

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Agenda~

Amanda Argona
Staff Liaison

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

Tuesday, May 4, 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 April 6, 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. Future meeting date conflicts

Due to the 2021 calendar year, the following dates conflict with staff's seasonal schedule. The meeting time of 4 to 5:30 p.m. will hold for any selected reschedule date.

- Regular meeting Tues., Jun. 1
 - o Wed., Jun. 2
 - o Thurs., Jun. 3
 - o Fri., Jun. 4
- Regular meeting Tues., Jul. 5
 - o Wed., Jul. 7
 - o Fri., Jul. 9
- Regular meeting Tues., Sep. 7
 - o Wed., Sep. 8
 - o Fri., Sep. 10

5. Subcommittee assignments – Argona

Subcommittees meet outside of regularly scheduled Commission meetings to focus on specific aspects of the Moscow Farmers Market or pursue special projects to the Commission.

Commission members may be asked to assist with a subcommittee they are not regularly assigned to on an as needed basis when requested by staff.

To provide balance and a shared workload, a maximum of four Commission members will be assigned to each subcommittee, with each Commission member assigned to a maximum of two subcommittees. Subcommittee are active on a seasonal basis.

- **Policies** (typically active in Fall; pending early activation)
 - o Lazo, 2020
- **Craft & Food Jury** (active May 17, 10 – 11:30 a.m., 19, 4 – 5:30 p.m. and 21, 4 – 5:30 p.m. for first re-jury)
 - o DePhelps, 2019
 - o Morsek, 2020
 - o Scott, 2020
- **Branding** (active and ongoing)
 - o DePhelps, 2019
 - o Hill, 2019
 - o Martinet, 2021
- **Fees** (not active)
 - o Morsek, 2020
 - o Scott, 2020
- **Site Visits** (active through July 2021)
 - o DePhelps, 2019
 - o Hill, 2019
 - o Lawrence, 2020

6. 2021 Craft & Food Juries Report – Argona

Attached for the Commission’s review is a report regarding Craft and Food Jury participants reservations such as months of submission, total number of participants, scoring, and location.

REPORTS

1. Site Visit Subcommittee – Hill, Lawrence, DePhelps, and Argona

- ~~a. Friday, April 23 – Nez Perce County~~
 - ~~i. Adorn Flower Farm, Lewiston~~
 - ~~ii. Stewart Family Farm, Lewiston~~
 - ~~iii. Winchester Ridge Farm, Winchester~~
- b. 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
- c. TBD July 20-23
 - i. Ten BlueBird Acres, Kooskia
 - ii. Flowers! By Roxanne, Troy
 - iii. L&K Cattle Ranch, Deary (tentative)

d. TBD

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

ANNOUNCEMENTS

1. Farmers Market Commission representation required

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.

3. Farmers Market Commission regular meeting June TBD, 2021 at Moscow City Hall in Council Chambers

ADJOURN

NOTICE: Moscow City Council and committee meetings are televised, videotaped and/or recorded. Individuals attending the meeting who require special assistance to accommodate physical, hearing, or other impairments, please contact the City Clerk, at (208) 883-7015 or TDD 883-7019, as soon as possible so that arrangements may be made.

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Minutes~

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.**

Meeting called to order at 4:05 p.m.

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

ABSENT: Stu Scott, Sam Martinet, Colette DePhelps

OTHER: Art Bettge (Council Liaison)

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

REGULAR AGENDA

1. Reading of the Mission Statement

The Moscow Farmers Market celebrates life on the Palouse by providing the community with the opportunity to buy and sell locally farmed and/or created agricultural products (e.g., crops, meat, cheese, wine, etc.), distinctive handmade goods, artisan pieces, and original recipe cuisine. This venue is meant to encourage and support sustainable economic, social and environmental practices.

The Mission Statement was read by Kingsland.

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

Kingsland moved, Lazo seconded to approve the March 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.

Kingsland announced this meeting was her last meeting as a Moscow Farmers Market Commission Member.

Argona stated the City will move forward with acquiring a trademark for the Moscow Farmers Market. Currently the Moscow Farmers Market is in the public domain. Once the trademark process is complete, anyone selling items with the Moscow Farmers Market name will be notified they can no longer sell those items.

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 effect 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.

Argona stated there was no Vendor feedback to the Community Events Division office. One vendor did want more information on how to provide feedback, but ultimately did not submit comments. Argona added if the multi-year fee plan is approved then an update with examples would be presented at the April 8 Vendor Orientation.

Kingsland moved, Morsek seconded to adopt the use of COLA as the mechanism for increasing vendor fees.

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

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.

Commission members discussed the next steps in moving forward with this discussion, including whether this topic should be moved to the Policies Subcommittee or stay on as a full Commission agenda item. A majority of the FMC felt it was something that could be discussed within the Policies Subcommittee in the fall.

Lawrence expressed concern about losing energy around this conversation and the research that has been done. Argona stated she is confident if it went to the Policies Subcommittee in the fall

they will have the bandwidth to do the deep dive. Any decisions on this topic would not go into effect until the 2022 season upon Council's review of the recommendations.

Commission members ultimately agreed to move the topic to the Policies Subcommittee with the potential for subcommittee members to begin meeting specifically about this topic prior to the traditional fall meeting times. Argona will include an agenda item for the May meeting to review Commission members and subcommittee assignments to initiate Policies Subcommittee meetings and report outs.

The discussion around the air-mile radius continued with Commission members determining the exploration of agricultural criteria was worth pursuing. Argona stated the Policies Subcommittee would move forward with the research and bring their findings back to the Farmers Market Commission.

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**

Argona shared a report regarding poster submissions for the 2021 Moscow Farmers Market poster art (see handout). Argona fielded questions from Commission members about whether she felt the number of votes captured was typical and minor glitches with the voting process. Next steps to finalize the poster were developing an art purchase agreement, incorporating the usual wording and logos, and printing the poster.

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.

The Commission reviewed application materials from both applicants—Four Peas in a Pod and Julene Ewert (see handout).

Argona stated the selected poster for the 2021 Farmers Market season was designed by a member of the Four Peas in a Pod group. Argona also reminded everyone this was a chance to create a

comprehensive feel for the overall market and, once a designer has been selected, a contract will be put in place with the goal to receive materials by the end of August. There will be a soft roll out of the Moscow Farmers Market new look toward the end of the market season.

Discussion ensued about the two applicants with Hill providing background information from the selection panel.

Morsek moved, Rau seconded to select Julene Ewert as the design toolkit artist.

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

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

Argona stated new Vendor juries went well. The average score of accepted Vendors at the March 26th jury was 85. Argona also reviewed the list of current vendors expected to re-jury in May (see handout). Vendors with conflicts are welcome to move their re-jury to the fall.

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

5:15 p.m.- Morsek left the meeting

ANNOUNCEMENTS

1. Farmers Market Commission representation required

Thurs., Apr. 8, 2021, 3 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

Vendors can check-in for Annual Vendor Orientation beginning at 2 p.m. Orientation begins at 3 p.m.

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
- 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)**

Meeting adjourned at 5:22 p.m.

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
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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 a 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,

A handwritten signature of Julene Ewert in black ink, written in a cursive style.

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



**COLLEGE OF EDUCATION, HEALTH
AND HUMAN SCIENCES**

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875 Perimeter Drive MS 2401
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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.

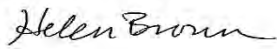
All the design work Julene has completed for me has been exceptional and she possesses an uncanny instinct for just the right image and design for the each project. My projects (full length reports with corresponding graphics and images) are all health related, and they have to be tailored for various 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

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,

A handwritten signature in black ink that reads "Helen Brown". The signature is fluid and cursive, with the first name "Helen" and last name "Brown" clearly distinguishable.

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



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 Farmers Market. Feel free to contact me for additional information regarding her outstanding skills.

