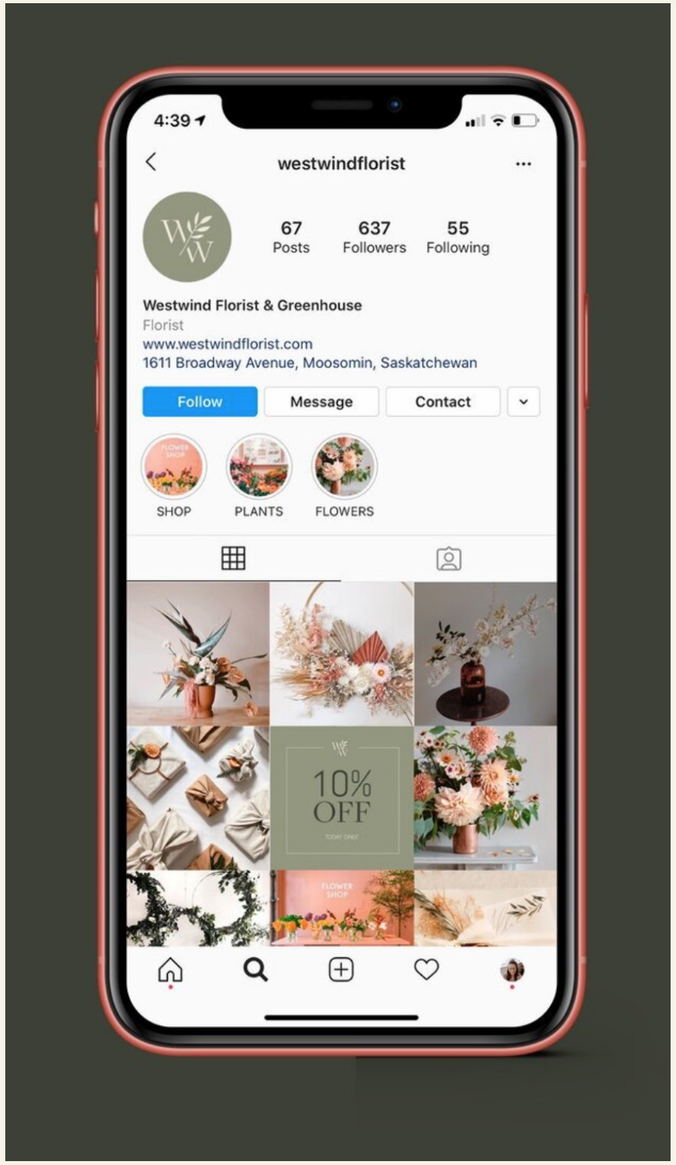
Sponsoring a Spotify playlist allows us to tell Ocean Spray's story while enhancing the moods or activities of our audience. We'll connect with them through their favorite songs and enhance awareness of the campaign.

- **72%** 72% of Spotify listeners are millennials

WEST WIND

LAUREL GIESZELMANN, independent client project

BRAND DEVELOPMENT



BEYOND THE BOOK

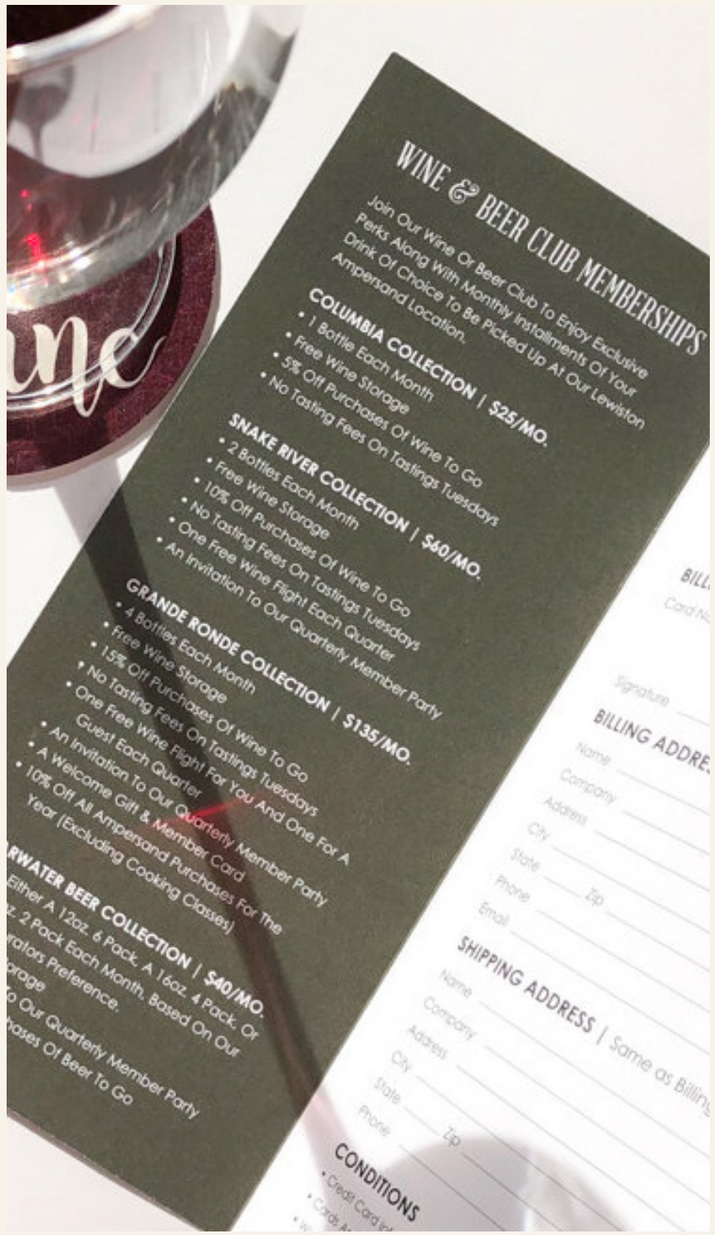
LAUREL GIESZELMANN, for UI Sustainability Center

EVENT DESIGN, ILLUSTRATION

AMPERSAND WINE CLUB

BRONWYN SCHUMAKER, for Ampersand Oil

EVENT DELIVERABLES



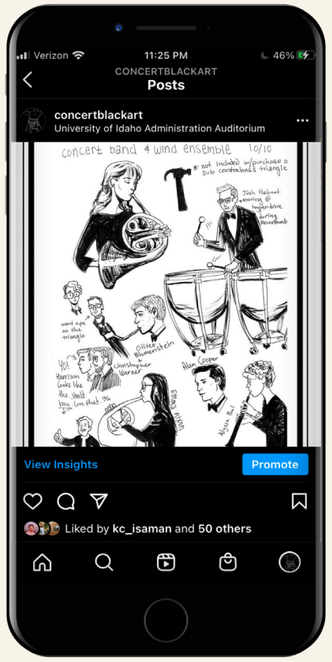
URBAN EDEN **BRONWYN SCHUMAKER,** concept project

PACKAGING, ILLUSTRATION

CONCERT BLACK ART

MEGAN BIGGS, independent project

FIGURE DRAWING, ILLUSTRATIONS



HARVEST SEASON **MEGAN BIGGS,** independent project

ILLUSTRATION & PAINTINGS

SCOPE OF WORK, 1 OF 2

Moscow Farmers Market Design Toolkit

BEGINNING

Deadline: April 16, 2021

Initial Meeting with Commission & Team
- Information Audit
  - Q&A
  - Audience
  - Focus Areas
  - Problems & Solutions
- Growth Potentials
- Developing Contract
- Budgeting

Have contract finalized by April 30, 2021.

DEFINING THE LOOK & FEEL

Deadline: May 7, 2021

Research Iconic "Farmers Markets"
Targeting the Right Audiences
Mood Boarding, develop tone
Initial Sketching, identity aspects
Developing vendor relations
- printing & proofing

Present the above materials & proofs, May, WK 2. Commission & Team decides best tone, information and team will continue work further.

DEVELOPING FRAMEWORK

Deadline: May 21, 2021

Create 5-10 variations of identities, digital assets
- Main Farmers Market Logo
- Develop Iconography, Patterns, Textures, Etc.
- Develop Typography
- Refining Color Palette
- Developing illustration styles for scale-ables

Present the above materials with proofs, May WK 4. Commission & Team decides best styles for revisions, and team will continue work further.

DESIGN REVISIONS

Deadline: June 4, 2021

Narrow to 3-5 variations of identities, digital assets
- Main Farmers Market Logo
- Iconography, Patterns, Textures, Etc.
- Typography
- Color Palette
- Illustration Styles for Scale-ables

Present the above materials & proofs, Wk 1 of June. Commission & Team decides best 1-2 styles for revisions, and team will continue work further.

IDENTITY DEVELOPED

Deadline: June 18, 2021

Revising identity for final look
- Farmers Market Logo
- Sub-Programs Logos developed
- Typography
- Iconography, Patterns, Textures, Etc.
- Color Palette Finalized
- Scalable Graphics in process
  - ex: "veggie crew," announcement, call for art, sandwich boards, etc.

Present the above materials & proofs, WK 3 of June Commission & Team decides best identity for revisions, and team will continue work further.

STYLE GUIDE

Deadline: July 9, 2021

Developing Style Guide Book for elements

Show templates, applying brand on:
- Social Media Posts
- Posters, Art Submitted, Announcements
- Communication Materials
- Print/Digital Ads

Room for Growth & Potential Ideas

Present the above materials & proofs, WK 2 of July.

SCOPE OF WORK, 2 OF 2

APPLYING THE BRAND

Deadline: July 23, 2021

Created Style Book
- Printed Proofs, physical copy

Templates for posts & communications

Creating sub-program branding
- Youth Activities
- Volunteers
- Food Access
- Education
- Demonstrations
- Outreach

Scale-able Illustrations for various:
- Editorial or Newspaper
- Print Ads
- Digital Posts
- Sandwich Boards

Communication Materials
- Press Release
- Email Footers
- Submission Packet
- Farmers Market Handbook

Future Media Outreach:
- examples for application
- Video/TV
- Motion Graphics
- Social Strategy
- More

Present the above materials with proofs July WK 3. Commission & Team considers revisions, continued work, printed matter & next steps to finish.

