

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Agenda~

Amanda Argona
Staff Liaison

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

Tuesday, August 3 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 June 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. National Farmers Market Week Celebration – Argona and Manning

The Farmers Market Commission will be tabling on Sat., Aug. 7 in honor of National Farmers Market Week. The timeline is as follows:

- 8:30 a.m. – Set-up
- 9:30 a.m. – Veggie Shimmy Dance Party
- 10:00 a.m. – Final call for prize entries; transition
- 10:30 a.m. – Prize Basket Drawings
- 11:00 a.m. – Treat giveaway with regional ingredients
- 11:30 a.m. – Break-down

Commission members are expected to be on site between 8:30 and 9 a.m. to assist staff with set-up. Minimum needs for the day include:

- (1) Emcee for Prize Basket drawings
- (2) Commission members at a temporary tattoo station
- (1) Commission member as a designated floater

5. Moscow Farmers Market Design Toolkit – DePhelps, Hill, Martinet, Scott, Argona

The subcommittee has met and reviewed four drafts for the Moscow Farmers Market visual identity. The most recent draft including color palette, fonts, icons, and program logo is available

for the Commission to review and provide feedback, if any, to the subcommittee and staff. A final product is scheduled to delivery for the September meeting.

6. Annual Citizen Commission report to City Council – Hill and Argona

The Farmers Market Commission is scheduled to present their annual report to Council on Tues., Sept. 7 at 7 p.m.

This is an opportunity for the Commission to present on the past year of activities such as:

- Site Visits
- Special Events/Programs
- Strategic Plan updates
- Other items

Feedback is welcome at this time for topics that the Commission is interested in having presented by Chair Hill.

REPORTS

ANNOUNCEMENTS

1. Farmers Market Commission representation required

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 September 8, 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



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Wednesday, June 2, 2021

4:00 PM

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

WELCOME AND ATTENDANCE

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

PRESENT: Kerry Morsek, Stuart Scott, Jamie Hill (Chair), Jonathan Rau, Ryan Lazo, Art Bettge, Sam Martinet (late)

ABSENT: Colette DePHELPS, Mackenzie Lawrence (Vice Chair)

OTHER: Art Bettge (Council Liaison)

STAFF: Amanda Argona (Community Events Manager), 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 Rau.

2. Approval of Farmers Market Commission May 4, 2021 Minutes (ACTION ITEM)

Scott moved, Lazo seconded to approve the May 4, 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.

REPORTS

1. 2021 Craft & Food Re-Jury Report – Martinet, Morsek, Rau, Scott, and Argona

Argona referenced the handout for the first re-jury of current Vendors. All Vendors who received a qualifying score through the re-jury have been notified. Vendors who did not receive a

qualifying score or require additional follow-up are being notified. Rau asked about the products that Wilson Banner Ranch presented at the re-jury, particularly about whether the spices are being accepted. Argona clarified that based on the judges' feedback and policies, the spices will not be permitted for sale at the Market. Discussion ensued about the products Wilson Banner Ranch presented at the re-jury, steps they followed as outlined by the policies, and whether staff would overrule the current scorecard standings with caveats for brining products to Market.

Argona said that she looked up Wilson Banner Ranch's site visit record from 2019 which indicated that about 10 to 20% of the cider during the month of October was comprised of apples grown by Wilson Banner Rancher. Morsek asked what the rationale would be to permit them to bring their cider when they do not grow all of the apples in the product or make the cider. Argona said that right now the rationale would be leaning heavily on the fact that the cider is a niche product for both the Market and the Vendor. Hill asked for clarification about the seasonality and sourcing of their apples by asking that the potential for their apples to be in the cider is during October. Argona indicated that is correct and suggested that signage clearly stating sourcing of apples and processor would allow for transparency to the customer. Lazo asked if policies have been altered to allow vendors to bring products to market before. Argona indicated no and went on to mention that another farm has a similar situation; K&C Farms has jam available that is processed by someone else, but that all the fruit in the jam is from their farm exclusively. Morsek said this is a big difference. Argona said that Wilson Banner Ranch has partnered with a company within the 200-air mile radius, in addition to sourcing from other apple growers within the radius to provide fruit for their cider. Hill stated that should staff consider overriding the Craft and Food Jury subcommittee, she feels it would be appropriate to make that an action item for the entire Commission to vote on. Rau asked if the jams were an existing product they previously brought to the Market prior to the development of the Handbook and newer policies. Argona indicated that only the cider was brought to the Market prior. Scott commented that Wilson Banner Ranch is a long-time local Vendor who has been in business for many years and that the products in questions are only a small part of what they do. Scott said that he likes the idea to allow the cider with the caveat of displaying clear signage for the consumer.