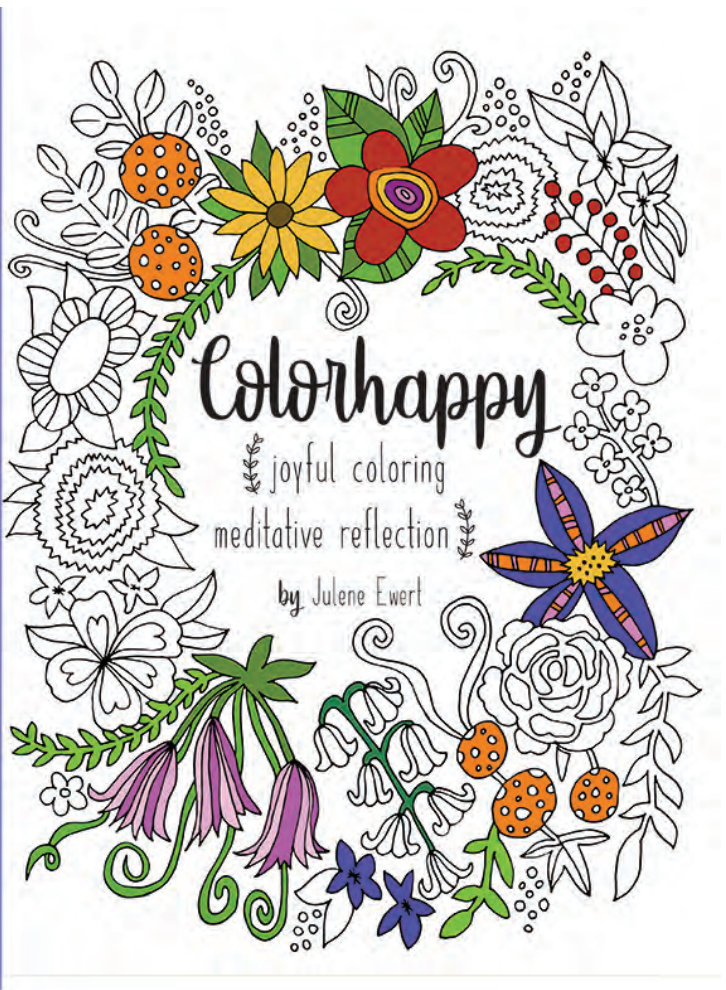
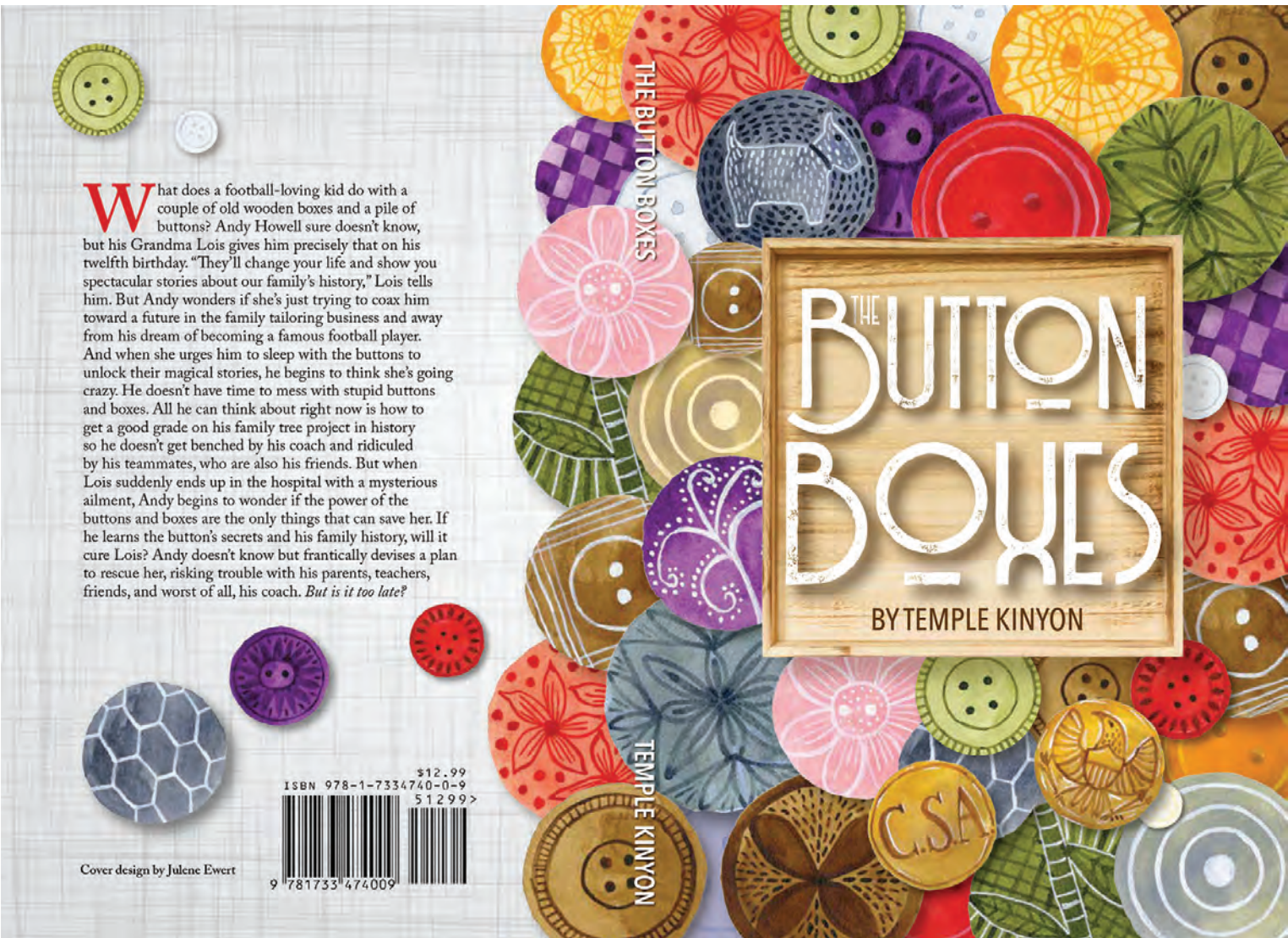
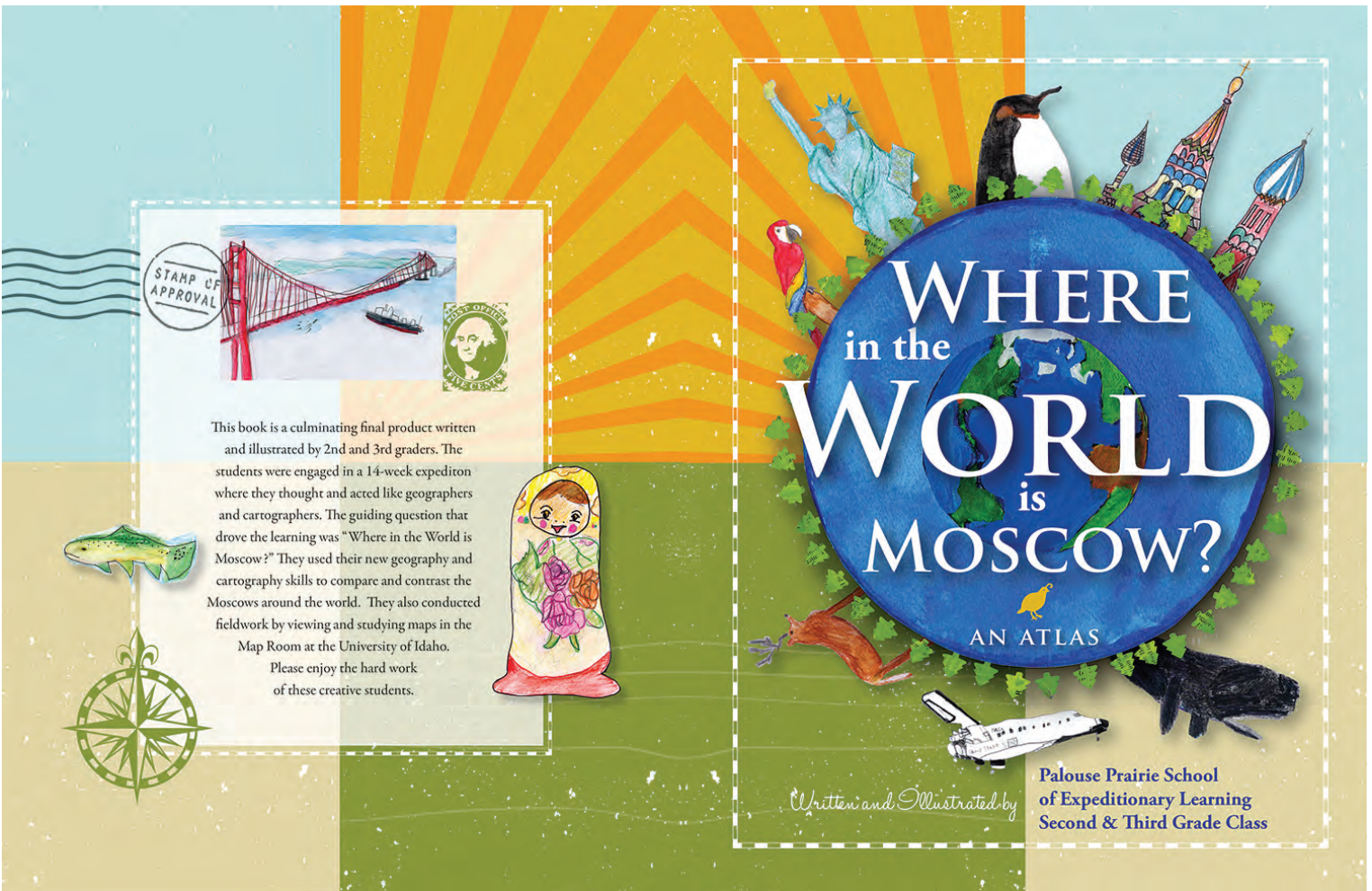
Respectfully,

A handwritten signature in cursive script that reads "Cindy Johnson Morrow". The ink is dark and the signature is fluid, with the last name "Morrow" being more prominent.

Cindy (Johnson) Morrow

Former Director University of Idaho Creative Services

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



qhest life reach

NATIONAL AND INTERNATIONAL IMPACT

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

N7 Nike Summit
Affiliated Tribes of Northwest Indians- featured speaker

White House
Tribal Youth Gathering

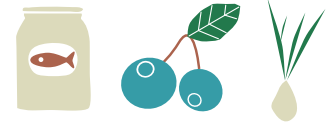
qhest life gathering

RESURGENCE OF CANOE CULTURE

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



QHEST FOOD: TRADITIONAL, LOCAL AND HEALTHY



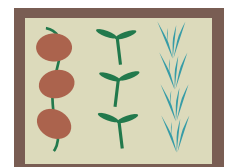
120+ pints of salmon preserved
11 outings to gather roots & berries

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



eat. do. honor.

70 new garden boxes and raised beds at the Tribal school
1,000 sq.ft. community garden
10 weekly volunteers
600 sq.ft. greenhouse



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



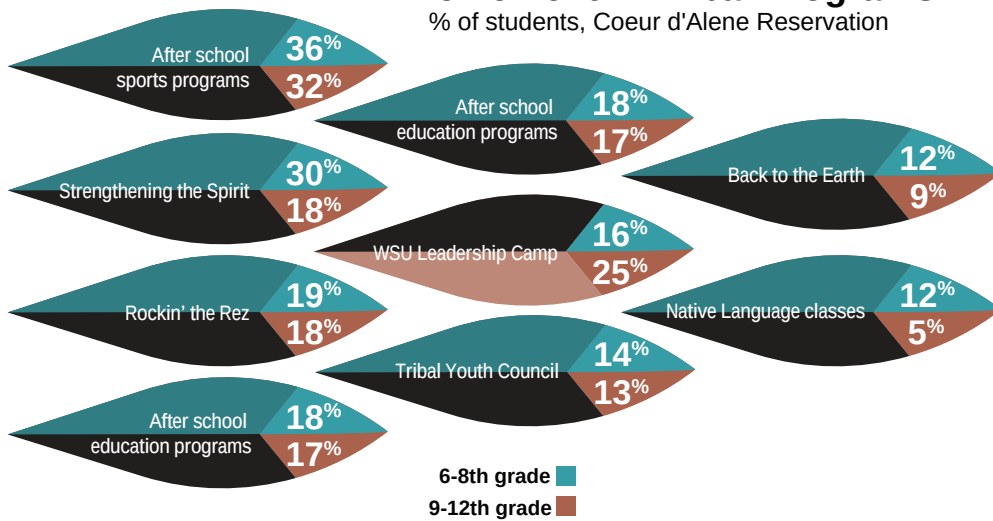
300 participants
11 Tribes



18 new beehives &
12 new beekeepers

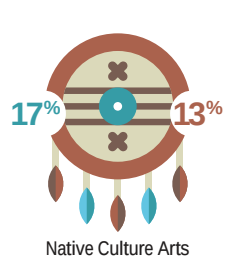
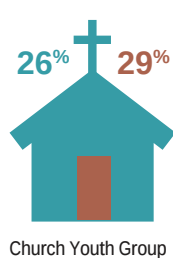
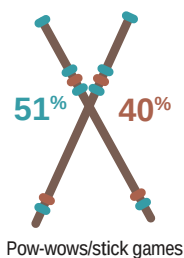
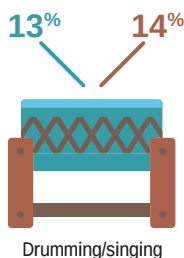
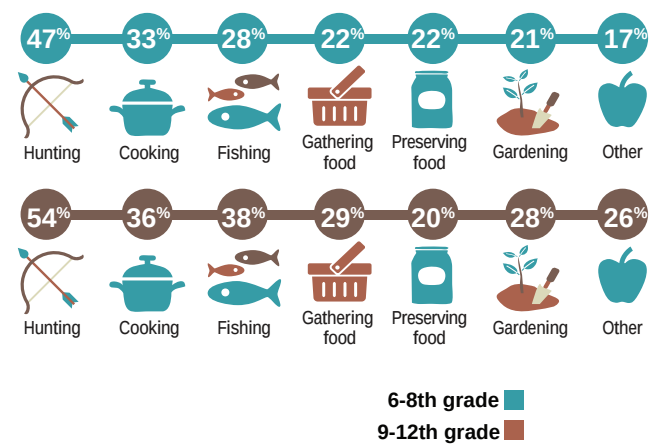
Involvement in Tribal Programs