OPEN AVAILABILITY

Deadline: August 6, 2021

Continued work on applying the brand
Availability for additional ideas, changes

Photographing Work & Preparing for
Final Presentation

HAND-OFF OF MATERIALS

Deadline: August 31, 2021

Delivery of Digital Assets
- Logo
- Sub Program Logos, Graphics
- Typeface Files
- Iconography
- Patterns
- Scale-able Illustrations

Printed Deliverables
- Style Guide Book ~20 page bound
- Other Materials to be discussed

Ending Full Presentation of Brand (before Aug 31)
- Mock-Ups
- Potential for Growth
- Future use of brand

PROJECT TIMELINE

APRIL

Wk 1: N/A
Wk 2: April 6, 2021: Farmers Market Commission selection
Wk 3: April 16, 2021: Initial Meeting with Farmers Market Commission & Team. Information audit, contract requirements, budgeting, goals with the project.
Wk 4: Writing & Developing contract with team. Researching Markets, Audience Begin mood-boarding & initial sketching for identity.
Wk 5: Deliver contract to Farmers Market Commission. End of April: Contract with successful respondent(s) finalized.

MAY

Wk 1: Research iconic farmers markets. Audience Research. Developing Mood Board(s) for look and feel. Initial Sketching typography, wordmarks, illustrative elements
Wk 2: May 7, 2021. Presentation– Defining Look & Feel. Showcase audience research, digitizing initial sketches and moodboards. Let's define what "look" we are approaching.
Wk 3: Creating 5-10 Variations of identity systems & digital assets. Teammates provide variations carried throughout mood-boards. Getting proofs from vendor.
Wk 4: May 21, 2021. Presentation Meeting – Developing Framework. Showcase 5-10 variations of identities, proofs and boards. Reduce to 3-5 best options for revisions.
Wk 5: Design team working on revisions, establishing look for 3-5 identity systems, colors, typography, patterns, illustration styles. Preparing boards & presentation materials.

JUNE

Wk 1: June 4, 2021. Presentation – Design Revisions. Showcase 3-5 variations of identity systems. Reduce to 1-2 best options for further revision and development.
Wk 2: Consulting with PR & Marketing, & appeal to target audience. Preparing presentation & deck. Experiment with test printing & supplier options.
Wk 3: June 18, 2021. Presentation – Identity Developed. Showcase final renderings of MFM Identity system, scalable graphics & mock-ups. Discuss next steps, further development.
Wk 4: With the most successful style chosen, begin work on designing the sub-program wordmarks, scalable graphics, and style guide. Addressing revisions if needed.
Wk 5: Application of the design toolkit on various deliverables, communications, etc. Get proofs for work & preparation of Style Guide Book.

JULY

Wk 1: Holiday Weekend. Continuing work on design toolkit, refining style guide & design choices. Test prints and getting correct attributes from print vendors.
Wk 2: July 9, 2021. Presentation – Style Guide. Book of elements, guide for stakeholders. ex: templates for social media, communication materials, etc.
Wk 3: Meeting 4: Presentation, Design Toolkit, Style Guide, Assets, Research, and Future Tone for the Moscow Farmers Market.
Wk 4: July 23, 2021. Presentation – Applying the Brand. Style Guide proof of product. Show variations of templates, graphics in-use through various deliverables.
Wk 5: Continue working on further brand program elements, possible future development projects that may come to fruition.

AUGUST

Wk 1: Open Availability. Continue working on proofs, variation of product & making deliverables for client.
Wk 2: Organizing Digital Assets, collaborating with team on building up project into the final presentation.
Wk 3: Meeting 5: Presentation, The Nation's Top Farmers Market! – Printed Style Book, and presentation of all printed materials. How Stakeholders can use it into the future.
Wk 4: Final organization of entire project, wrap up any final revisions via presentation, final exporting files and preparing for hand-off.
Wk 5: August 31, 2021: Delivery of style guide, programs graphics, and design elements. Celebrate with the team!

*Billing: Potential stipend payments on bi-weekly basis or after every presentation as proof of work.

VISUAL TIMELINE

● Indicates Meetings or Presentation

Planning

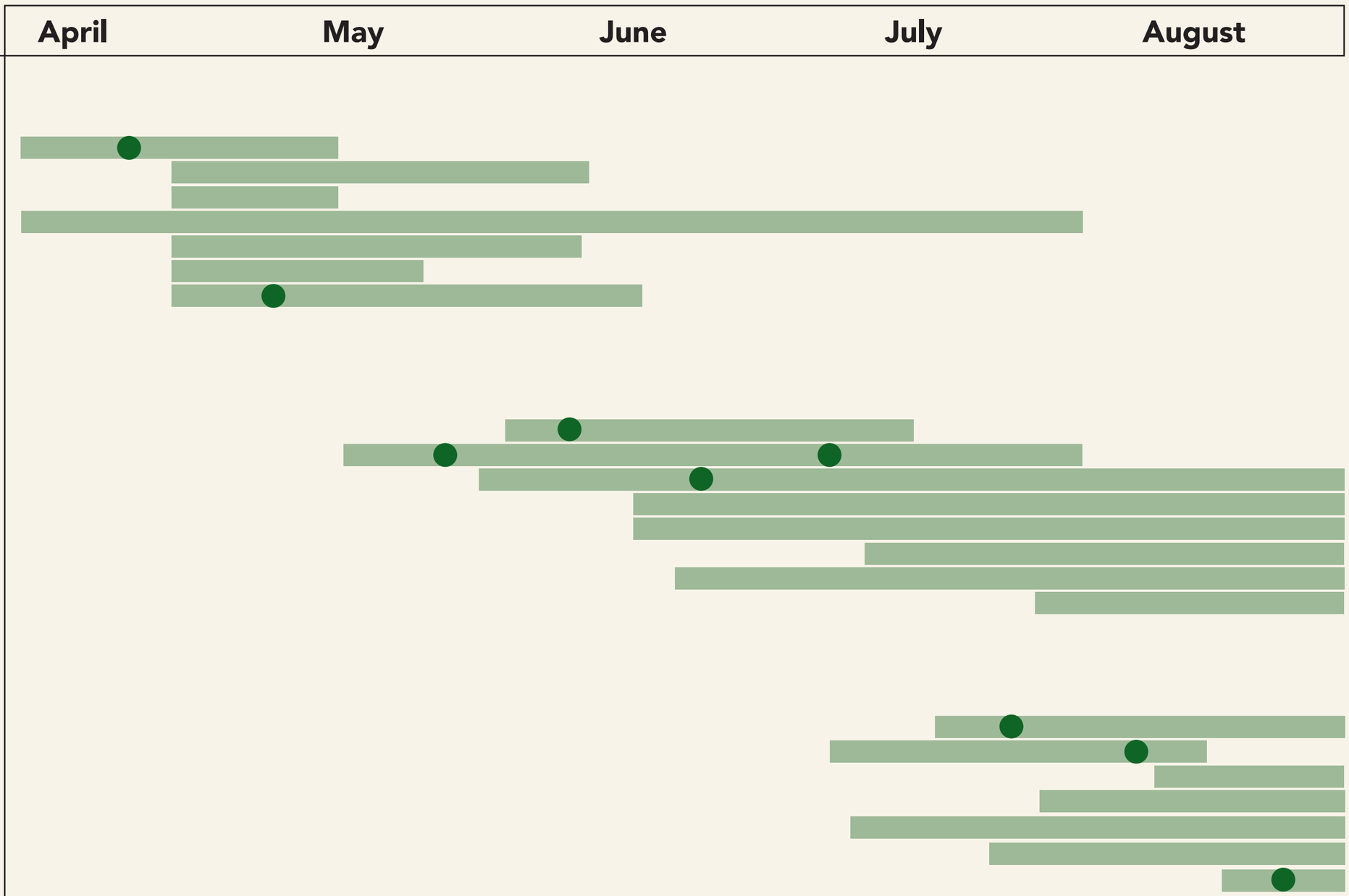
Information Audit
Audience Development
Identifying Full Scope
Future Ideals for Market
Market Analysis - Info
Mood Boarding, Sketching
Presenting Initial Ideas

Design

Identity System Developed
Presentation of Options
Printed Materials for presentation
Illustration Elements Created
Applying identity system
Making new program information
Social Media Graphics
Mogfx creation

Finalization

Style Guide
Application of Assets
Digital Assets
Social Media Templates
Mock-Ups
Photography of Work
Final Presentation



Submitter's Name

Julene Ewert

03/08/2021

by **Julene Ewert** in **Moscow Farmers Market Design Toolkit RFQ**

id. 19467744

509 S POLK ST
Moscow, Idaho
83843
ID
United States
2088827002
juleneewert@gmail.com

Original submission

03/08/2021

Mailing Address	**509 S. Polk Street**
City	**Moscow**
State	**ID**
Zip Code	**83843**
Phone Label	**+1 208 882 7002**
Email Address	**juleneewert@gmail.com**
Are you submitting your RFQ as a team or firm?	**No**

Letter of Interest

Ewert_Julene_LetterofInterest.pdf

Artist Resume

Ewert_Julene_Resume_2021.pdf

Professional References

Ewert_Julene_Letters_of_Reference_2021.pdf

Samples of Past Work

Ewert_Julene_Bookcovers_2020.pdf

Ewert_Julene_CDA_Tribal_Health_2017.pdf

Ewert_Julene_Heard_Mentality_2018.pdf

Ewert_Julene_Hecla_2016.pdf

Ewert_Julene_Logo_Designs_2020.pdf

Ewert_Julene_LVS_Branding_2019.pdf

Ewert_Julene_OrchardFarm_2020.pdf

Ewert_Julene_PalouseChoralSociety_2014-2020.pdf

Ewert_Julene_PalouseTableProject_2018.pdf

Ewert_Julene_SilverValleyDisplays_2017.pdf

Project Timeline

Ewert_Julene_Timeline_2021.pdf

JULENE EWERT

GRAPHIC DESIGN | ILLUSTRATION

DATE

March 12, 2021

TO

City of Moscow
Moscow Farmers Market Commission
Community Events Division
Moscow, Idaho 83843

FROM

Julene Ewert
509 South Polk
Moscow, Idaho 83843
208-882-7002
juleneewert@gmail.com
www.juleneewert.com

Dear Moscow Farmers Market Commission,

I love Moscow and the strong sense of community. I know I have a unique set of qualities to make the Moscow Farmers Market Design Toolkit amazing.

I'm a local graphic designer, artist and a Moscow Farmers Market vendor for 12 years. My knowledge of the market and vendors makes me a strong candidate for this project. Plus, my love for this community and the Moscow Farmers Market goals align with my vision to continue to invest in the place I call home. I am supportive of increasing access to locally grown food and hand-crafted goods that provide our community with economic growth. I have over 30 years experience in the graphic design industry, and I believe my knowledge and skills make me the perfect fit for this role.