The Commission moved on to allow Argona to continue her report. Argona reiterated that vendors have a year to meet standards and that most of the vendors were in the 80% score range, as well as predominately from Latah County. Rau asked about the fall re-jury and what the process will be if the next round of Vendors do not receive a qualifying score. Argona said any Vendor that does not receive a qualifying score during the fall re-jury will re-jury in the spring of 2022 prior to the Annual Vendor Orientation. Scott said he reviewed his score card and that while he passed, wanted to again express his concern with the local sourcing criteria and the difficulty of scoring in this area. Morsek reiterated that when the scorecard was developed, the Craft and Food Jury subcommittee designed it in a way that favored Vendors who were sourcing locally. Discussion ensued about whether a Vendor is permitted into the Market even if they score poorly with the local criteria, a Vendor's collective score, how scoring criteria was developed, and the preference for Vendors to source as close to home as possible when feasible. Argona reminded the Commission that Vendors have a combination of ways of not only receiving a qualifying score, but of scoring high in certain criteria.

2. Motor-In Moscow Farmers Market Report – Manning

Manning presented to the Commission the available 2021 data on the Motor-In Moscow Farmers Market. Scott commented that the Moscow Farmers Market does not need a drive-thru service

and that the service should retire, with a focus on driving customers to the downtown Moscow Farmers Market.

Staff commented that a few of the larger fruit Vendors have expressed interest in having this service due to their customers purchasing in bulk and that they will be returning to Market in the coming weeks.

Martinet requested clarification on the current fees for Vendors, the fee for using Local Line software, and whether this service contributed to the Market's revenue. Staff provided general day fees and the difference in a Vendor subscription (\$60/month) versus a 'Market Hub' subscription (\$20/month) through Local Line. Discussion ensued about the benefit of continuing to offer the service, renaming it to reflect a pre-paid model, and turning over management to the Vendors rather than Staff. Scott said that if bulk purchases are an issue, perhaps the Market should invest in more wagons for the public to use. Hill said that she agrees with Staff in that it is still early and more data would be required before a decision is made. Staff will report on the Motor-In Moscow Farmers Market at the July meeting.

ANNOUNCEMENTS

1. Farmers Market Commission representation required

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 Site Visit Subcommittee

- a. Tuesday, June 15 Latah & Whitman County
 - i. Smoot's Flavor Farm, Pullman
 - ii. Viola Gardens, Viola
 - iii. Fiddler's Ridge Farm, Potlatch
 - iv. Flannigan Creek Flower Farm, Viola
 - v. Wing Over Farm, Moscow
 - vi. Healthy Harvest Farm, Moscow
- b. Friday, July 23
 - i. Ten BlueBird Acres, Kooskia
 - ii. Flowers! By Roxanne, Troy
- c. TBD **JULY 19**
 - i. The Herd 5C, Ritzville
 - ii. Frisson Farms, Rosalia

Argona commented that she will be reaching out to the Branding Subcommittee to set-up meetings around her check-ins with Julene. She will also send out a Doodle poll to the Policy Subcommittee to begin discussion on the Market's local policy and development of Agricultural Vendor criteria.

4. Farmers Market Commission regular meeting July 7, 2021 at Moscow City Hall in Council Chambers

ADJOURN

Meeting adjourned at 5:15 p.m.