% 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

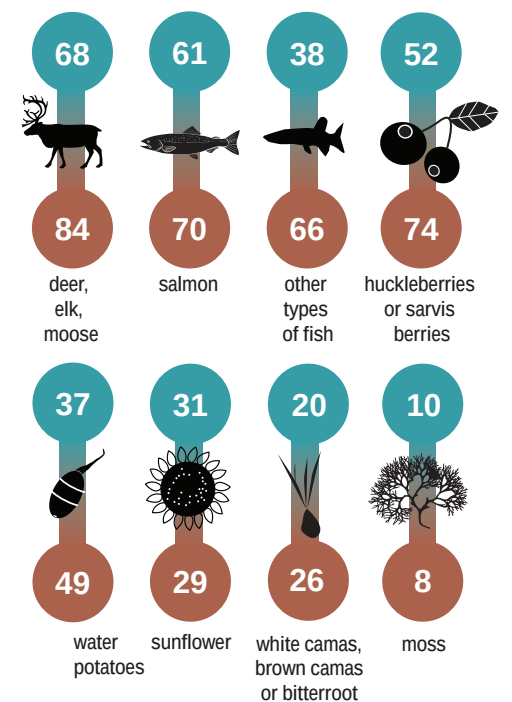
% of students, Coeur d'Alene Reservation

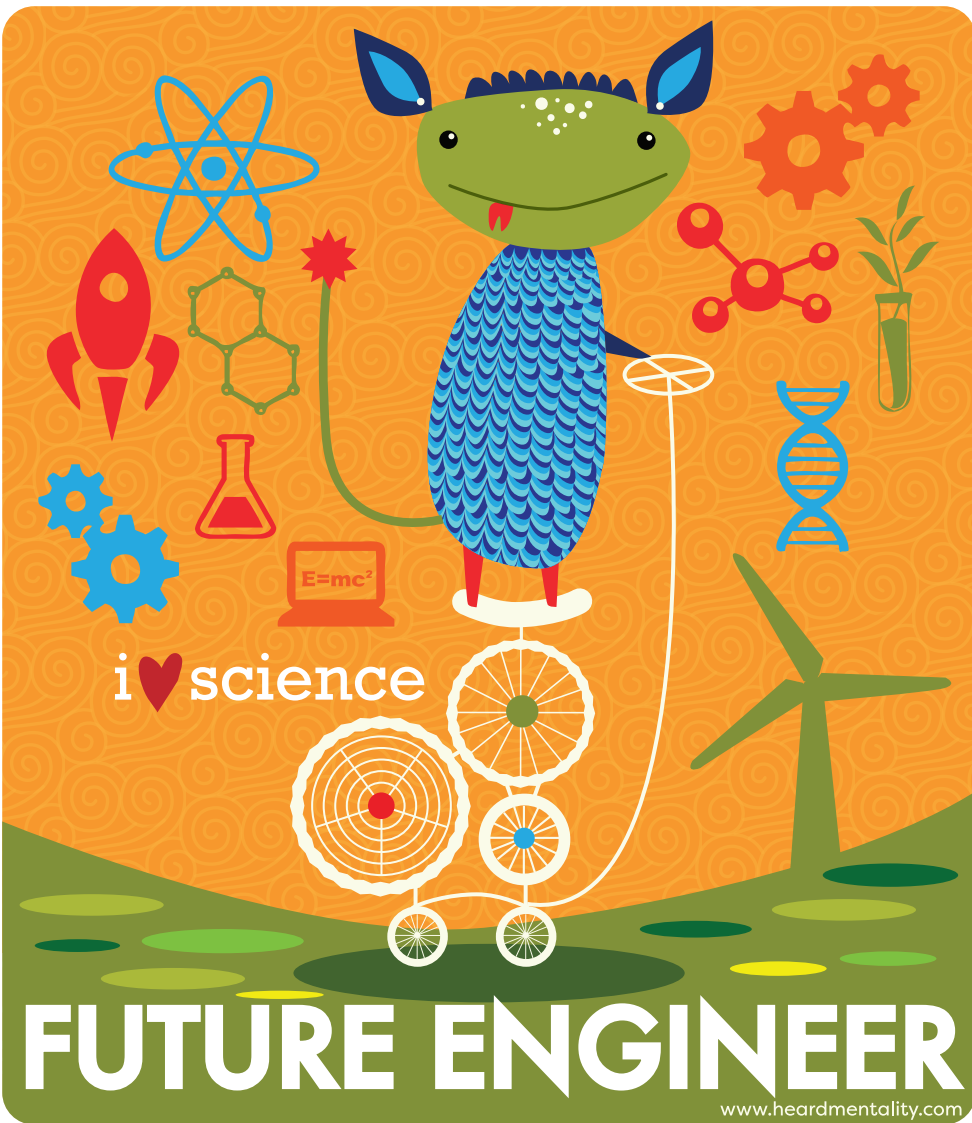
6-8th grade
9-12th grade

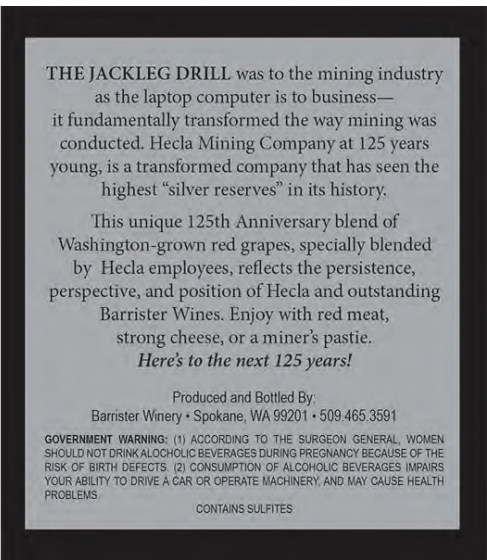
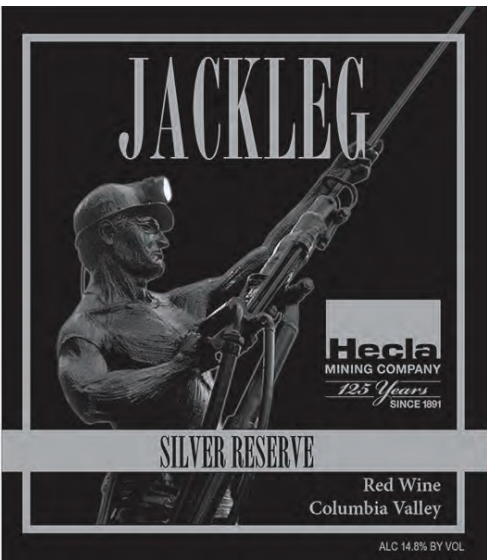
Traditional Foods Eaten,

% of students, combined schools

6-8th grade
9-12th grade







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.

Phil Baker



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.

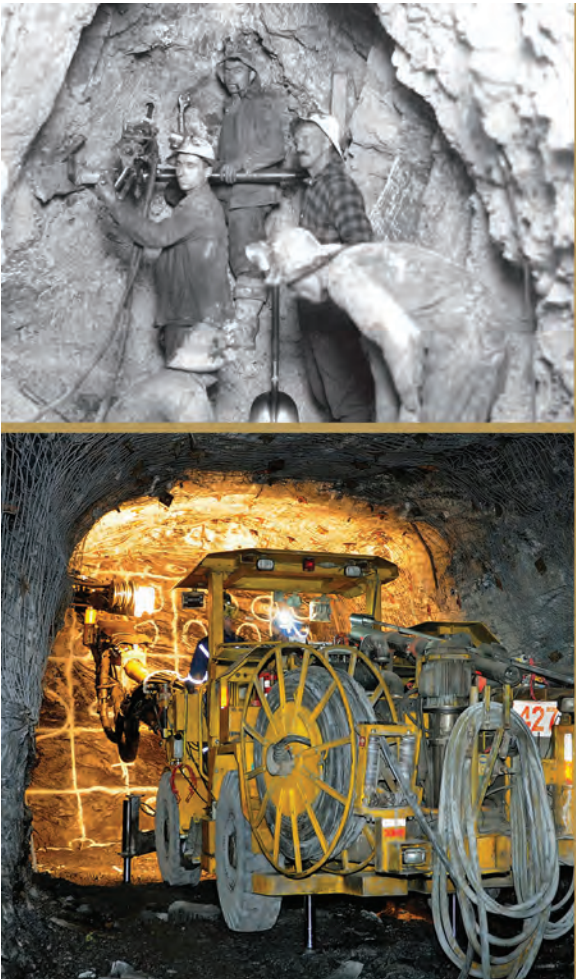
For example, improvements to health and safety come from battery-operated loaders and trucks, which are now available for underground work. These vehicles produce no diesel particulates, offer reduce heat output, and generate significantly lower levels of noise.

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.