I currently manage my own graphic design and fine art firm, and am responsible for many local design projects. I also work with clients across the country to develop books, reports and rebranding campaigns. I listen to my clients and it shows in the final product. I love thinking about typography, color and the design process. It's incredibly exciting to come up with a design style that is consistent across the entire brand. That's when magic happens!

I will build upon the Moscow Farmers Market's strong reputation in our community to develop a cohesive design that will stand the test of time. With my previous experience and expertise, I believe my contribution will have an positive impact on the Moscow Farmers Market's identity and the community.

I'm excited about the possibilities of working with and for my community!

All my best,

Julene

Julene Ewert

JULENE EWERT

GRAPHIC DESIGN | ILLUSTRATION

STATEMENT

Creative, innovative professional with over 30 years of experience in visual communications and project management. Building brands and business across the country.

EXPERIENCE

JULENE EWERT
Owner & Creative Director
2006 - Present
Designer of books, visual reports, logos, icons, signage, infographics, maps, and web graphics. Corporate and public product branding and style guides. Collaborating on marketing campaigns. Working with printers and media specialist. Developing trade show displays. A fine artist, illustrator and entrepreneur.
Moscow, Idaho

CREATIVE SERVICES UNIVERSITY OF IDAHO
Senior Graphic Designer
1998-2007
Designer of marketing recruitment brochures, viewbooks, posters, web graphics, and the University Alumni magazine, *Here We Have Idaho*. Director of photo shoots. Involved with the rebranding of the University of Idaho.
Moscow, Idaho

BASSETT & BRUSH
Graphic Designer
1997-1998
Designer of 3-D software packaging, advertising, sales materials and displays. Intensive Photoshop design.
Spokane, Washington

ORBIT DESIGN
Creative Director
1991-1997
Designer of brochures, book covers, logos, billboards and rebranding companies. Director of photo shoots. Working closely with printers and clients.
Denver, Colorado

EDUCATION

BACHELOR OF FINE ARTS
GRAPHIC DESIGN
ADVERTISING MINOR
Class of 1991 University of Idaho

SKILLS

Listens. Interest in a strong community. Ability to work with various vendors and clients. Successful entrepreneur. Software skills: InDesign, Photoshop, Illustrator, Procreate. Acrobat. Knowledge of Word, Excel, Powerpoint.

SOCIAL MEDIA

instagram: @juleneewert
facebook: @artbyjuleneewert

REFERENCES

Cindy Johnson Morrow
Director of Creative, Print and Photographic Services, University of Idaho, Retired
cindyjohnson1051@gmail.com

Candace Godwin
Owner & Director of Godwin Communications
208-640-6514
CandaceGodwin60@gmail.com

Helen Brown
Clinical Associate Professor,
Movement Sciences, University of Idaho
208-480-1208
helenb@uidaho.edu

CONTACT

Julene Ewert
509 South Polk
Moscow, Idaho 83843
208-882-7002
juleneewert@gmail.com
www.juleneewert.com

CELEBRATING 100 YEARS 1920 - 2020

University of Idaho

COLLEGE OF EDUCATION, HEALTH AND HUMAN SCIENCES

Department of Movement Sciences
875 Perimeter Drive MS 2401
Moscow ID 83844-2401

208.885.7921
movementsciences@uidaho.edu
uidaho.edu/ed/mvsc

March 2, 2021

To Whom it May Concern

I am writing to offer my full support and recommendation for Julene Ewert's proposal to City of Moscow Farmer's Market as the Design Tool Kit artist. I've known and worked with Julene as the design artist of many statewide public health project reports over the past eight plus years and continue to contract with her as new projects arise.

As I read the description of the qualifications for the Design Tool Kit artist and the intentions for the final products, I believe that Julene not only possesses the needed skills and attributes, but that she is supremely qualified. Her artistic talent is well displayed in Moscow. She regularly sells her art in and beyond Moscow. As a Moscow Farmer's and Winter market vendor, she has long history and a deep understanding of the market, other vendors, and the customer base. Julene runs an independent business and is she is truly committed to the success and well-being of independent business owners and the Moscow community at large.

All the design work Julene has completed for me has been exceptional and she possesses an uncanny instinct for just the right image and design for the each project. My projects (full length reports with corresponding graphics and images) are all health related, and they have to be tailored for various audiences and health issues. She has wonderful intuition about the work, and I repeatedly work with Julene because I am confident of a highly professional and finished product.

Not only is Julene talented, but she is also organized, detail oriented, pleasant to work with, and open to constructive ideas and the inevitable changes that come with any

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project. She is able to create both print and online content and excels at developing graphic design that is just the right fit for the project at hand.

I am confident that Julene will render design concepts that are ideal for the promotion of the Moscow Farmer's Market. Please let me know if I can offer any other information or support for Julene in this role.

Sincerely,

Helen Brown
Clinical Associate Professor
Movement Sciences
University of Idaho
helenb@uidaho.edu
Cell- 208-4809-1208

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GODWINMARKETING
COMMUNICATIONS LLC

Farmers Market Commission
City of Moscow, Idaho
P.O. Box 9203
Moscow, ID 83843

March 4, 2021

RE: Letter of Recommendation for Julene Ewert, Graphic Designer

Dear Farmers Market Commission,

I am pleased to offer this letter of recommendation for Ms. Julene Ewert for the project of creating a Design Toolkit for the Moscow Farmers Market.

Julene and I have enjoyed a professional relationship for over 20 years, having first worked together on projects at the University of Idaho. I have retained Julene's services throughout my professional career, and the last 10 years she has been a contract designer for my business, Godwin Marketing Communications in Coeur d'Alene.

Her work ethic and creativity shine in any project she creates, from the simple informational brochure, multiple-page booklets, or a fancy wine label (all of which she has created for clients of Godwin Marketing Communications).

In addition to Julene's design skills, she has excellent organizational skills and can manage several projects at once while keeping on deadline.

I can say with certainty that Julene understands branding and all of the elements that go into creating a sustainable, marketable brand. She has worked with me in creating branding packages for small, local businesses and large corporations, like Hecla Mining Company.

Julene has the skills and most importantly, the talent to *listen to and understand* the client's needs and bring forth outstanding creative work.

She is a delight to work with and I highly recommend her for this project.

Sincerely,

Candace Godwin

Owner, Godwin Marketing Communications

March 5, 2021

City of Moscow

Moscow Farmers Market Commission

It is a pleasure to submit this letter of reference for Julene Ewert for creative work in support of the Moscow Farmers Market Design Toolkit.

As a seasoned, graphic design professional, Julene would bring energy and enthusiasm to this project as well as her familiarity with the market and what it brings to the community.

I worked with Julene as her Director of Creative Services at the University of Idaho and continued to work with her as a freelance designer and creative resource for many years. She has worked with an array of clients in the region and beyond and builds relationships and trust with her clients. She is adept at listening to and understanding the goals of complex projects and taking feedback to reach desired objectives.

She consistently showed a dependable work ethic and an ability to meet timelines while monitoring and reviewing budgets. As an entrepreneur, she has expanded her own business to meet contemporary standards of consumers from book illustration to complete branded identities. She is technically adept in her design work and also knows how to engage outside vendors to get services and resources for project requirements.

She is an active member of the Moscow community and as a Farmers Market vendor, has experienced the market's evolution and growth to be a nationally ranked, weekly, gathering place for producers, makers, performers and patrons.

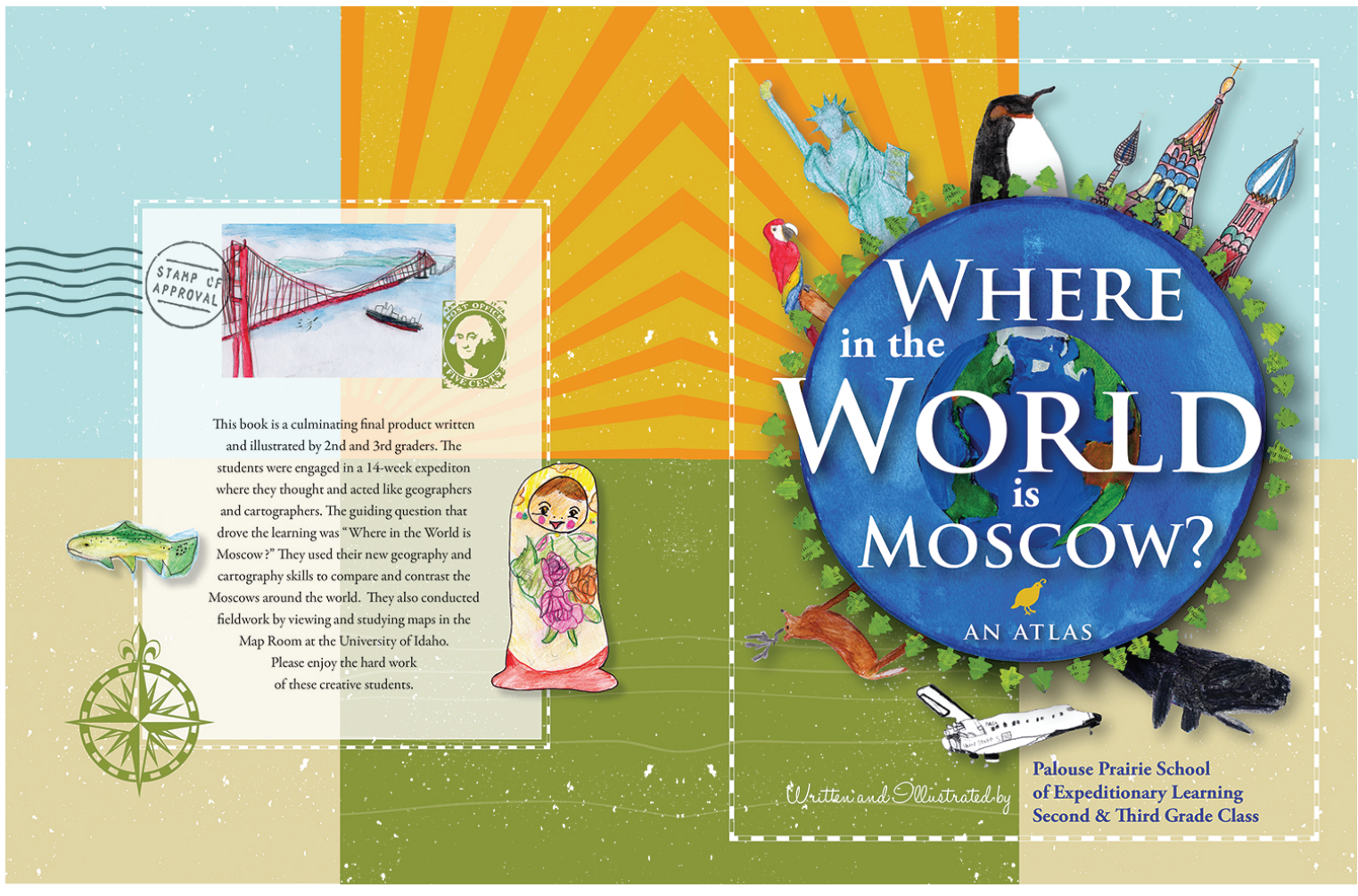
Her creative work is distinctive, energetic and positive. She would be an excellent choice to lead this project for the Moscow Framers Market. Feel free to contact me for additional information regarding her outstanding skills.

