

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Agenda~

Amanda Argona
Staff Liaison

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

**Wednesday, September 8
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 August 3, 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. Moscow Farmers Market Design Toolkit – (ACTION ITEM)

The design toolkit provides the Moscow Farmers Market a comprehensive, consistent, visual identity for use with digital and print designs, advertisements, and equipment. The toolkit is ready pending a final decision on the use of the year the Market was founded.

Staff is also seeking a decision on the design element that will be used for a soft rollout of the new, visual identity.

PROPOSED ACTIONS: Accept the presented design toolkit and select a design element to be printed on stickers, or take other such action as deemed appropriate.

5. Acceptance of Vendor Products lacking Qualifying Score – (ACTION ITEM)

On May 17, Wilson Banner Ranch submitted products to the current Vendor Re-Jury per the 2021 Moscow Farmers Market policies. Products that were submitted were:

- Apple cider
- Assortment of spices, rubs, and seasonings
- Assortment of jams and jellies

They received an overall score of 61%. Vendors that do not receive the qualifying score of 70% are allotted one year to improve their score based on feedback from the judges. The general feedback on the scorecards was to accept the cider, but to decline all other products. Wilson Banner Ranch has not been informed of their score at this time, nor of what products have been accepted or declined and therefore welcome to jury in 2022.

Staff is recommending that Wilson Banner Ranch be permitted to bring their apple cider, but require all other products to be re-juried in the spring of 2022 if Wilson Banner Ranch is still interested in bringing them to the Moscow Farmers Market.

PROPOSED ACTIONS: Permit Wilson Banner Ranch to bring apple cider to the 2021 Moscow Farmers Market and require a re-jury for other products in 2022; decline all products due to lack of qualifying score and require a re-jury for all products in 2022; or take other such action as deemed appropriate.

6. Review of Subcommittee assignments and scope of work – Argona

Policies Subcommittee – Lawrence, Morsek,

The Policies Subcommittee will need to select a time to meet prior to the October Farmers Market Commission meeting to discuss changes, if any, to the 2022 Moscow Farmers Market Handbook. Current topics for review:

- Agricultural Vendor criteria
- Distance policy

Craft & Food Jury Subcommittee – Martinet, Morsek, and Scott

The Craft & Food Jury Subcommittee will need to determine their availability for Fall Re-Juries. The Fall Re-Juries will focus on Vendors that have generally been accepted into the Market between 2015/2016-2019. Dates currently requested for venue rental at the 1912 Center are:

- Monday, October 18; Wednesday, October 20; Friday, October 22
- Saturday, November 13 (only for Vendors that may have a weekday conflict)
- Monday, November 15; Wednesday, November 17; Friday, November 19

Commission members may be asked to substitute in if there are not enough subcommittee members able to attend a re-jury.

Branding Subcommittee – DePhelps, Hill, Martinet, Scott

The Branding Subcommittee will focus on merchandise needs for the 2022 Moscow Farmers Market.

Fees Subcommittee – Morsek, Scott

Inactive until further notice.

Site Visits Subcommittee – DePhelps, Hill, Lawrence

Inactive until Spring/Summer 2022.

7. Halloween Costume Contest – (ACTION ITEM)

The Moscow Farmers Market will host a Halloween Costume Contest on the final day of the 2021 season, October 30 from 9 am to 12 pm.

Staff is requesting three to four Commission members to be present at this event as judges.

PROPOSED ACTIONS: Select Commission members as judges or take other such action as deemed appropriate.

REPORTS

- 1. America's Farmers Market Celebration**

ANNOUNCEMENTS

- 1. Farmers Market Commission representation required**

Sat., Oct. 30, 2021, 9 am – 12 pm

- 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 October 5, 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

~Agenda~

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Staff Liaison

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Tuesday, August 3 2021

4:00 PM

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

WELCOME AND ATTENDANCE

Meeting called to order at 4:08 p.m.

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

ABSENT: Colette DePhelps, Sam Martinet, Stuart Scott

OTHER: Art Bettge (Council Liason)

STAFF: Amanda Argona (Community Events Manager), Kelsey Manning (Administrative Specialist)
REGULAR AGENDA

1. Reading of the Mission Statement

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The mission statement was read by Rau.

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

Lawrence moved, Lazo seconded to approve the June 2, 2021 minutes.

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.