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

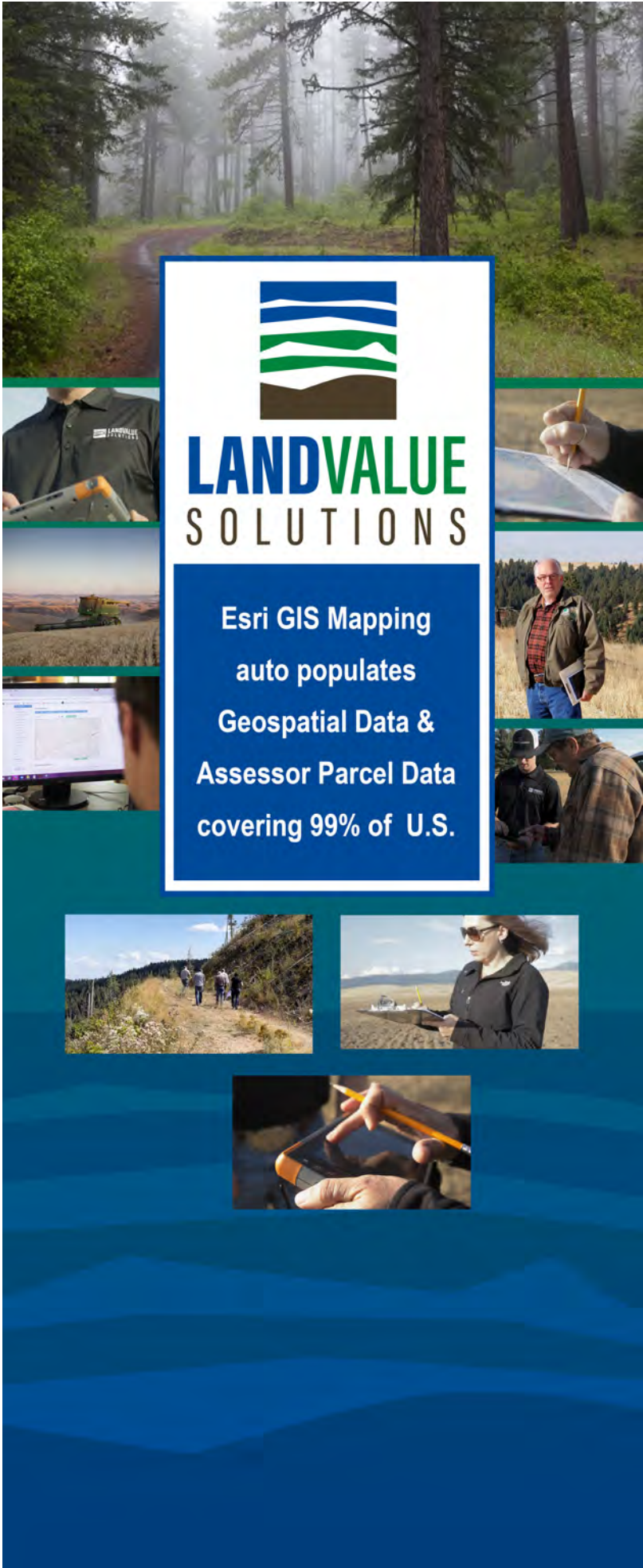
Hecla Mining Company
6500 N. Mineral Drive, Suite 200
Coeur d'Alene, Idaho 83815
www.hecla-mining.com NYSE: HL



PALOUSE PRAIRIE
CHARTER SCHOOL

nurturing minds | inspiring leaders





LAND VALUE SOLUTIONS

LOGO & BRAND STYLE GUIDE



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

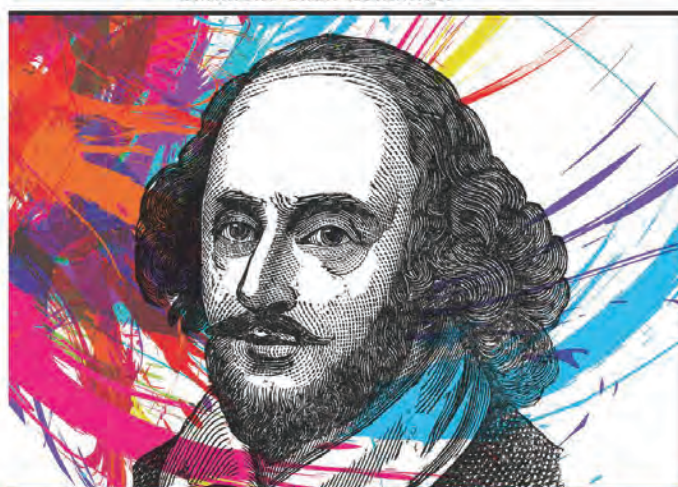




PALOUSE CHORAL SOCIETY
Sarah J. Graham, D.M.A.
Artistic and Music Director
Claire Murphy,
Children's Choir Conductor

2017
2018

CONCERT SEASON



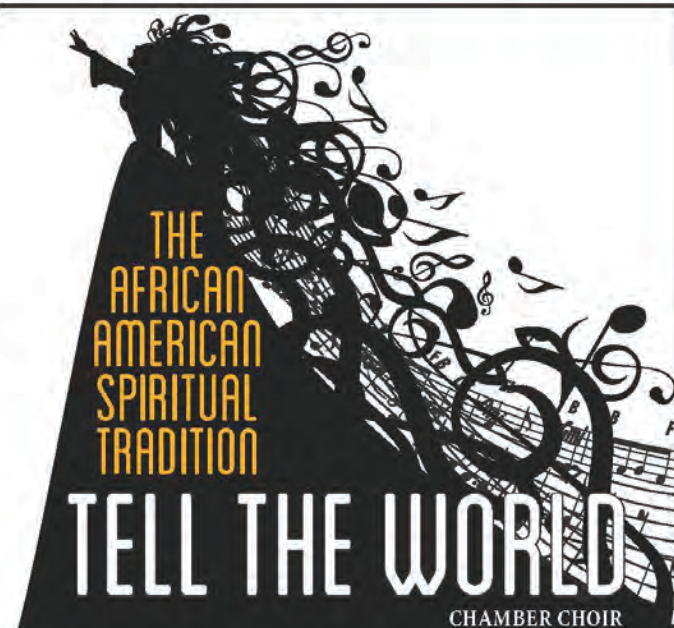
BRUSH UP YOUR Shakespeare

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.



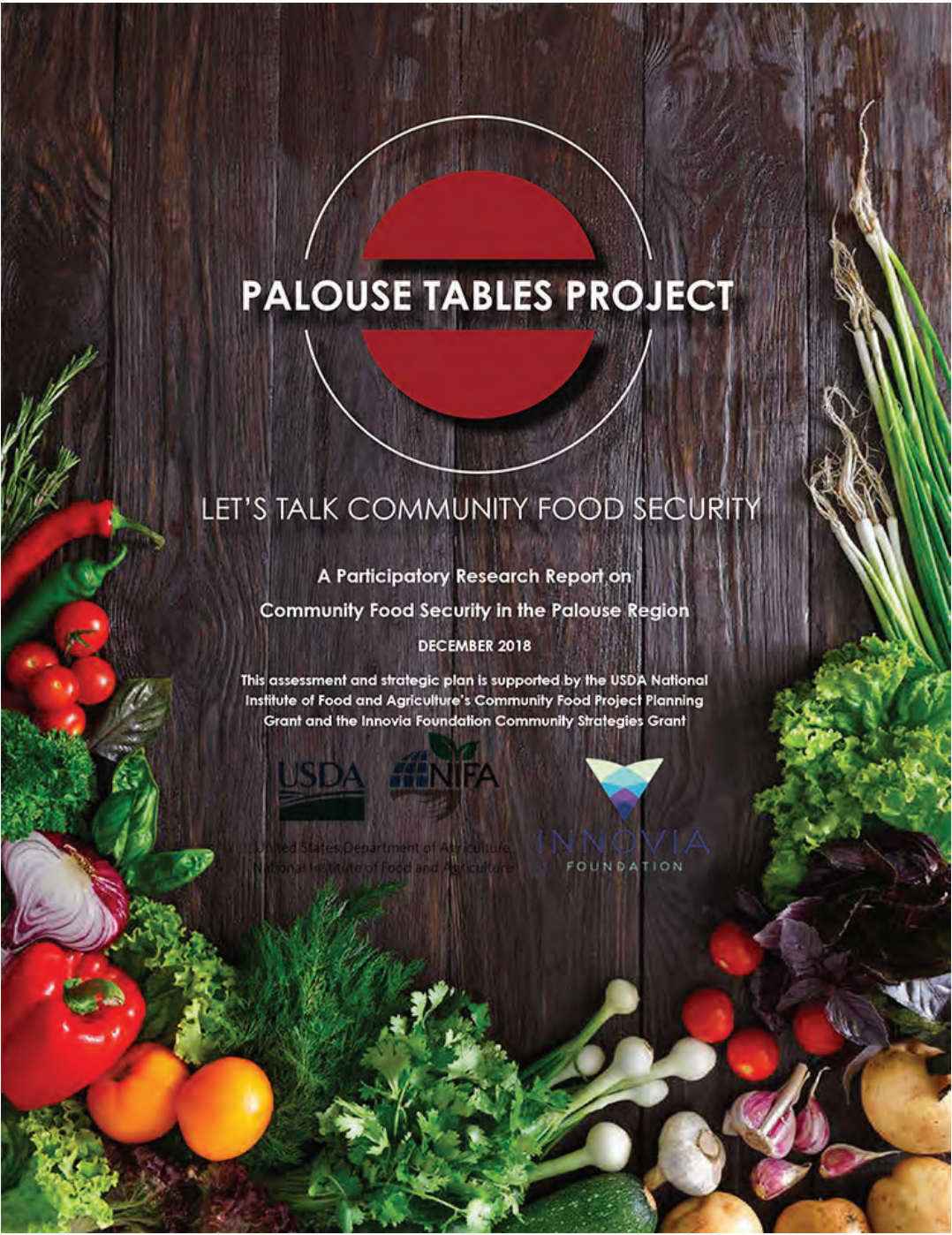
Friday, March 2, 2018 | 7:30 p.m.
Sunday, March 4, 2018 | 4:00 p.m.