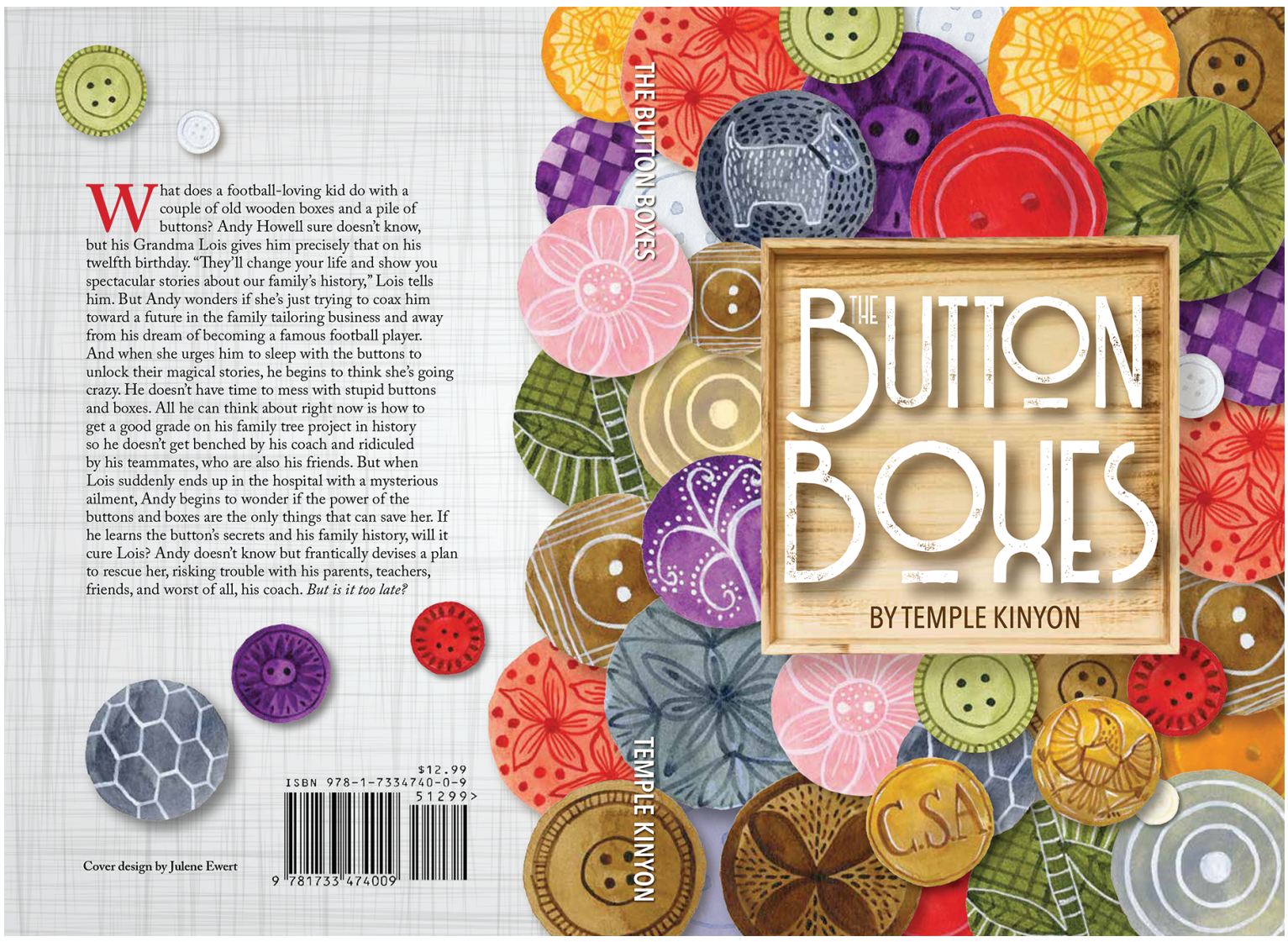
Respectfully,

Cindy (Johnson) Morrow

Former Director University of Idaho Creative Services

(509) 336-3388, cindyj@uidaho.edu


STAMP OF APPROVAL
PEACE ORDER
FIVE CENTS
This book is a culminating final product written and illustrated by 2nd and 3rd graders. The students were engaged in a 14-week expediton where they thought and acted like geographers and cartographers. The guiding question that drove the learning was "Where in the World is Moscow?" They used their new geography and cartography skills to compare and contrast the Moscows around the world. They also conducted fieldwork by viewing and studying maps in the Map Room at the University of Idaho. Please enjoy the hard work of these creative students.
WHERE in the WORLD is MOSCOW?
AN ATLAS
Written and Illustrated by
Palouse Prairie School of Expeditionary Learning Second & Third Grade Class


What does a football-loving kid do with a couple of old wooden boxes and a pile of buttons? Andy Howell sure doesn't know, but his Grandma Lois gives him precisely that on his twelfth birthday. "They'll change your life and show you spectacular stories about our family's history," Lois tells him. But Andy wonders if she's just trying to coax him toward a future in the family tailoring business and away from his dream of becoming a famous football player. And when she urges him to sleep with the buttons to unlock their magical stories, he begins to think she's going crazy. He doesn't have time to mess with stupid buttons and boxes. All he can think about right now is how to get a good grade on his family tree project in history so he doesn't get benched by his coach and ridiculed by his teammates, who are also his friends. But when Lois suddenly ends up in the hospital with a mysterious ailment, Andy begins to wonder if the power of the buttons and boxes are the only things that can save her. If he learns the button's secrets and his family history, will it cure Lois? Andy doesn't know but frantically devises a plan to rescue her, risking trouble with his parents, teachers, friends, and worst of all, his coach. But is it too late?
$12.99
ISBN 978-1-7334740-0-9
51299>
Cover design by Julene Ewert
THE BUTTON BOXES
BY TEMPLE KINYON
THE BUTTON BOXES
TEMPLE KINYON

Colorhappy
Colorhappy is a coloring book with a second purpose. reflection. Inside you will find 80 pages devoted to the joy of coloring and exploration.
It's my hope that you will fill this book with vibrant colors and your own beautiful thoughts. May you color happy and find joy inside.
*Julene
When our minds are relaxed and focused, thoughts flow. Like meditation, coloring is a fantastic way to calm your mind and find clarity.
Never Stop exploring
#colorhappybook
www.juleneewert.com
Colorhappy
joyful coloring
meditative reflection
by Julene Ewert

qhest life reach

NATIONAL AND INTERNATIONAL IMPACT

National Indian Health Board Area Impact Award for Exceptional Service in American Indian and Alaska Native Health

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N7 Nike Summit
Affiliated Tribes of Northwest Indians- featured speaker

White House
Tribal Youth Gathering

---

qhest life gathering

WEBSITE AND SOCIAL MEDIA

3601 unique visitors
326 qhest life group members
11,112 total page qhest life views
365,000 qhest life video views
200,000 Pow Wow Sweat views
500,000 worldwide reach

QHEST LIFE GATHERING

300 participants
11 Tribes

18 new beehives &
12 new beekeepers

RESURGENCE OF CANOE CULTURE

11 sturgeon nose canoes in the CDA fleet
4 journeys completed
220+ journey miles

QHEST FOOD: TRADITIONAL, LOCAL AND HEALTHY

120+ pints of salmon preserved
11 outings to gather roots & berries

11 Farmer's Market vendors on average, up 40% from 2015
20 unique food items
2 qhest life food section at local stores

70 new garden boxes and raised beds at the Tribal school
1.000 sq.ft. community garden
10 weekly volunteers
600 sq.ft. greenhouse

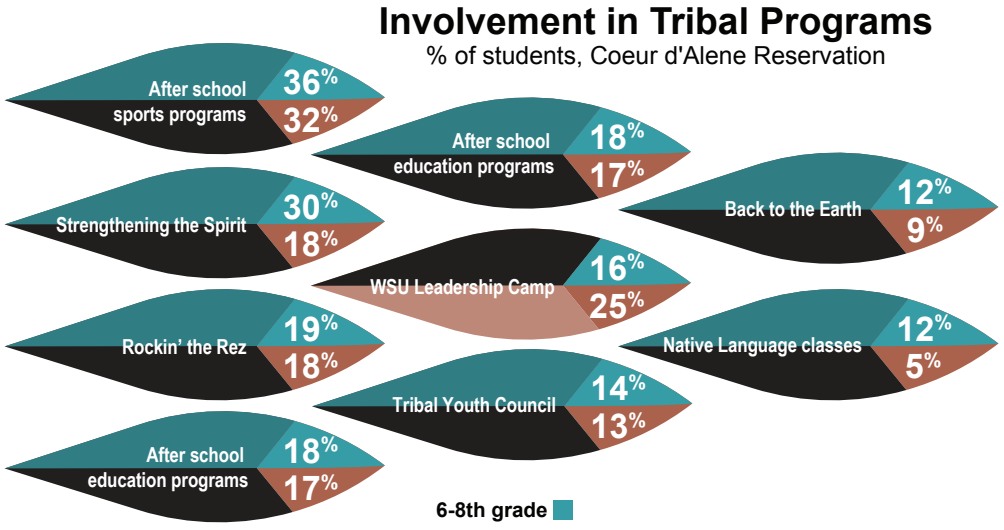
2017 qhest life

eat. do. honor.

