

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Minutes~

Amanda Argona
Staff Liaison

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

Tuesday, January 5, 2021

4:00 PM

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

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

PRESENT: Jamie Hill (Chair; Virtual), Stuart Scott, MacKenzie Lawrence (Vice Chair; Virtual), Ryan Lazo (Virtual), George Skandalos (Virtual), Colette DePhelps (Virtual), Kelly Kingsland (Virtual)

ABSENT: Kerry Morsek

OTHER: Art Bettge (Council Liaison)

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

REGULAR AGENDA

1. Reading of the Mission Statement

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

The Mission Statement was read by Scott.

2. Approval of Farmers Market Commission December 1, 2020 Minutes (ACTION ITEM)

Hill noted that last month's title on the first page needs to be changed from "agenda" to "minutes."

Scott moved, Lawrence seconded to approve the December 1, 2020 minutes with the included change by Hill.

Roll Call Vote: Ayes: DePhelps, Kingsland, Lawrence, Lazo, Scott. Nays: None. Abstentions: Skandalos. Motion carried.

3. Public Comment and Response to Previous Comments (limited to 10 minutes)

Members of the public may speak to the Commission regarding matters NOT on the agenda or currently pending before the Commission. Please state your name and address for the record and limit your remarks to three (3) minutes.

No members of the public were present.

4. Policies Subcommittee Report (ACTION ITEM) – Lazo, Kingsland, and Argona

The Policies Subcommittee met on Wed., Dec. 16 to review changes to the 2021 Vendor Handbook based on the Commission's feedback from the Dec. 3 meeting. This subcommittee serves as the initial revisionists of the Vendor Handbook by suggesting and updating policies to ensure they are in line with Market operations.

The Subcommittee is proposing revisions to the following policies:

- Refunds Page 14. Item 6. Market Fees Sub-item a. Structure
- Generators Page 17. Item 5.
- Vendor Merchandise (new policy)

PROPOSED ACTIONS: Accept revisions or take such other action as deemed appropriate.

Kingsland reported the subcommittee was unsure on how the use of multiple generators at market may affect neighboring vendors or contribute to noise concerns. Due to the many variables regarding generators, the subcommittee chose to keep the generator policy as it is currently stated in the Moscow Farmers Market Handbook. Lazo stated the subcommittee felt since battery packs don't technically qualify as generators, that there was no need to create a policy explicitly stating that this form of power was allowed.

Argona stated the subcommittee added clarity to the refunds process and structure. Subcommittee members expanded on the vendor merchandise policy and how to track the items for sale. Argona reiterated vendors can only display one type of item per market and it must be amongst a majority of the vendor's regular market items.

DePhelps asked if vendors could make a price list available for other merchandise items, since only one item could be displayed per market. Argona stated a list of options would be fine in conjunction with the one item display. DePhelps recommended adding language to the policy to make vendors aware a price list is permissible. Kingsland responded saying the subcommittee wants to see how the new policy works out in the first year, and then re-evaluate the policy for the following season.

Scott stated he agreed with Kingsland and said Argona was good at policing vendor booths and correcting policy infractions. Scott stated the reason the commission members were reviewing the new policy was to prevent merchants from having an unapproved line of product and gradually altering what they really sell at market to logo-based products.

Scott moved, DePhelps seconded to accept the changes to the Moscow Farmers Market Handbook as presented by the Policies Subcommittee.

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

5. Branding Subcommittee Report (ACTION ITEM) – Hill, DePhelps, Ford, and Argona

The Branding Subcommittee met on Fri., Dec. 18 to review the Moscow Farmers Market Design Toolkit Request for Qualifications (RFQ). This RFQ is a special project to ensure the identity and brand of the Moscow Farmers Market is captured and protected through visual representation.

This Branding Subcommittee will work with staff to serve as the initial reviewers of a design toolkit that will contain design elements and graphics applicable to the Market and its programs.

Upon approval of the Farmers Market Commission, this proposal will be presented to Administrative Committee and City Council.

PROPOSED ACTIONS: Accept RFQ proposal or take such other action as deemed appropriate.

Hill described the request for qualifications (RFQ) as a step in the process to develop a design toolkit to help the Market create a cohesive, visual identity.

Argona stated that upon the Commission's approval of the RFQ, it will be presented to the Administrative Committee next Monday and then will move forward to City Council. Due to the RFQ's current budgeted amount, it will not need to go out to bid, and will follow the selection process identified in the RFQ. Argona added if the Commission chooses to have the subcommittee meet again for changes and present at the February Commission meeting, the project timeline would be altered to accommodate presentation to the Administrative Committee and City Council. Upon approval from Council, the RFQ and submission process will take place through Submittable.

Kingsland moved, Scott seconded to accept the RFQ as presented by the Branding Subcommittee.

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

6. Moscow Farmers Market poster (ACTION ITEM) – Argona and Christen

At the Dec. 1 meeting, the Commission voted to change the Moscow Farmers Market poster requirements to have artists submit artwork that will become the focal point of the final poster design (i.e. Artwalk poster).

The Community Events Manager has reformatted the requirements based on the changes for the Commission's review. The following timeline is proposed:

- Jan. – Call for artwork opens; artwork submitted through Submittable
- Feb. 24 – Submission deadline
- Mar. 2 – Farmers Market Commission selects finalists for public voting
- Mar. 5 – Public voting opens through Submittable
- Mar. 26 – Public voting closes
- Apr. 2 – Selected artwork and artist announced

PROPOSED ACTIONS: Accept Moscow Farmers Market poster art requirements and timeline or take such other action as deemed appropriate.

Christen presented the draft Submittable form for the Moscow Farmers Market art opportunity.

Argona stated the submission process will be announced this week and the form released to the public.

Lawrence motioned, Lazo seconded to accept the Moscow Farmers Market poster art requirements and timeline.

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

REPORTS

1. Re-jury for Non-Agricultural Vendors – Hill and Argona

At the Nov. 3 meeting, the Commission voted to re-jury all Non-Agricultural Vendors to bring all vendors in alignment with current Craft & Food jury standards and the Moscow Farmers Market core values. The Commission did not address establishing a re-jury rotation at the November meeting, similar to visiting Agricultural Vendors.

A letter and frequently asked questions document has been drafted that addresses a grace period, tier status, and historical space assignment. These documents, along with the prospective vendor score cards will be included in the January mailing to vendors, along with Annual Orientation reminders, and other pertinent information for 2021.

DePhelps asked if there is a frequency of re-jurying. Argona stated the Commission just decided to do one re-jury and has not discussed a frequency. DePhelps requested that this be addressed in the FAQ.

Scott expressed concern about the burden of the vendors for re-jurying and recommends that re-juries commence every five years if there is regular re-jurying.

ANNOUNCEMENTS

1. Farmers Market Commission representation required

Fri., Mar. 5, 2021, 9:45 to 11:45 am – Craft and Food Jury 1

Fri., Mar. 12, 2021, 3:45 to 5:45 pm – Craft and Food Jury 2

Fri., Mar. 26, 2021, 3:45 to 5:45 pm – Craft and Food Jury 3

Thurs., Apr. 8, 2021, 2 to 5 pm – Annual Vendor Orientation

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 Branding Subcommittee meeting TBD Mar. 22-26 at Moscow City Hall in Community Events office/Zoom

4. Farmers Market Commission regular meeting February 2, 2021 at Moscow City Hall in Council Chambers

ADJOURN

The meeting adjourned at 4:49 p.m.

Minutes Approved On

February 2, 2021


Clerk/Deputy Signature