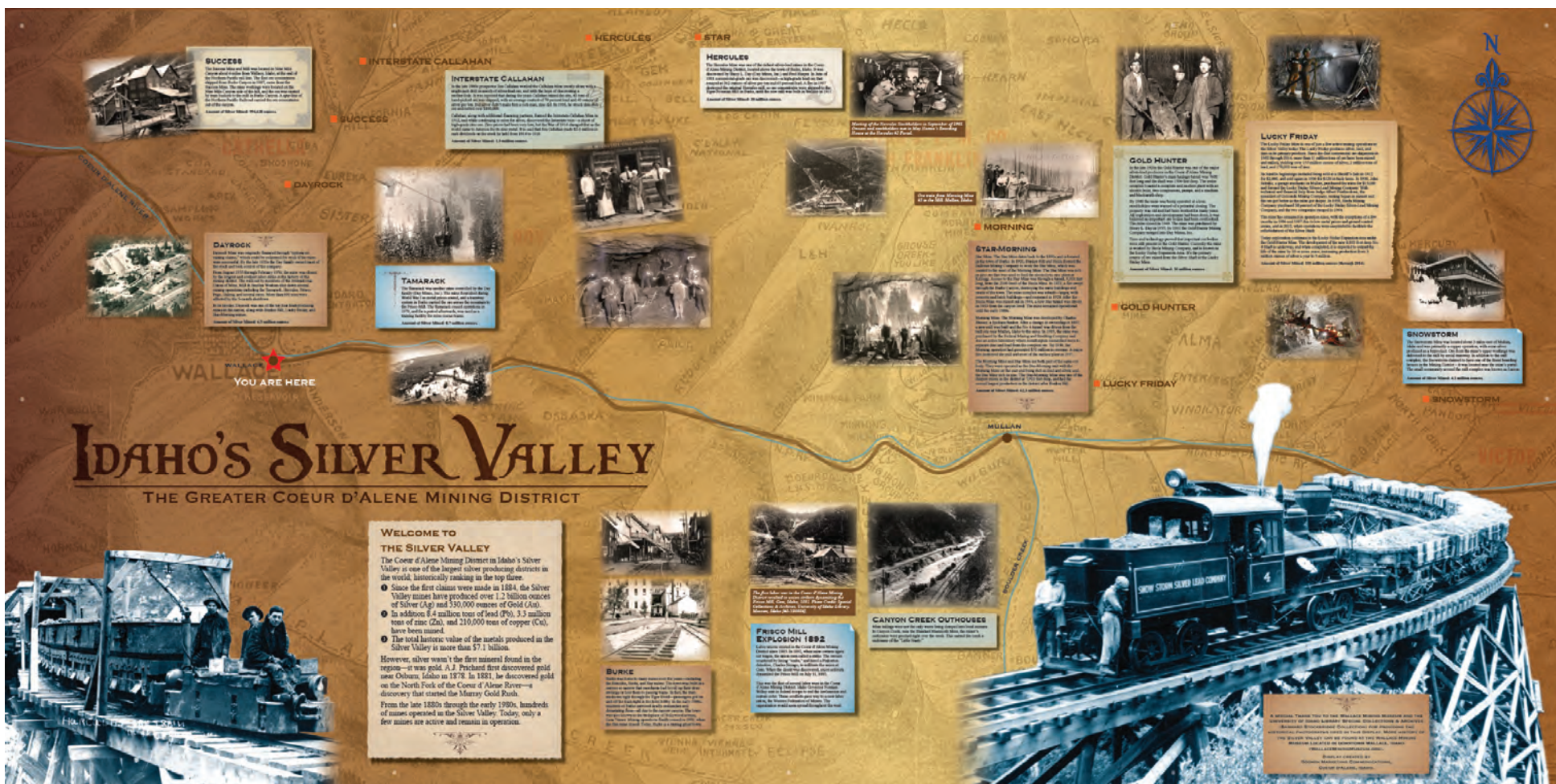


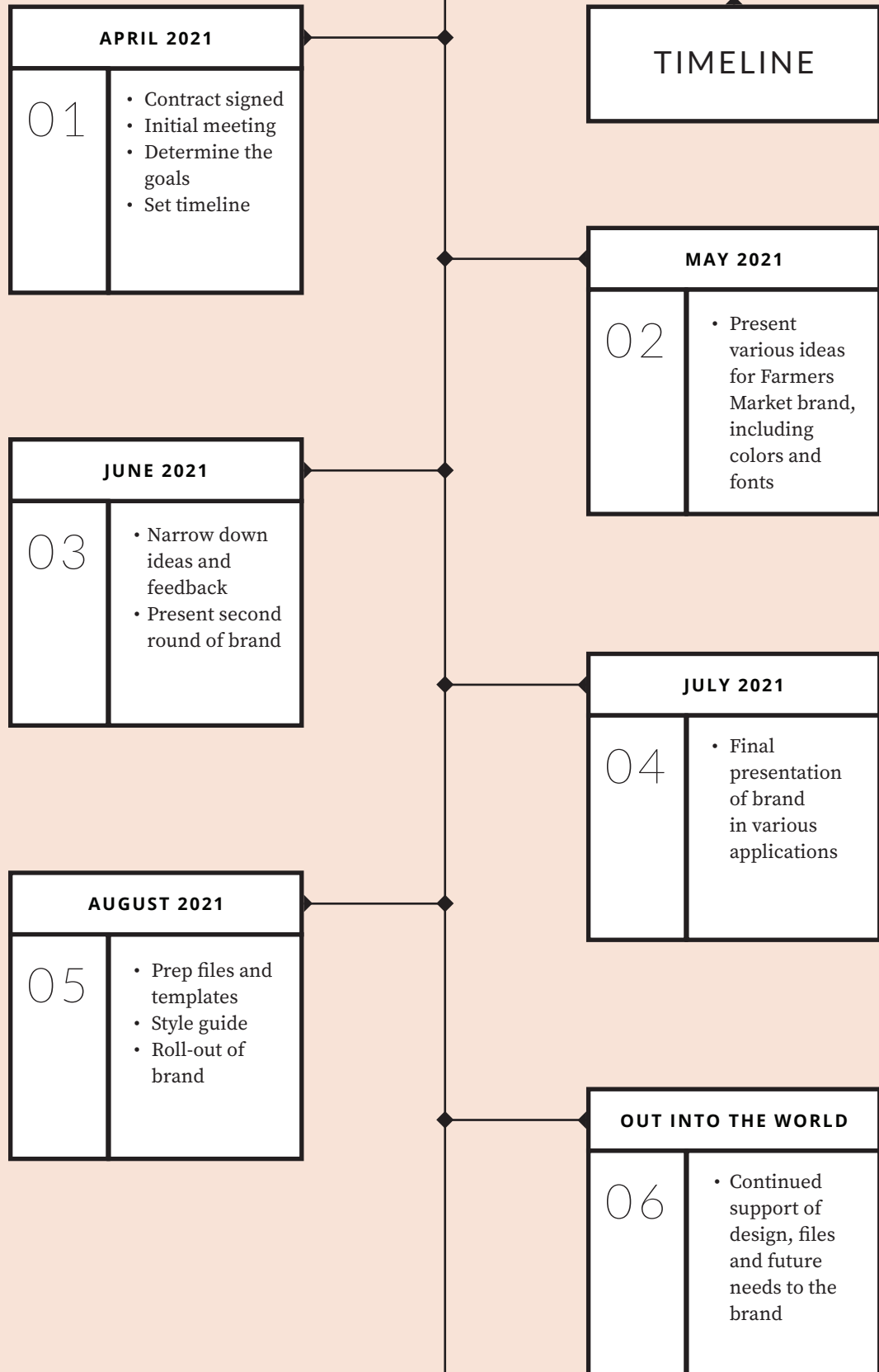
Friday, April 13, 2018 | 7:30 p.m.
Sunday, April 15, 2018 | 4:00 p.m.

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







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
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Mailing Address	313 S Main St, Apt 315
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City	Moscow
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State	Idaho
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Zip Code	83843
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Phone Label	+1 208 553 4695
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Email Address	ethancoy@outlook.com
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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_UISustainability_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](#)



MOSCOW FARMERS MARKET DESIGN TOOLKIT RFO

PROJECT PROPOSAL BY FOUR PEAS IN A POD

MARCH 2021

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 GIESELMANN

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.

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, Uldaho 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



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.



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.

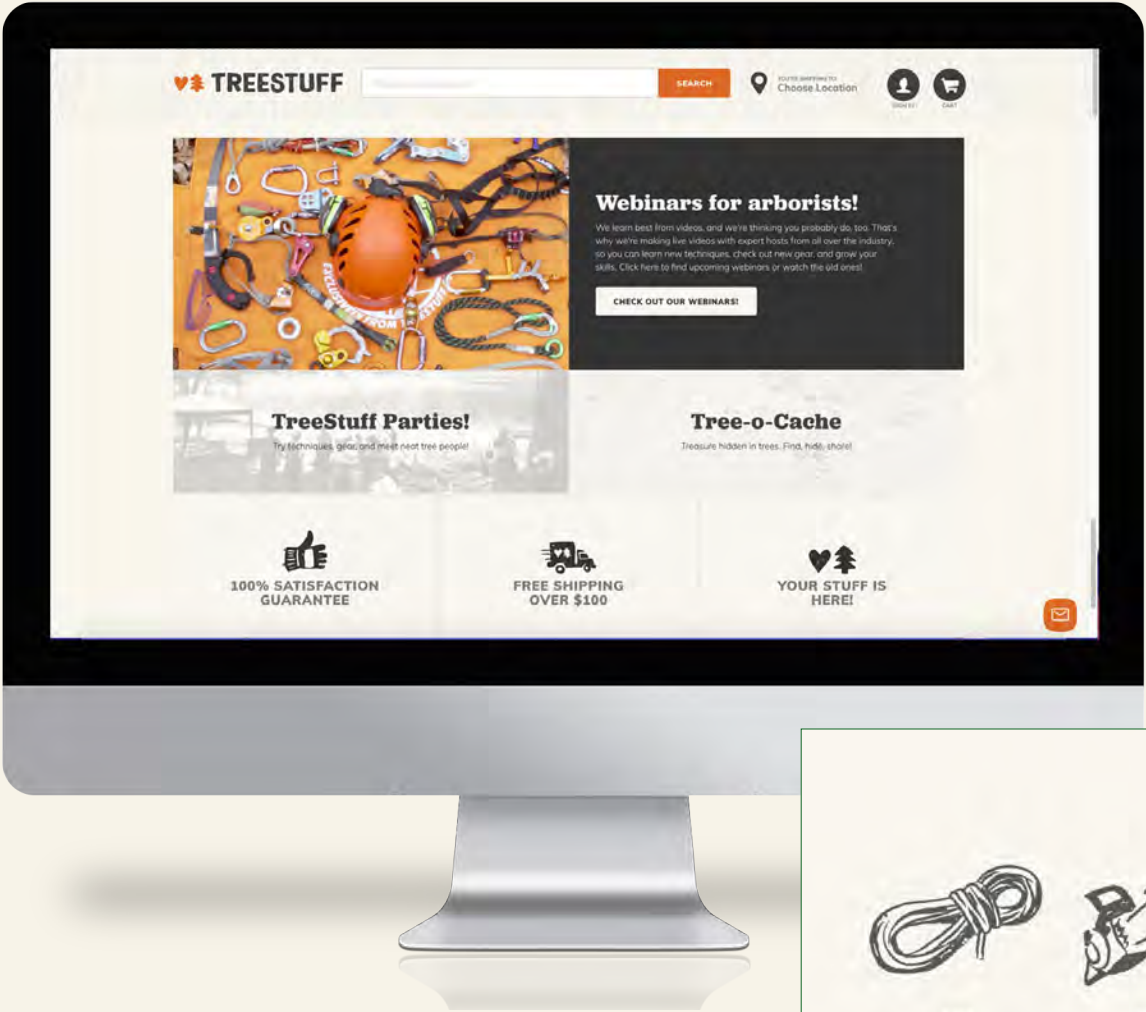
Ethan and his team will create unique work because of their dedication not only to the creative process and research but the final collaborative execution of the work. These folks all have outstanding work ethics and are not shy about asking for feedback. Based on my personal experience, I know they 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.