Benewah Medical / Wellness Center
Coeur d'Alene Tribe

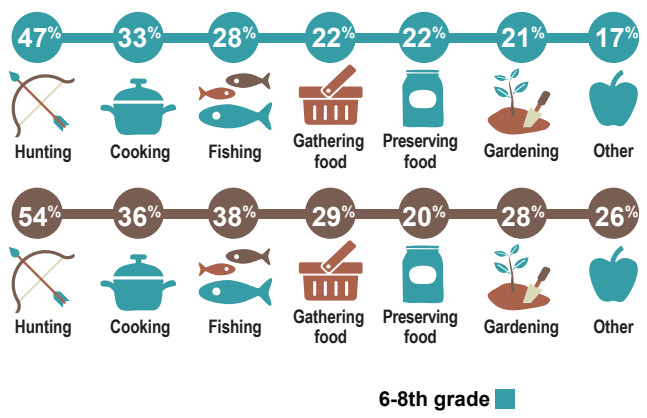
Involvement in Tribal Programs

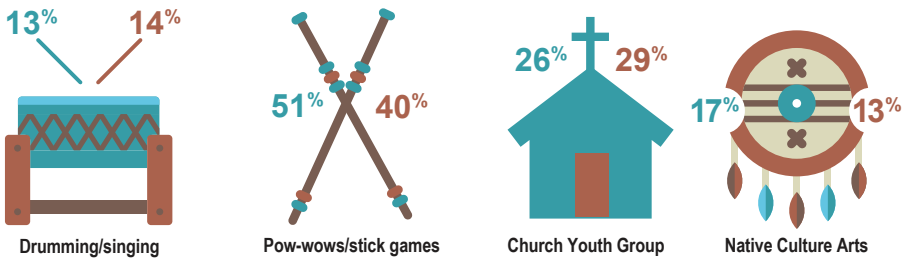
% of students, Coeur d'Alene Reservation



Desire to learn about traditional food topics

% of students, Coeur d'Alene Reservation





Events attended at least once a month

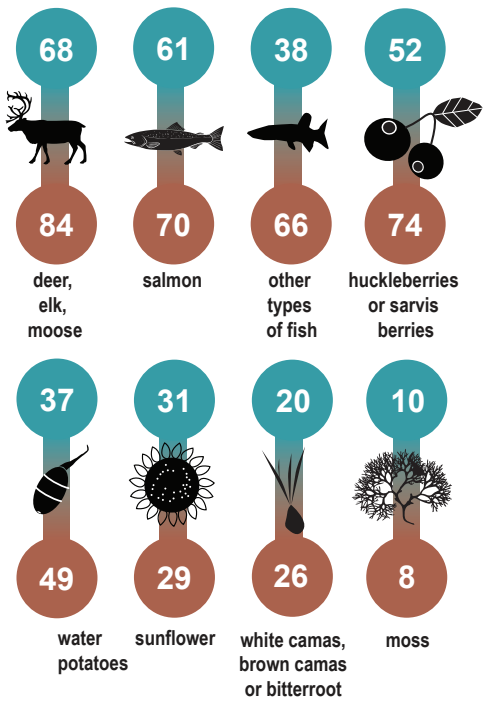
% of students, Coeur d'Alene Reservation

6-8th grade
9-12th grade

Traditional Foods Eaten,

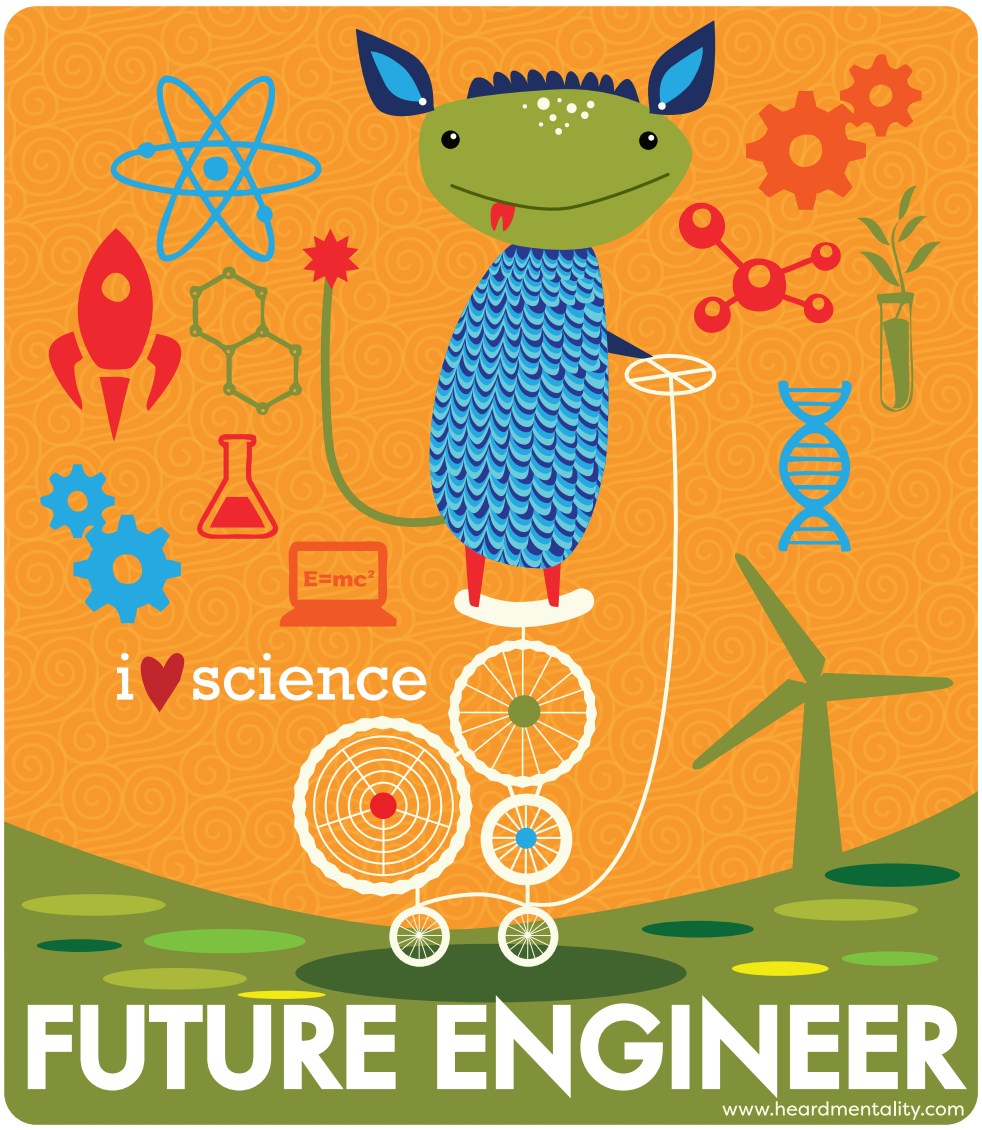
% of students, combined schools

6-8th grade
9-12th grade



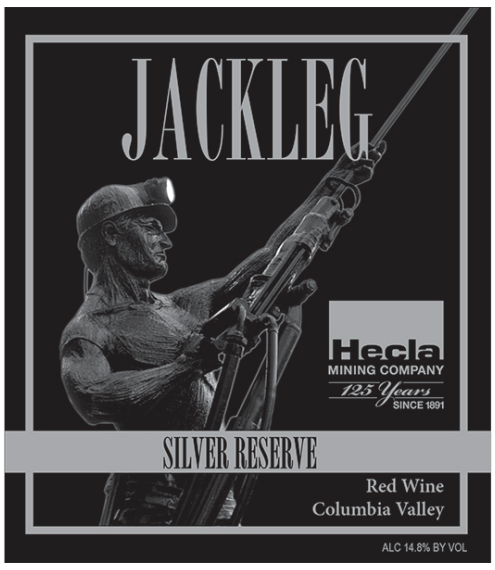
BEARS EARS
ADVENTURE
CALL OF THE WILD
i ♥ national parks
www.heardmentality.com

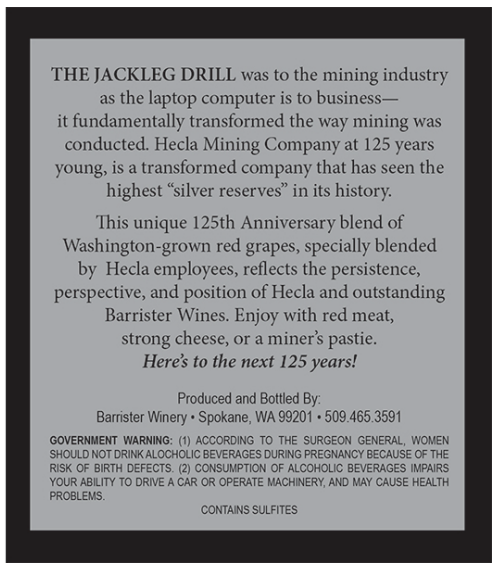
NO WATER
NO LIFE
NO BLUE
NO GREEN
i ♥ oceans
www.heardmentality.com


E=mc²
i ♥ science
FUTURE ENGINEER
www.heardmentality.com

LOVE IS LOVE
i ♥ my dads
www.heardmentality.com

Hecla
MINING COMPANY
125 Years
SINCE 1891





President and Chief Executive Officer Phil Baker

From the President and CEO

Hecla is a leader at adopting new technologies to increase productivity, improve safety, and reduce its environmental footprint.

CORESAFETY
Committed to Excellence in Mining Safety

Hecla's Mine Rescue and Emergency Response teams are trained to perform under the stress of an emergency.

Ag Au Cu

Silver, gold, and copper are key supply-chain ingredients for alternative energy systems. An electric vehicle contains four times as much copper as one powered by an internal combustion engine.

At the heart of our corporate responsibility strategy is the development of long-lived, low-cost mines.

This strategy allows us to establish long-term relationships and partnerships with the communities in which we operate. This strategy also allows us to attract a committed and talented work force. Many of our employees have been with Hecla for decades—they are some of the best in the mining industry.

Our mantra is to continually improve our health and safety performance, so that at the end of each shift our workers go home safely—everyday. In 2016, Hecla was recognized by the National Mining Association (NMA) as the first hardrock mining company to receive an independent certification under the NMA CORESafety system. We also strive to be better environmental stewards through our mining efforts and minimize the impacts we make on the landscape.

At the operations level, we have specific teams that are dedicated to the three key areas of our corporate responsibility philosophy. In addition, Hecla's board of directors, through the Health, Safety, Environment, and Technology Committee, monitors performance, reviews policies, and tracks emerging legislation and proposed regulations affecting the company.

