

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Minutes~

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

Meeting called to order 4:02 p.m.

PRESENT: Mackenzie Lawrence (Vice Chair), Colette DePhelps, Stuart Scott, Kerry Morsek, Jonathan Rau, Jamie Hill (Chair), Jenny Parker

OTHER: Art Bettge (Council Liason)

ABSENT: Sam Martinet

MEMBERS OF THE PUBLIC: Iris Mayes (Moscow), Julene Ewert (Moscow)

STAFF: Amanda Argona (Community Events Manager) and 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 aloud by DePhelps.

2. Approval of Farmers Market Commission August 3, 2021 Minutes (ACTION ITEM)

Scott moved, Morsek seconded to approve the August 3, 2021 minutes with edit to change "Agenda" in the header to "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.

Iris Mayes, Community Market Manager of the Tuesday Community Market, spoke on behalf of 10-15 Vendors who intend to apply for the Moscow Farmers Market in 2022. She expressed

concern some Vendors have regarding the jury process and is interested in the Craft and Food Jury subcommittee attending a Tuesday Market as a formal jury for these Vendors. Hill deferred to the subcommittee members. Scott asked if any of the Vendors participating in the Tuesday Community Market have been through a Moscow Farmers Market Craft & Food Jury. Mayes said some already do attend the Moscow Farmers Market. Argona stated that the current Craft & Food Jury process allows for judges to speak candidly, and that a jury at the Tuesday Community Market where the Vendors are present is not beneficial to the process, or fair to the Vendors that have completed the process. DePhelps asked how many Vendors are interested and Mayes said about seven. Argona suggested that the Craft and Food Jury subcommittee attend one of the remaining Tuesday Markets, introduce themselves to the prospective Vendors, and review their current set-up as it pertains to the scorecard. Argona will work with Mayes to receive a list of Vendors and their goods, as well as coordinate with the subcommittee on who will be conducting outreach.

Hill introduced Jenny Parker as the new commission member representative for Agricultural Vendors. Parker shared that she is the owner and operator of Wing Over Farm.

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.

The toolkit was presented to the Commission for review with side-by-side comparison of proposed changes from last month's meeting. Artist Julene Ewert was present to answer questions from the Commission.

Discussion ensued about whether the visual rollout is to just be the new Moscow Farmers Market program graphic, or if an icon is to be included with the program graphic. Several Commission members were in favor of the Moscow Farmers Market program graphic with the wagon icon. DePhelps expressed concern that using the wagon icon as a teaser might confuse the public on is actually the new Moscow Farmers Market program graphic. Scott shared concerned that any action taken today by the Commission undoes work by the Branding subcommittee members. Hill clarified that today's action is to accept the overall toolkit, not just to pick one program graphic and disregard the other work. Parker suggested moving wagon under Moscow Farmers Market program graphic, so that is the focus, instead of keeping the wagon on top.

DePhelps motioned, Lawrence seconded to approve the toolkit with Est. 1976 as byline, rather than Vintage 1976 and allow for staff to make final decision on sticker purchase.

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

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.

DePhelps asked if the Commission is confirming that the cider is approved as a non-agricultural value-added product, not an agricultural value-added product. Argona said yes because the apples are sourced from several locations and are not all grown by Wilson Banner Ranch. DePhelps said it needs to be made clear to the Vendor that the cider will be allowed the entire season since they only have their own apples in a very short window of the Market season. Morsek clarified by asking if they process on site and they do. Scott asked for more explanation on the other products. He asked if Vendors can fail to qualify for all products they are jurying or be permitted to qualify for one thing. Argona an example that another Vendor received a qualifying score, but not all products were accepted. In this instance, the Vendor did not receive a qualifying score but judges are in favor of one product being permitted at Market. Morsek stated that at the time of the re-jury it was believed that the apples were not theirs and not processed on site; the latter was incorrect. Argona also stated the spices were not accepted because they were created and blended by another business entity. Discussion ensued about re-selling, transparency of product sourcing and labelling, and setting additional requirements for one Vendor but not all Vendors.

Lawrence asked if this is similar to a wine Vendor. Argona said Camas Prairie Winery is the closes example as the owner sources grapes, but is the producer of the product. Discussion continued about consumer expectations and local sourcing.

Hill asked the Commission to decide if all products are approved, only cider is accepted, or none of the products are approved based on their ineligible score. Scott stated he does not want the policies and commission to be too rigid. Lawrence said that she respectfully disagrees. Customers buy apples based on the sourcing of a farm. The spices are not the same. Scott agreed and said that he thinks these discussions should be fluid and based on scenarios.

Scott motioned to accept the cider as an authorized product at the Moscow Farmers Market.

DePhelps asked if Wilson Banner Ranch will need to rejury every year and Argona said no, if the

cider is allowed, it will be permitted at Market until the Commission decides to go through another extensive re-jury. Discussion ensued about requiring signage at their booth indicating that the apples are sourced regionally. Both Morsek and Parker felt strongly that their label implies the apples are sourced and/or grown by Wilson Banner Ranch. Argona wants to find out what their label states and said that there is a fine line between customer knowledge and responsibility and asking all Vendors to share where all products are sourced is not fair when customers should take ownership. Morsek asked if she needs to amend the motion. Scott said he would restate the original motion. DePhelps said she appreciates that when there is the name of ranch or farm there is an assumption but is concerned to require something outside of policy. Parker said this is a larger conversation regarding policy but for this year they are following the current policy. Argona read the policy around labels and overall philosophy.

Scott amended the motion to permit Wilson Banner Ranch to bring cider despite not receiving a qualifying score at the re-jury and to require label or signage that they are made from locally sourced apples not entirely grown by them.

DePhelps motioned, Morsek seconded to accept cider as a value-added product from Wilson Banner Ranch and that staff encourages the Vendor to post a sign indicating where the apples are sourced from.

Roll Call Vote: Ayes: Unanimous. Nays: None. Abstentions: Hill.

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

Policies Subcommittee – Lawrence, Morsek, Parker

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, Rau, 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.

Parker tentative, DePhelps tentative, Bettge as backup.

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

Meeting adjourned at 5:32 p.m.

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.