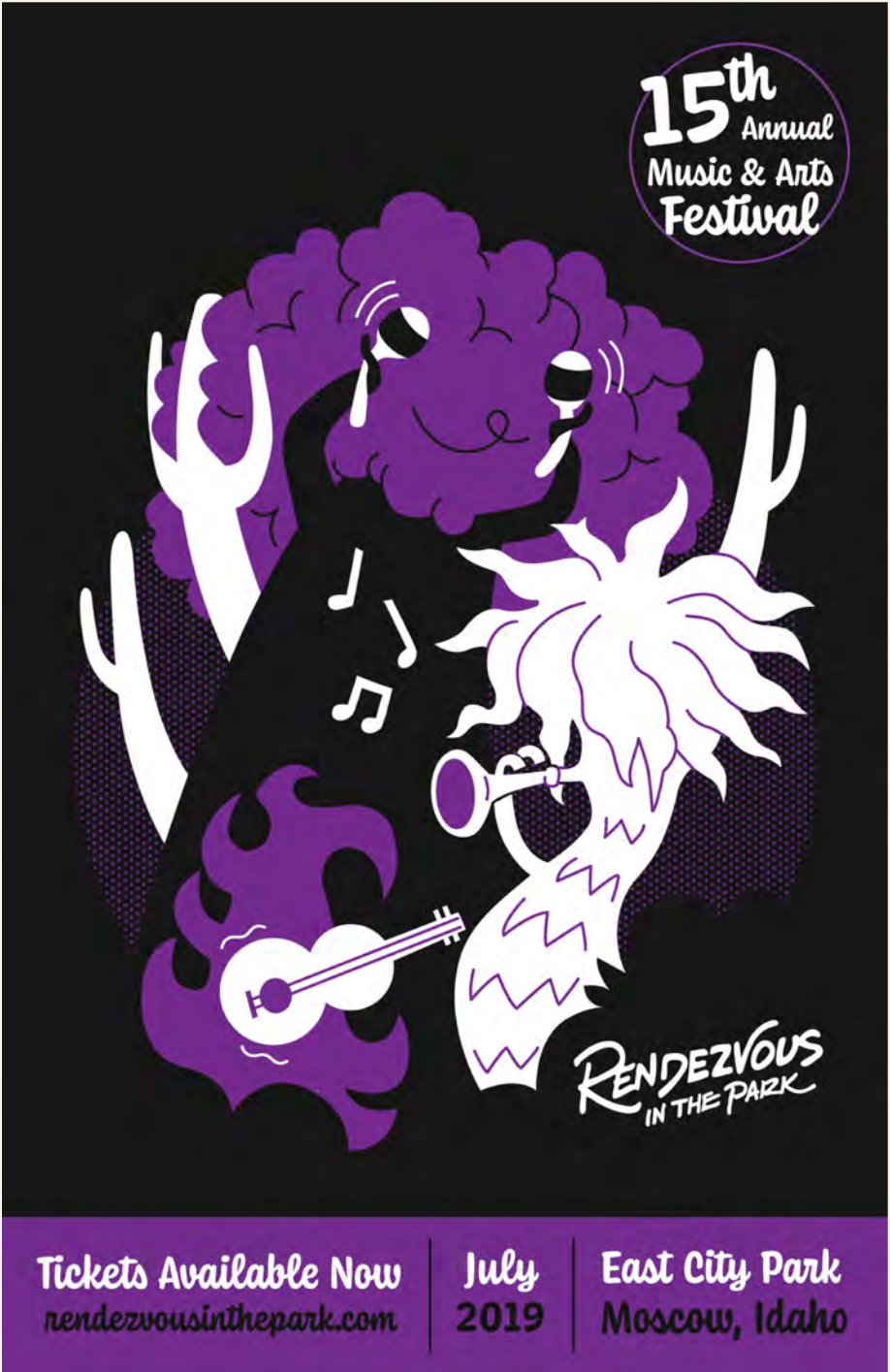
Please do not miss the opportunity you have to work with this team. If you have any further questions, please contact me. I thank you for your time in reading this letter.

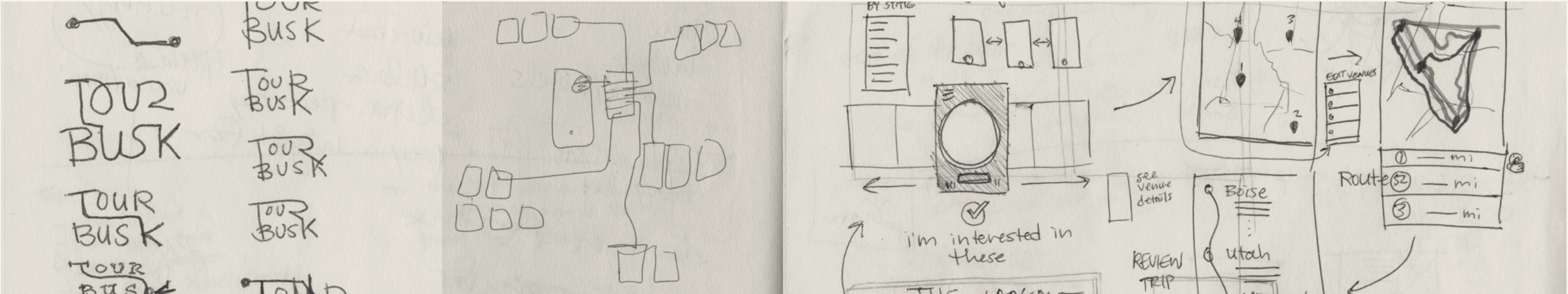
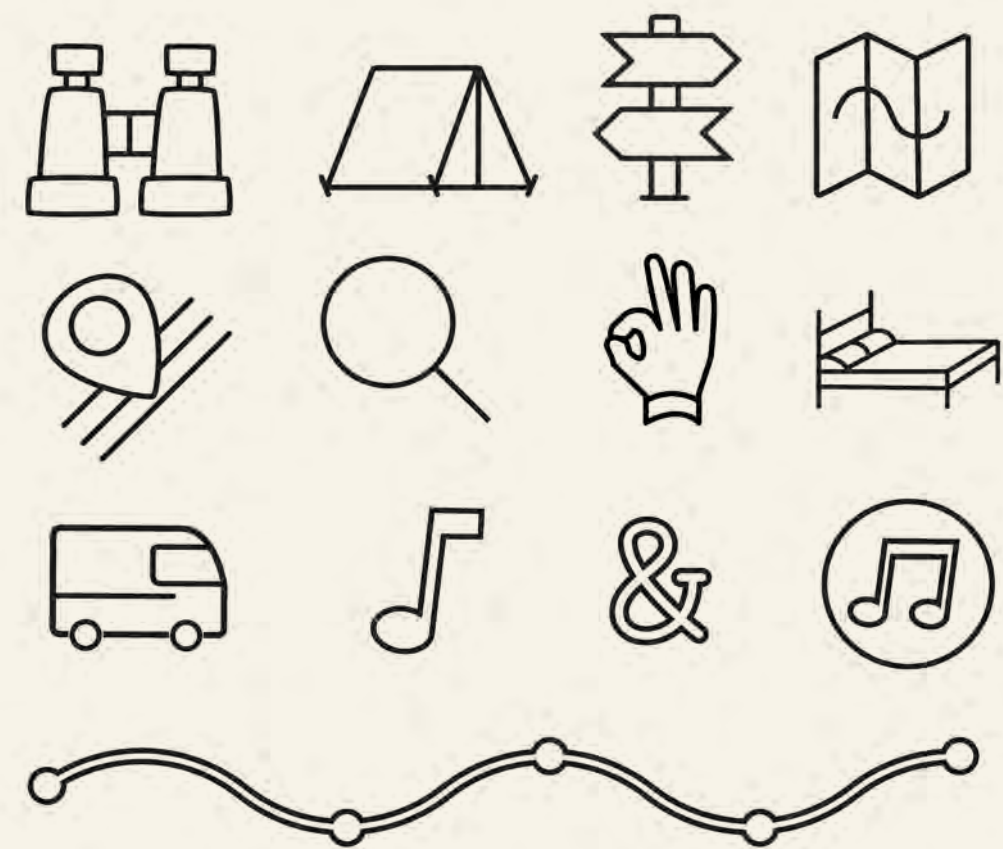
Sincerely,



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









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% of millennials listen to podcasts at least once per week
- 78% of podcast listeners don't mind listening to ads or sponsorships
- 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.