Our philosophy of continuous improvement also applies to technological innovation. New technology, much of it adopted from other industries, is already reshaping the way underground mines operate. Hecla is a leader among companies our size at adopting these new technologies to increase productivity, improve safety, and reduce our environmental footprint.

For example, improvements to health and safety come from battery-operated loaders and trucks, which are now available for underground work. These vehicles produce no diesel particulates, offer reduce heat output, and generate significantly lower levels of noise.

Looking forward, I see great opportunity to reduce our water use and energy intensity demand. Our nation will likely continue to deploy alternative energy production from wind and solar power sources. The minerals we produce—silver and gold, along with our prospective move into copper production—are key supply-chain ingredients for alternative energy systems, and future growth is promising.

The third sphere of our corporate responsibility approach is meaningful partnering with the local communities in which we operate. Any resource development goes through a continuum of public sentiment—from initial questioning and concerns, to acceptance, followed by a feeling of "ownership" in the sense of what is good for the mine is good for the community, and vice versa. I am proud to say that as a part of our long-lived mines and philosophy, the company's relationship is one of this "ownership" model in the communities in which we operate.

One aspect of our community engagement approach is the Hecla Charitable Foundation. Created in 2007 to ensure consistency in corporate philanthropic giving, the Foundation has provided several million dollars in support of youth, education, health services, and community infrastructure projects.

The implementation of corporate responsibility is only possible through the dedication of our employees and the support from our communities. Hecla Mining Company is comprised of a caring group of individuals who strive for excellence in all that we do. Thanks to our employees and to our board of directors—and with your support—we will continue to build our social license to operate.

Hecla
MINING COMPANY

125
YEARS
1891
2016

Hecla
MINING COMPANY
125 Years
SINCE 1891

Persistence. Perspective. Position.

Hecla Mining Company was founded in 1891 in the Coeur d'Alene Mining District of Idaho's Silver Valley – one of the largest silver producing districts in the world.

One hundred twenty-five years later, Hecla–last of the district's pioneer mining companies–is the largest primary silver producer in the United States.

Reaching a milestone of this magnitude is no small feat for any company–especially one in the mining industry.

It requires grit, determination, and persistence–by maintaining discipline in times of both prosperity and adversity; for advancing techniques that significantly improve mine-worker safety, and an uncompromising commitment to the environment in which we live and work.

Celebrating 125 Years of Mining for the Future, 1891-2016

Hecla Mining Company
6500 N. Mineral Drive, Suite 200
Coeur d'Alene, Idaho 83815
www.hecla-mining.com NYSE: HL

Palouse Prairie Charter School

nurturing minds | inspiring leaders

Latah Realty LLC

Hecla Mining Company

125 Years Since 1891

LENA STEAM TEAM

rand wichman PLANNING

sparkle

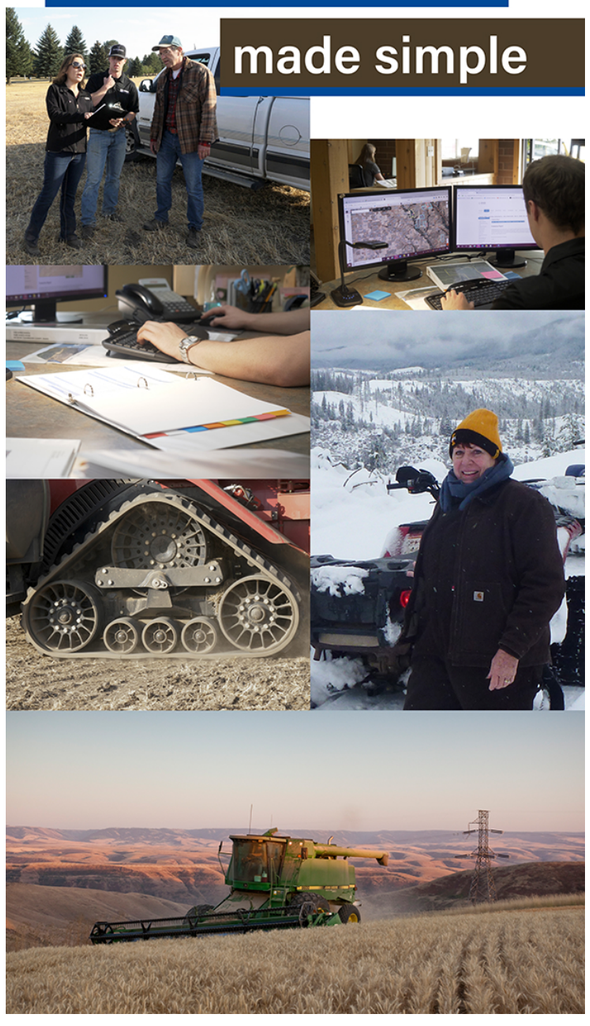
gifts for earth lovers

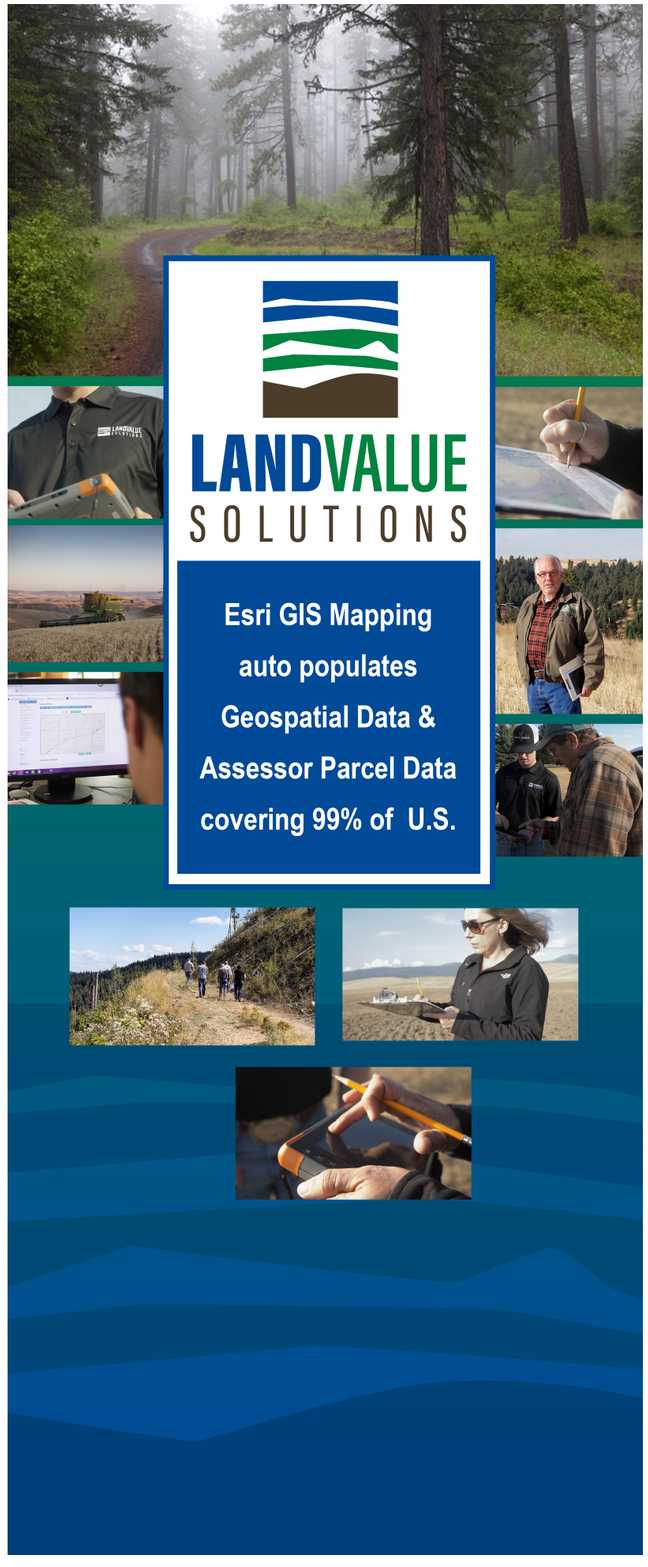
DANCE ELEMENTS

the Human Resource

GODWIN MARKETING COMMUNICATIONS LLC

Our 1 Room School House





LAND VALUE SOLUTIONS

LOGO & BRAND STYLE GUIDE

Horizontal Logo

Three color logo

Black logo

50% Black logo

reverse logo

logo with mark to right

Stacked Logo

Three color logo

Black logo

50% Black logo

reverse logo

Logo Mark Only

Three color mark

Black Logo Mark

50% Black Logo Mark

Logo Text Only

Three color logo text

Black Logo Text

50% Black Logo Text

Using Mark Only

When using just the mark (square) the words LANDVALUE SOLUTIONS must appear in close relation to logo mark. You may use just the logo text without logo mark.

Primary Logo Color - GREEN
HEX #02793F
RGB 4 121 64
HSV 151° 98° 47°
CMYK 89% 28% 98% 16%
PMS 348

Primary Logo Color - BROWN
HEX #543F2F
RGB 84 63 47
HSV 25° 44% 32%
CMYK 0% 24% 44% 67%
PMS 7554

Primary Logo Color - BLUE
HEX #004C97
RGB 0 76 151
HSV 209° 100% 59%
CMYK 100% 49% 0% 40%
PMS 2945

Logo Fonts

Acumin Variable Concept
Extra Condensed Medium
Extra Condensed Semi-Bold
Extra Condensed Black

Supporting Fonts

Futura Condensed Medium
Arial Narrow Regular
Arial Narrow Bold

Minimum size

The smallest the logo should be represented is 1.5″ wide.

Clear space

Always keep a clear space around the logo of at least .5″ with body copy. Do not overcrowd with competing graphic elements or logos.