Sample Ads or flyers

MOSCOW FARMERS MARKET

VINTAGE 1976

growers | makers | musicians

NATIONAL FARMERS MARKET WEEK

August 3, 2021 | Friendship Square

9 AM Veggie Shimmy Dance Party
Dress up like your favorite veggie and help us turnip the beet!

10 AM Drawing for Prize Baskets
Enter for free at the City Booth for your chance to win.

ci.moscow.id.us | farmersmarket@ci.moscow.id.us

MOSCOW

FARMERS MARKET

MOSCOW FARMERS MARKET

VINTAGE 1976

growers | makers | musicians

CANNING & PERSERVES

Do you have too many veggies and berries? Let summer last all year.

Want to Learn How?

- August 24, 2021 | 9am
- Friendship Square
- Sign up here: website

This is a sample of event ads or flyer

Various icons to be used for events. More can be created for future events.

Various icons to be used for events. More can be created for future events.



Moscow Farmers Market
Logo and Color Style Guide

Stacked Logo

Two color logo
Logo must be black
Support icon + vintage color
must match



Black Logo and icon



Reversed Logo

Stacked Logo
No Icon



Reversed Logo

Horizontal Logo

Two color horizontal logo
Logo must be black
Support icon + vintage color
must match. Reserves as above.



Logo no icon

Logo Minimum size

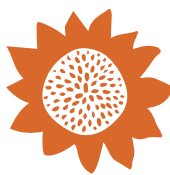
The smallest the stacked logo should be represented is 1.5" wide. Horizontal no smaller than 2.5"

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.

Tagline

Need your advice. Should the tagline/vintage always appear with the logo or can it stand alone???????



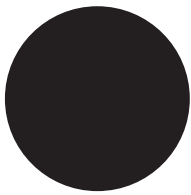
Logo with icon
on either side



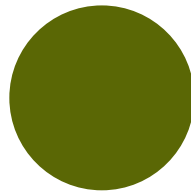
Logo with icon
centered



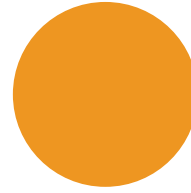
Logo + Icon Colors



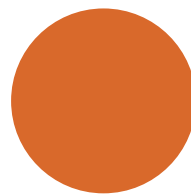
BLACK
HEX #000000
RGB 35 31 32
CMYK 0% 0% 0% 100%



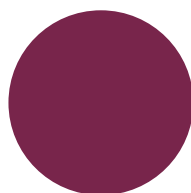
GREEN
HEX #5A6705
RGB 90 103 5
CMYK 25% 0% 100% 65%
PMS 371



YELLOW
HEX #5A6705
RGB 238 150 33
CMYK 4% 47% 100% 0%
PMS 130



ORANGE
HEX #D9692B
RGB 217 64 46
CMYK 13% 72% 96% 0%
PMS 717



PURPLE
HEX #78254B
RGB 120 36 75
CMYK 49% 97% 53% 24%
PMS 7640

Colors may be added per application/icon as long as they match the same color family.

Use of Icons

Icons may be used with or without the logo font per application. Usage on posters, flyers and signage is acceptable. If using the icons alone the logo must appear in the marketing materials. Always used supplied Logo with icon for proper placement when using logo/icon together.



Font Usage

The font to be used on all marketing material is Filson Pro. The use of Robusta is reserved for logo only. Filson Pro has a large font family. Headlines: **Bold, Heavy, Black**. Body copy: Regular or light.

Logo Fonts

ROBUSTA REGULAR WITH MODIFICATIONS
Filson Pro Heavy

Substitute Fonts

Gotham
Century Gothic

Supporting Fonts

Filson Pro Light
Filson Pro Regular
Filson Pro Regular Italics
Filson Pro Bold
Filson Pro Heavy
Filson Pro Black

Substitute Fonts

Gotham
Century Gothic

Moscow Farmers Market
Logo on merchandise



artwork could print white on colored shirt

bumper stickers