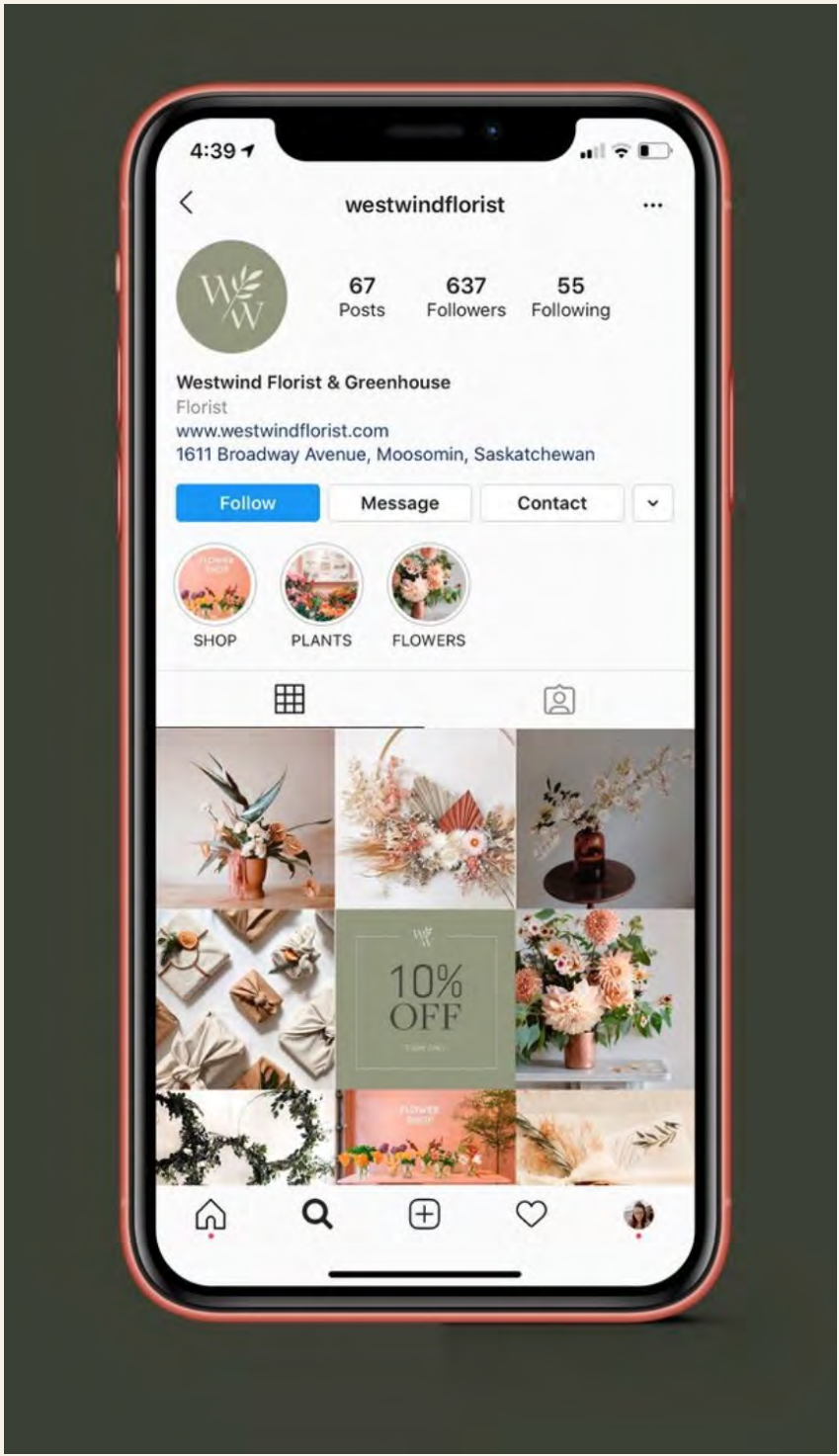
PLAYLIST

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% of Spotify listeners are millennials

The smartphone screen shows a Spotify playlist titled "Mood Booster" with the Ocean Spray logo. The playlist includes a "SHUFFLE PLAY" button and a list of songs, including "Delicate" by Taylor Swift.

Page 10



BEYOND THE BOOK

Pt. 1



WEDNESDAY
JANUARY 23, 2019
4:00–5:00 PM
IDAHO COMMONS CREST ROOM

Join the Sustainability Center and the U of Idaho English Department in our first annual book club! In monthly meetings, we will be reading and discussing this semester's novel, *Annihilation* by Jeff Vandermeer, and listening to different guest lecturers explore themes of climate change in literature.

Email uisc-events@uidaho.edu to sign up, the first 10 people will receive a free copy of *Annihilation*.



BEYOND THE BOOK

Pt. 2



WEDNESDAY
FEBRUARY 20, 2019
4:00–5:00 PM
IDAHO COMMONS PANORAMA ROOM

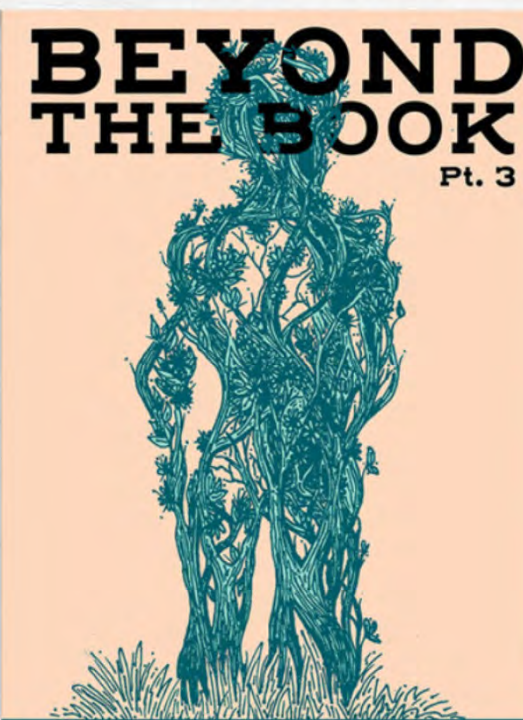
Join us for Part II of *Beyond the Book*, where guest lecturer, Scott Slovic, explores the themes of environmental humanities in relation to this semester's novel, *Annihilation*.

Questions? Email uisc-events@uidaho.edu



BEYOND THE BOOK

Pt. 3



WEDNESDAY
MARCH 20, 2019
3:30–4:30 PM
IDAHO COMMONS CREST ROOM

Join us for Part III of *Beyond the Book*, where Guest Speaker, Dr. Jennifer Ladino, explores the themes of apocalypse and risk in relation to this semester's novel, *Annihilation*.

Questions? Email uisc-events@uidaho.edu



BEYOND THE BOOK

Pt. 4

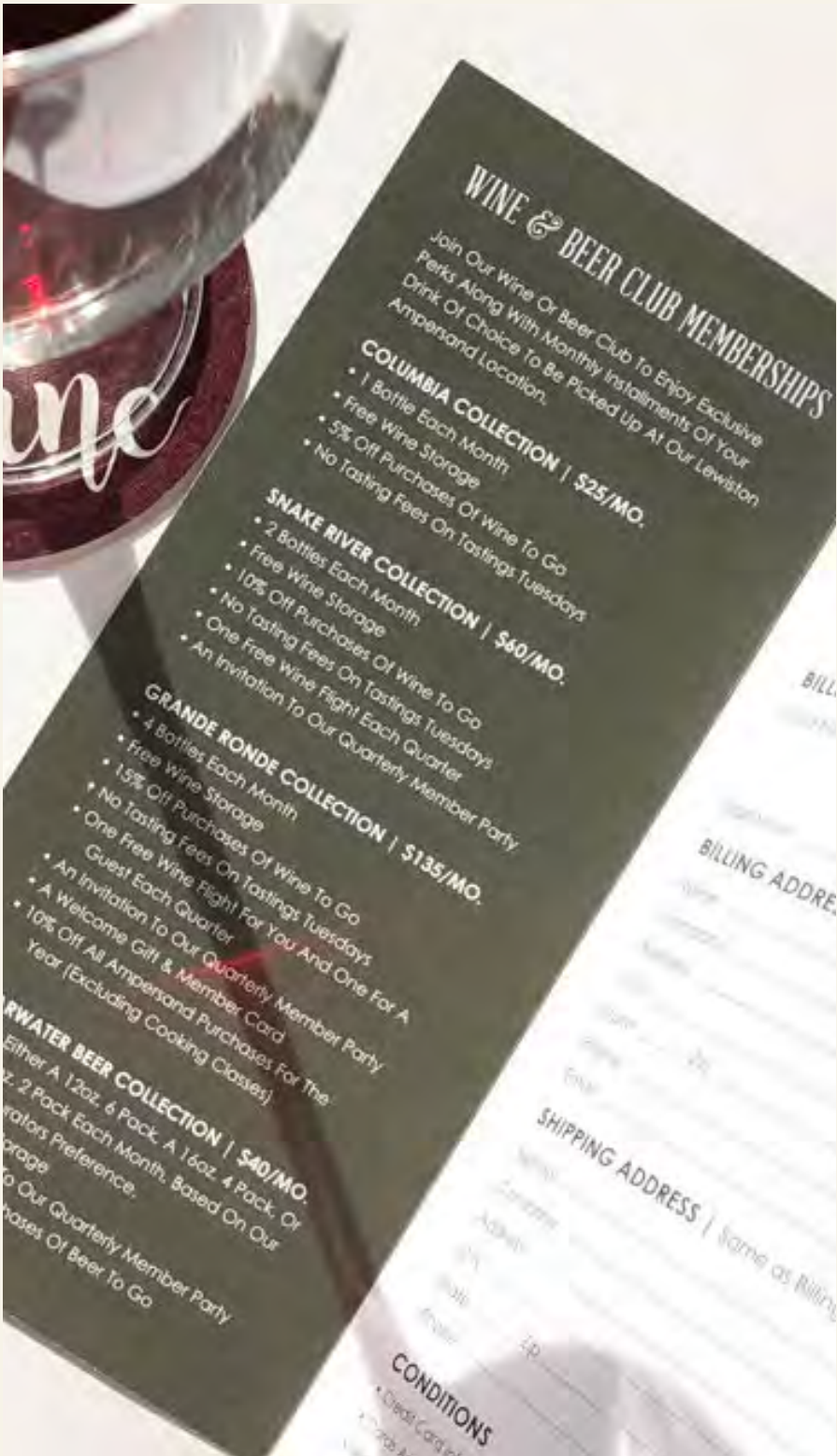


TUESDAY
APRIL 9, 2018
7:00–9:00 PM
BORAH THEATER

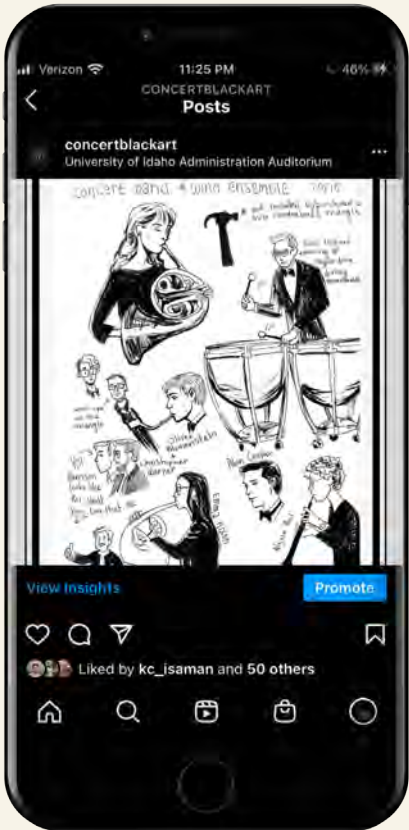
Join us for a screening of the sci-fi thriller *Annihilation*, with an introduction by film professor Benjamin James, on horror films and the environment.

Questions? Email uisc-events@uidaho.edu











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.

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



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.