ORCHARD
FARM SOAP
small batch | homegrown

ORCHARD FARM SOAP
small batch | homegrown

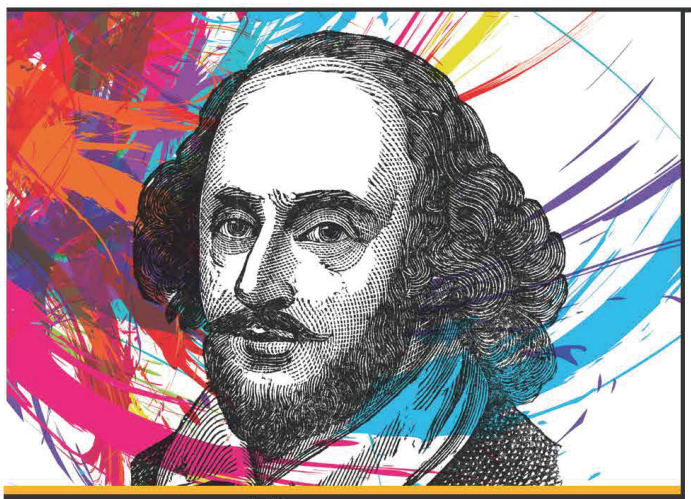
ORCHARD FARM SOAP
small batch | homegrown

PALOUSE CHORAL SOCIETY

PALOUSE CHORAL SOCIETY

CONCERT SEASON 2017 2018

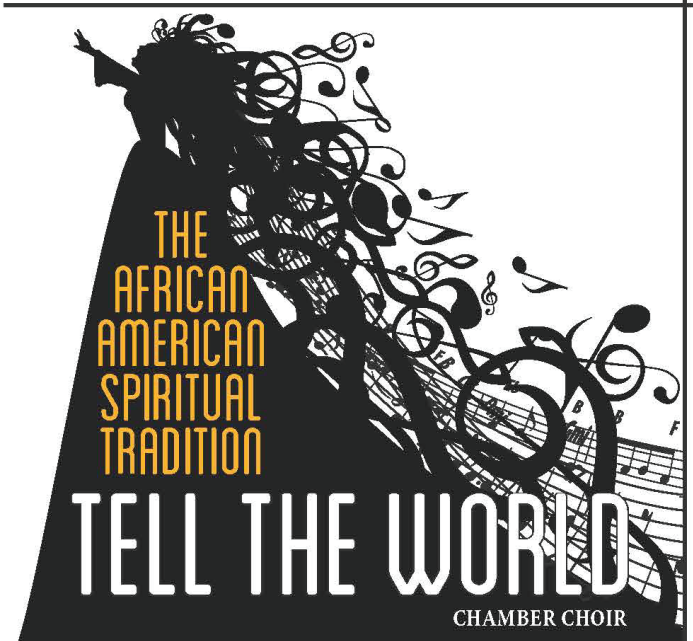
Sarah J. Graham, D.M.A.
Artistic and Music Director
Claire Murphy,
Children's Choir Conductor



BRUSH UP YOUR
Shakespeare
Chorale and Chamber Choir

Friday, October 13, 2017 | 7:30 p.m.
Sunday, October 15, 2017 | 4:00 p.m.

Friday, December 1, 2017 | 7:30 p.m.
Sunday, December 3, 2017 | 4:00 p.m.

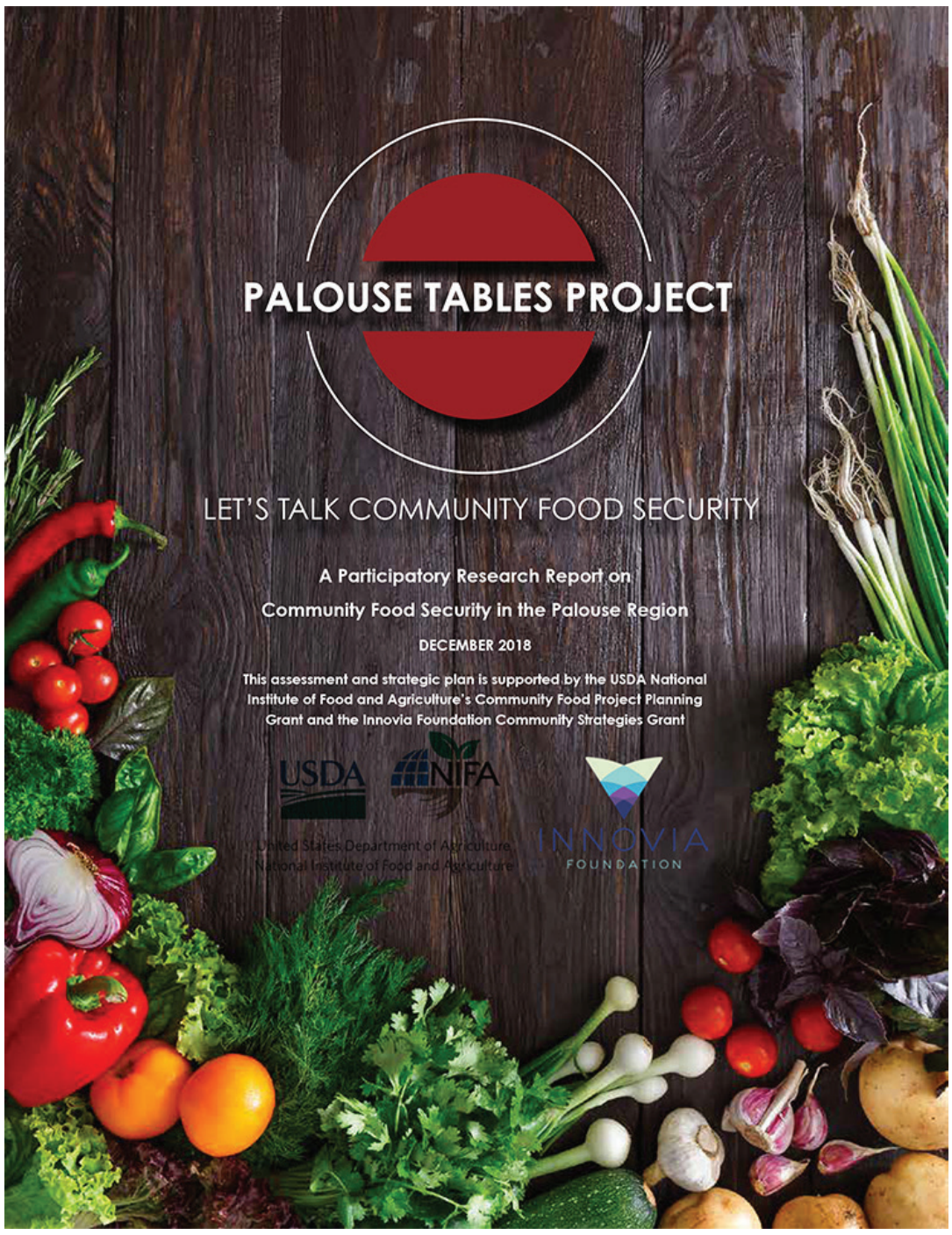


Friday, March 2, 2018 | 7:30 p.m.
Sunday, March 4, 2018 | 4:00 p.m.

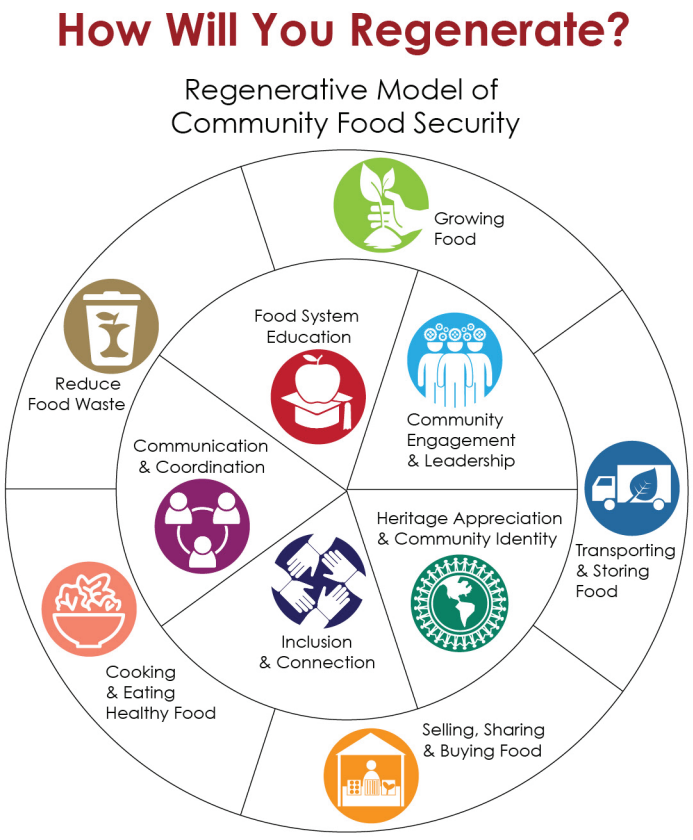
Friday, April 13, 2018 | 7:30 p.m.
Sunday, April 15, 2018 | 4:00 p.m.

Tickets Available

Online: www.palousechoralsociety.org or At the Door
Season & Block Tickets - 4/$60 | Adult - $20 each | Student - $8 each
Questions? Help? Call the Box Office: 208-352-0201
Email: boxoffice@palousechoralsociety2.org


PALOUSE TABLES PROJECT
LET'S TALK COMMUNITY FOOD SECURITY
A Participatory Research Report on
Community Food Security in the Palouse Region
DECEMBER 2018
This assessment and strategic plan is supported by the USDA National Institute of Food and Agriculture's Community Food Project Planning Grant and the Innovia Foundation Community Strategies Grant
USDA
NIFA
United States Department of Agriculture
National Institute of Food and Agriculture
INNOVIA
FOUNDATION

PALOUSE TABLES PROJECT
LET'S TALK COMMUNITY FOOD SECURITY
"Nourishing community nourishes our spirits. We need to take care of one another."
—2018 Food Summit Participant
Report Now Online:
www.cacwhitman.org/palousetablesproject/
USDA
United States Department of Agriculture
National Institute of Food and Agriculture
INNOVIA
FOUNDATION


How Will You Regenerate?
Regenerative Model of Community Food Security
Growing Food
Food System Education
Community Engagement & Leadership
Transporting & Storing Food
Heritage Appreciation & Community Identity
Selling, Sharing & Buying Food
Inclusion & Connection
Cooking & Eating Healthy Food
Communication & Coordination
Reduce Food Waste
COMMUNITY WELLNESS

Idaho's Silver Valley

The Greater Coeur d'Alene Mining District

Welcome to the Silver Valley

The Coeur d'Alene Mining District in Idaho's Silver Valley is one of the largest silver producing districts in the world; historically ranking in the top three.

1. Since the first claims were made in 1884, the Silver Valley mines have produced over 1.2 billion ounces of Silver (Ag) and 530,000 ounces of Gold (Au).
2. In addition 8.4 million tons of lead (Pb), 3.3 million tons of zinc (Zn), and 210,000 tons of copper (Cu), have been mined.
3. The total historic value of the metals produced in the Silver Valley is more than $7.1 billion.

