

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

Amanda Argona
Staff Liaison

~Minutes~

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

Tuesday, April 6, 2021

4:00PM

**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 [!ocation 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 staffs seasonal Market schedule, the following alternatives are being proposed for paid holidays observed on Mondays.

- June 1, 2021 (alternative dates and times June 2, 3, or 4 at 4 to 5:30 pm)**
- July 5, 2021 (alternative dates and times July 7 or 9 at 4 to 5:30 pm)**
- September 7, 2021 (alternative dates and times September 8 or 10 at 4 to 5:30 pm)**

Meeting adjourned at 5:22 p.m.

Minutes Approved On
May 4, 2021

(Clark Signature)