● Indicates Meetings or Presentation

April	May	June	July	August
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Planning

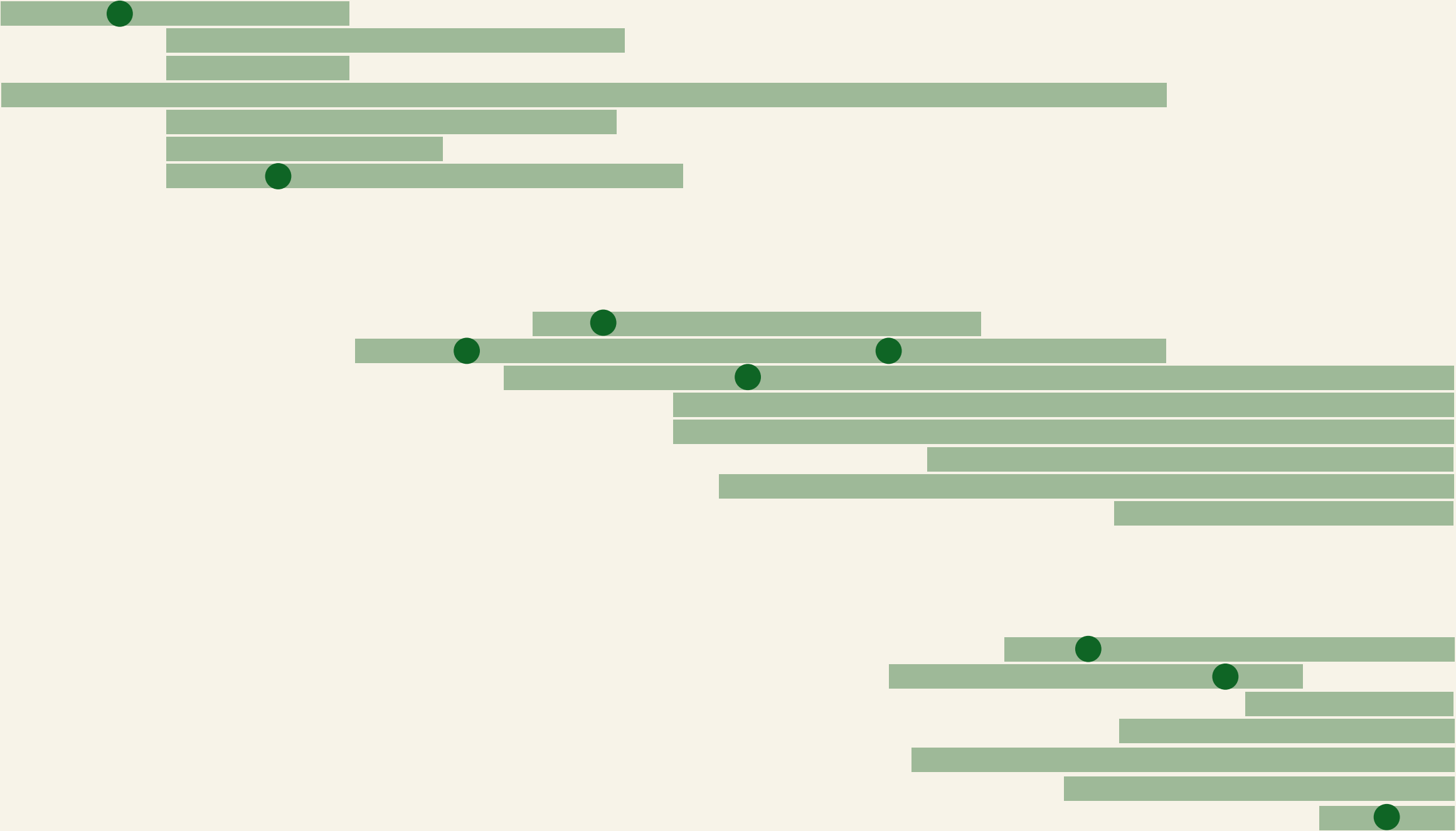
- Information Audit
- Audience Development
- Identifying Full Scope
- Future Ideals for Market
- Market Analysis - Info
- Mood Boarding, Sketching
- Presenting Initial Ideas

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



MOSCOW FARMERS MARKET COMMISSION



Mission & Core Values

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.

Access: Providing access to locally grown produce, foods, unique hand-made goods and their producers.

Economic Opportunity: Contributing to the greater Moscow economy with emphasis on assisting local, small, independently owned, and start-up enterprises.

Community: Building community by welcoming all residents and visitors, and providing a safe space and opportunity for community engagement, interaction, entertainment, and cultural enrichment.

Information: Increasing awareness of and providing education about and in support of health and wellness practices, regional agriculture, sustainability, and sound environmental practices.

Management Structure

Market leadership is a collaboration of City of Moscow Staff and the Moscow Farmers Market Commission. City staff manages the operational and regulatory aspects of the Market while the Commission guides the vision and values of the market.

It is the duty of the Commission to suggest ways to promote and improve the Farmers Market, propose and/or review Market policies, keep abreast of trends and opportunities for advancing Market interests, products, standards, and offerings, and to otherwise act in an advisory role to the Moscow City Council. The Commission provides annual reports to the City Council and advises City staff as needed. Commission members represent the various constituencies of the Market, including vendors, patrons, downtown businesses, etc.

The Commission meets regularly to discuss Market concerns and create increased awareness of Market needs and opportunities to ensure sustainable and responsible management and growth.

THE MOSCOW FARMERS MARKET COMMISSION MEETS REGULARLY ON THE FIRST TUESDAY OF EVERY MONTH AT 4 P.M. IN THE COUNCIL CHAMBERS OF CITY HALL AT 206 E. THIRD STREET, MOSCOW, ID.

MOSCOW FARMERS MARKET COMMISSION



Moscow Farmers Market Staff

Jen Pfiffner
Deputy City Supervisor

Amanda Argona
Community Events Manager

Corey Oglesby
Digital Media Specialist

Kelsey Manning
Administrative Specialist

Vendor Representatives

Jonathan Rau
Specialty Food Vendor Representative

Stu Scott
Crafts Vendor Representative

VACANT
Produce Vendor Representative

Community Representatives

Jamie Hill, Commission Chair
At-Large Representative

Mackenzie Lawrence
At-Large Representative

Ryan Lazo
At-Large Representative

Kerry Morsek
At-Large Representative

Specialty Representatives

Colette DePhelps
*University of Idaho Extension
Representative*

Samantha Martinet
Chamber of Commerce Representative

City of Moscow

206 E Third Street
Moscow, ID

www.ci.moscow.id.us

208.883.7132

farmersmarket@ci.moscow.id.us



Moscow Farmers Market

May through October

Saturdays | 8:00 a.m. to 1:00 p.m.

Main Street and Friendship Square

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MOSCOW FARMERS MARKET COMMISSION



FARMERS MARKET COMMISSION SUBCOMMITTEES

Subcommittees meet outside of regularly scheduled Commission meetings to focus on specific aspects of the Moscow Farmers Market or pursue special projects to the Commission. Commission members may be asked to assist with a subcommittee they are not regularly assigned to on an as needed basis when requested by staff.

POLICIES SUBCOMMITTEE CURRENT MEMBERS

- Ryan Lazo, 2020

The Policies Subcommittee serves as the initial revisionists of the Vendor Handbook. This subcommittee works with Market staff to suggest and update policies and ensure policies are in line with Market operations. Primarily active in the Fall and Winter.

CRAFT & FOOD JURY SUBCOMMITTEE MEMBERS

- Stu Scott, 2020
- Collete DePhelps, 2019
- Kerry Morsek, 2020

The Craft and Food Jury Subcommittee serves as the primary judging panel for any scheduled Moscow Farmers Market Juries. This subcommittee reviews current jury standards and provides feedback and recommendations on the Market's jury process. Primarily active in the Winter and Spring.

BRANDING SUBCOMMITTEE CURRENT MEMBERS

- Jamie Hill, 2019
- Colette DePhelps, 2019
- Sam Martinet, 2021

The Branding Subcommittee is a special project to ensure the identity of the Moscow Farmers Market is captured and protected through visual representation. This subcommittee will serve as the initial reviewers of a design tool kit that will contain design elements applicable to equipment, merchandise, and promotional items. Ongoing.

FEES SUBCOMMITTEE CURRENT MEMBERS

- Kerry Morsek, 2020
- Stu Scott, 2020

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MOSCOW FARMERS MARKET COMMISSION



The Fees subcommittee serves as the initial reviewers of the current fee schedule. This subcommittee works with Market staff to assess fees on an annual basis, with the ultimate goal of working towards a comprehensive, multi-year fee plan that reflects an equitable structure. Primarily active in the Spring and early Summer.

SITE VISITS SUBCOMMITTEE CURRENT MEMBERS

- Colette DePhelps, 2019
- Mackenzie Lawrence, 2020
- Jamie Hill, 2019

The Site Visits subcommittee serves as the primary visitors to Agricultural Vendor operations. This subcommittee assists to document farms, ranches, gardens, etc. for record keeping and to stay informed about the issues facing Agricultural Vendors, as well as to be able to attest that Vendors are the operators and owners of their business. Primarily active in the Spring and early Summer.

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MOSCOW FARMERS MARKET COMMISSION



2021 Craft & Food Jury Report

5-Mar-21				
#	Last Name	First Name	Food or Craft?	Score
1	G.	Terry	F	91%
2	H.	Patsy	C	57%
3	H.	Danielle	C	39%
4				
5				
6				
7				
8				
9				
10				
11				
12				
13			Average score of accepted participants	91%
14			% of applicants accepted	33%
15			% of applicants rejected	67%

12-Mar-21				
#	Last Name	First Name	Food or Craft?	Score
1	X.	See	F	62%
2	L.	Abigail	F	87%
3	H.	Danielle	C	49%
4	W.	Charlotte	C	74%
5				
6				
7				
8				
9				
10				
11				
12				
13			Average score of accepted participants	81%
14			% of applicants accepted	50%
15			% of applicants rejected	50%

MOSCOW FARMERS MARKET COMMISSION



26-Mar-21				
#	Last Name	First Name	Food or Craft?	Score
13	R.	Kate	C	39%
12	R.	Aubrey	C	45%
14	H.	Addison	C	53%
8	P.	Samantha	C	70%
1	C.	Myung	F	74%
11	S.	Bridgette	C	76%
10	F.	MaryAnn	C	77%
2	C.	Joe	F	81%
3	W.	Harley	F	86%
15	C.	Bobbi	C	88%
6	W.	Patrick	C	90%
9	G.	Peter	C	92%
5	F.	Orin	F	94%
7	M.	Jennefer	C	97%
4	O.	Jessica	F	98%
			Average score of accepted participants	85%
			% of applicants accepted	80%
			% of applicants rejected	20%

Scoring Categories

	90% and Above	89%-80%	79%-70%	69%-60%	Below 60%
Percent of Vendors in scoring category	29%	19%	24%	5%	24%
					5% (re-jury)
Percent of Vendors that scored 70% and above	71%				
Percent of Vendors that scored below 70%				29%	

When did participants sign-up for their juries?

	TOTAL	5-Mar	12-Mar	26-Mar
January	3	2		1
February	8	1	2	5
March	10		1	9

MOSCOW FARMERS MARKET COMMISSION



Where are prospective Vendors located?

	TOTAL	5-Mar	12-Mar	26-Mar
Moscow, ID	8	1	2	5
Deary, ID	2	1		1
Troy, ID	2			2
Plummer, ID	1			1
Pullman, WA	6	1		5
Spokane, WA	2		1	1

Idaho: 62% (Latah County – 92%; Benewah County – 8%)

Washington: 38% (Whitman County – 75%; Spokane County – 25%)