However, silver wasn't the first mineral found in the region—it was gold. A.J. Prichard first discovered gold near Osburn, Idaho in 1878. In 1881, he discovered gold on the North Fork of the Coeur d'Alene River—a discovery that started the Murray Gold Rush.

From the late 1880s through the early 1980s, hundreds of mines operated in the Silver Valley. Today, only a few mines are active and remain in operation.

Success

The Success Mine and Mill was located in Nine Mile Canyon, about 2 miles south of Wallace, on the line of the Northern Pacific Railroad and the one concentrator shipped from Burke Canyon in 1887, came from the Success Mine. The mine workings were located on the Nine Mile Canyon side of the hill, and the ore was carried to the mill by a tramway. The mill was built on the line of the Northern Pacific Railroad and the ore concentrators out of the canyon.

Amount of Silver Mined: 994,630 ounces.

Interstate Callahan

In the late 1800s prospector Jim Callahan worked the Callahan Mine mostly alone with a single-jack drill in search of silver-bearing ore, and with the hope of discovering a significant vein. He was successful in finding a rich silver deposit in 1885. A vein of hand-picked ore was shipped, with an average content of 70 percent lead and 40 ounces of silver per ton. Callahan didn't retain him a rich man, nor did. In 1906, he struck into rich ore and netted over $300,000.

Callahan, along with additional financing partners, formed the Interstate Callahan Mine in 1906 and began production in 1907. The mine was developed to a depth of 1,000 feet with high-grade silver ore. Zinc prices had been very low, but by War of 1914 changed that as the world came to America for its zinc metal. It is said that Jim Callahan made $2.5 million in cash dividends on the stock he held from 1914 to 1918.

Amount of Silver Mined: 1.9 million ounces.

Hercules

The Hercules Mine was one of the richest silver-lead mines in the Coeur d'Alene Mining District, located above the town of Burke, Idaho. It was discovered by Harry L. Day (Day Mines, Inc.) and Fred Burke in June of 1906. Day and Burke had been prospecting in the area for years. The mine was owned at 362 ounces of silver per ton and 65 percent lead. A fire in 1909 destroyed the original Hercules mill, so ore concentrates were shipped to the Tiger-Poorman Mill in Burke, until the new mill was built in Wallace in 1911.

Amount of Silver Mined: 20 million ounces.

Meeting of the Hercules Stockholders in September of 1911. Owners and stockholders met at Ray Hostess's Boarding House at the Hercules #2 Portal.

Ore train from Morning Mine #2 at the Mill, Mullan, Idaho

Star-Morning

The Mine, The Star Mine dates back to the 1880's and is located on the north slope of Star Mountain (6,000 feet) directly above the Morning Mine and Mill. The Star Mine was rich in gray ore that was used to fuel the electrolytic zinc plant at Page, Nevada. The Star Mine has 3,000 feet of tunnels, the longest being from the 5200 level of the Burke Mine. In 1933, a fire swept through the Burke Canyon, destroying the entire trail/dogs and buildings. The Star-Morning Mine was closed in 1957. Most of the concrete and track buildings—and compressed in 1958. After this, Hecla Mine was mined out in 1964, a new Star tunnel was driven in 1970 from the canyon level. The mine remained operational until the early 1980s.

Morning Mine. The Morning Mine was developed by Charles Hunsey, a Spokane banker. After a change in ownership in 1897, the mine was sold to the Bunker Hill Co. in 1906. The mine was sold into near Mullan, Idaho to the mine. In 1907, the mine was purchased by the Federal Mining and Smelting Company and operated as a separate unit until 1930 when it was consolidated with the separate mine and land from the operation unit. By 1938, the Morning operation had generated $50 million in revenue. A major fire destroyed the mill and most of the surface plant in 1957.

The Morning Mine and Star Mine are both part of the same ore body. They were operated as the Star-Morning unit with the Morning Mine as the east end being rich in lead and silver, and the Star Mine as the west end being rich in zinc. The Star was one of the largest mines in the district at 7,000 feet deep, and had the second largest production in the district after Bunker Hill.

Amount of Silver Mined: 43.3 million ounces.

Gold Hunter

In the late 1930s the Gold Hunter was one of the major silver-lead producers in the Coeur d'Alene Mining District. Gold Hunter's most lucrative period was 1936 and 1937, when it produced 1,000 tons of ore per day. The complex boasted a complete mill modern plant with an electric hoist, two compressors, pumps, and a machine and blacksmith shop.

By 1940 the mine was being operated at a loss, production was down to 500 tons per day. The property was still and had been worked for many years. All explorations and development had been done, it was decided to close down the Gold Hunter Mine and mill. The mine closed in 1940. The mine was purchased by Henry L. Day in 1950, by 1981 the Gold Hunter Mining Company merged into Day Mines, Inc.

Time and technology proved that important ore bodies were left behind in the Gold Hunter Mine. Day Mines, Inc. re-worked the Hecla Mining Company, and in leases ran the Lucky Friday Expansion Area. It's the primary source of ore mined from the Silver Hurll of the Lucky Friday Mine.

Amount of Silver Mined: 10 million ounces.

Lucky Friday

The Lucky Friday Mine is one of just a few active mining operations in the Silver Valley today. The Lucky Friday produces silver, lead, and zinc as its primary products. Since the first commercial ore shipments in 1942, the Lucky Friday Mine has produced over 150 million ounces of silver and milled, yielding over 335 million ounces of silver, 1 million tons of lead, and 170,000 tons of zinc.

Its humble beginnings included being sold at a Sheriff's Sale in 1912 for $2,000, and sold again in 1936 for $150 in back taxes. In 1938, John and Mike Galanis purchased the Mullan property for $7,500. The complex boasted a complete mill modern plant with an electric hoist, two compressors, pumps, and a machine and blacksmith shop.

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Today exploration continues in the Lucky Friday Expansion area under the Silver Hurll. A new 7,000 foot shaft was sunk in 1981 to a depth of 4 Hurll in underway, and when completed, it is expected to extend the life of the mine by 20 or more years, increasing production from 3 million ounces of ore mined from the Silver Hurll of the Lucky Friday Mine.

Amount of Silver Mined: 150 million ounces (through 2016).

Dayrock

Dayrock Mine was originally financed through "options on mining claims," which could be redeemed for stock if the mine were successful. By the late 1920s the Day family owned most of the mine's outstanding stock.

From August 1935 through February 1936, the mine was closed by the longest and costliest labor strike in the history of the mining district. This followed by months of the International Union of Mine, Mill and Smelter Workers' attempt to unionize mining operations including the Tamarack, Hercules, Tiger-Poorman, and several others. More than 800 miners were affected by the 5-month shutdown.

In its heyday, Dayrock was one of the top five lead-producing mines in the nation, along with Bunker Hill, Lucky Friday, and the Morning Mine.

Amount of Silver Mined: 4.5 million ounces.

Tamarack

The Tamarack was another mine controlled by the Day family (Day Mines, Inc.). The mine flourished during World War I as metal prices soared, and a tramway connected the Tamarack workings on Pine Creek with the Hecla Mill. The Tamarack ceased operations in 1978, and for a period afterwards, was used as a training facility for mine rescue teams.

Amount of Silver Mined: 6.7 million ounces.

Snowstorm

The Snowstorm Mine was located about 3 miles east of Mullan, Idaho and was primarily a copper operation, with some silver, lead, and zinc as by-products. Due to the low metal prices, mining was delayed to the mid-70's metal inventory. In addition to the mill complex, the Snowstorm claimed to have one of the finest boarding houses in the district, with 100 rooms and a dining room for 200. The metal economically earned the mill complex was known as Lucia.

Amount of Silver Mined: 4.1 million ounces.

Frisco Mill Explosion 1892

Labor tensions existed in the Coeur d'Alene Mining District since 1887. In 1892, when mine owners again refused to recognize the miners' union, the miners retaliated by having "scabs," and hired a Pinkerton detective, Charles Siringo, to infiltrate the union at Gem. When the miners discovered, union activists dynamited the Frisco Mill on July 11, 1892.

This was the first of several labor wars in the Coeur d'Alene Mining District. Idaho Governor Norman Willey declared martial law, and sent in the militia to restore order. These conflicts gave way to a new labor union, the Western Federation of Miners. The organization would soon spread throughout the west.

The first labor war in the Coeur d'Alene Mining District culminated in miners setting fire to the Frisco Mill, July 11, 1892. Picture Credit: Special Collections and Archives, University of Idaho Library, Moscow, Idaho (MS 1500/042)

Canyon Creek Outhouses

Mine tailings were not the only waste being dumped into local streams. In the early 1900s, outhouses built over Canyon Creek and its tributaries were provided right over the creek. This earned the creek a nickname of the "Little Skate."

Burke

Burke was home to many names over the years—including the Hercules, Hecla, and Star names. The town was built on a concrete so narrow that merchants had to roll up their store fronts to let the trains pass. The Burke Canyon Train Depot and Trestle was right through the Tiger Hotel—passengers got on and off the train right in the hotel lobby. In the early 1900s, Burke was a booming gold camp. By 1910, the gold was diminishing fears—all due to the narrow canyon. The town was also known as the birthplace of Hollywood actress, Lana Turner. Mining operations finally ceased in 1918, when the last mine closed. Today, Burke is a mining ghost town.

A special Thank You to the Wallace Mining Museum and the University of Idaho Library Special Collections & Archives (Barnard Stockbridge Collection) for providing the historical photographs used in this display. More history of the Silver Valley can be found at the Wallace Mining Museum located in downtown Wallace, Idaho (wallaceminingmuseum.org).

Display created by Godwin Marketing Communications, Coeur d'Alene, Idaho.

Wild west women (like six worked in saloons of boarding houses, some women took up the mining occupation. Federal photograph courtesy of the Wallace Mining Museum.

Mine geologists, engineers, supervisors and others who worked for a hard-jumped hands on. Underground photograph courtesy of the Wallace Mining Museum.

TIMELINE

APRIL 2021

01

- Contract signed
- Initial meeting
- Determine the goals
- Set timeline

MAY 2021

02

- Present various ideas for Farmers Market brand, including colors and fonts

JUNE 2021

03

- Narrow down ideas and feedback
- Present second round of brand

JULY 2021

04

- Final presentation of brand in various applications

AUGUST 2021

05

- Prep files and templates
- Style guide
- Roll-out of brand

OUT INTO THE WORLD

06

- Continued support of design, files and future needs to the brand