Argona stated that there will be an action item for next month in regards to Wilson Banner Ranch's re-jury.

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

Hill, Lawrence, and Martinet will volunteer. Morsek said she would reach out for another volunteer from Backyard Harvest.

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 for delivery at the September meeting.

Hill described the graphics and various versions provided by the artist. The goal is to have items finalized by September. Lawrence asked if the stacked branding would fit as a social media profile photo. Argona will confirm with the artist. Discussion ensued about the use of “Vintage 1976” versus “Est. 1976”. Argona will request comparisons from the artist for final review in September. Argona reminded the Commission that the goal is to do a sneak peek of the new designs by purchasing and giving away stickers. Stickers are to be purchased before the end of the fiscal year, with stickers given away during the last month of the 2021 season.

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.

Commission discussed members attending the meeting or to attend via Zoom. Argona to find out what options for attending are.

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

Lazo notified the Commission that he accepted a position at a university in Colorado and will leave in the next few weeks.

Argona stated that Jenny Parker of Wing Over Farm has submitted her application to serve on the Commission as the produce Vendor representative.

ADJOURN

Meeting adjourned 4:45 pm

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MOSCOW FARMERS MARKET



CRAFT AND FOOD JURY SCORE

SPACE NUMBER: 4

OVERALL SCORE: 61% (minimum score of 70% required for approval)

SCORES BY CATEGORY CRITERIA

- Display: 3
- Product Fit: 2
- Sourcing of Supplies: 2
- Product Design and Integrity: 8

EVALUATOR COMMENTS

- We currently have no cider but there are jam vendors
- Taste of the jam was bland
- Could not fully rate since processing is done somewhere else
- Cider should only be with local apples
- I'm curious about the growing practices, could have scored higher with more info here

Office Use Only

- ☐ All Products Approved
- ☒ Some Products Approved, see below
- ☐ Denied

Approved Products:

- Spices are not approved
- Must re-jury to have a qualifying score

*Moscow Farmers Market Jury: 20210517
Notified on MMMM, DD, YYYY by Amanda Argona*



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



Stacked Logo No Icon/No Taglines

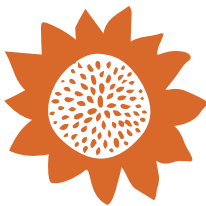


Horizontal Logo

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



Logo no icon



Logo with icon
on either side

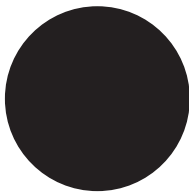
Logo Minimum size

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

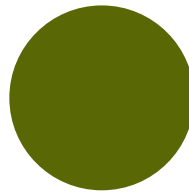
Clear space

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

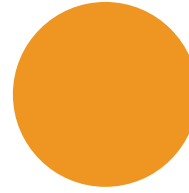
Logo + Icon Colors



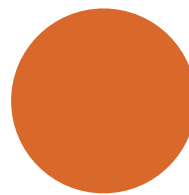
BLACK
HEX #000000
RGB 35 31 32
CMYK 0% 0% 0% 100%



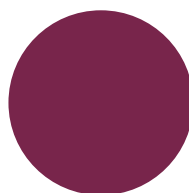
GREEN
HEX #5A6705
RGB 90 103 5
CMYK 25% 0% 100% 65%
PMS 371



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

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.



Sample Ads or flyers

MOSCOW FARMERS MARKET

VINTAGE 1976

growers | makers | performers

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 | performers

CANNING & PRESERVES

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

Informational Sandwich board



ADA SERVICE DOGS

allowed in the main thoroughfare.

All other animals stay on sidewalks.

Questions? 208.883.7132
farmersmarket@ci.moscow.id.us
adacoordinator@ci.moscow.id.us

MOSCOW FARMERS MARKET

City of Moscow Resolution: 2018-12. ci.moscow.id.us/673/ADAdogs

Moscow Farmers Market
Logo on merchandise



bumper stickers or street banners



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

VACANT
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

- Kerry Morsek, 2021
- Mackenzie Lawrence, 2021

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
- Sam Martinet, 2021
- Jonathan Rau, 2021

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
- Sam Martinet, 2021
- Colette DePhelps, 2019
- Stu Scott, 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 (CURRENTLY INACTIVE)

- Kerry Morsek, 2020
- Stu Scott, 2020

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.

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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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