

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Agenda~

Amanda Argona
Staff Liaison

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

Tuesday, December 7, 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 November 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. 2022 Farmers Market Commission representation – (ACTION ITEM)

In an effort to provide the Commission with adequate notice on special meetings, events, and activities, staff has compiled a list of dates where the Commission's presence is requested:

Meetings

Thurs., Apr. 7 – Vendor Orientation

Events

Jul. 2 – Fourth of July Celebration Aug. 6 – Kick-off to National Farmers Market Week

Aug. 13 – National Farmers Market Week Celebration Oct. TBD – UI Homecoming Parade

Oct. 29 – Halloween Costume Contest TBD Dec. – Light up the Season Parade

Activities (RMAs, Merchandise Sales, Tabling, etc.)

Third Saturdays

May 21 Jun. 18 Jul. 16 Aug. 20 Sep. 17 Oct. 15

PROPOSED ACTIONS: Accept 2022 special dates and opportunities, or take other such action as deemed appropriate.

5. 2022 Craft & Food Juries – (ACTION ITEM)

Historically, three dates of have been selected for new and prospective Vendors, with a maximum of 15 participants per jury. An additional date is also selected for current vendors seeking to add products outside the scope of their normal offerings. Pending the number of Vendors returning from 2019, additional dates are to be selected for re-juries. The 1912 Center Great Room will host all needed juries and re-juries. Available dates and times are currently as follows:

Morning juries (judging 10 to 11:30 am)

- Wed., Feb. 23
- Fri., Feb 25
- Wed., Mar. 2
- Fri., Mar. 4
- Mon., Mar. 7
- Wed., Mar. 9
- Fri., Mar. 11

Afternoon juries (judging 4 to 5:30 pm)

- Wed., Feb. 23
- Fri., Feb 25
- Mon., Feb. 28
- Wed., Mar. 2
- Mon., Mar. 7
- Fri., Mar. 11

PROPOSED ACTIONS: Assign Craft & Food Jury subcommittee members or Commission members as judges for four juries/re-juries, or take other such action as deemed appropriate.

REPORTS

- 1. Craft & Food Re-Juries – Argona**
- 2. Policies Subcommittee – Parker, Lawrence, Argona**
- 3. 2021 Site Visits – DePhelps, Hill, Lawrence, Argona**

ANNOUNCEMENTS

1. Proposed Items for Future Agendas

Commission members may email Amanda Argona (aargona@ci.moscow.id.us) to propose future agenda items for discussion.

- Commission Officer Elections – January
- Policies Subcommittee report – January
- Alignment of Vendors and Products with current Production Location policy – January
- Annual Poster Contest timeline – January

2. Farmers Market Commission regular meeting January 4, 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

~Minutes~

Amanda Argona
Staff Liaison

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

Tuesday, November 2, 2021

4:00 PM

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

WELCOME AND ATTENDANCE

Meeting called to order at 4:02 p.m.

PRESENT: Jamie Hill (Chair), Kerry Morsek, Stu Scott, Jenny Parker, Jonathan Rau, Colette DePhelps, Sam Martinet

ABSENT: 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 aloud by Parker.

2. Approval of Farmers Market Commission September 8, 2021 Minutes (ACTION ITEM)

Scott moved, Rau seconded to approve the September 8, 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.

4. Farmers Market Commission Officer Nominations – (ACTION ITEM)

Commission members may nominate another member or self-nominate for the positions of Chair and Vice-Chair.

PROPOSED ACTIONS:

Open nominations, or take other such action as deemed appropriate.

DePhelps nominated Hill as Chair, Scott seconded.

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

DePhelps nominated Lawrence as Vice Chair, Parker seconded.

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

5. 2022 Farmers Market Commission regular meetings – (ACTION ITEM)

In an effort to meet quorum and reduce schedule conflicts, staff is requesting that the Commission review the 2022 meeting dates for currently known conflicts and to identify new dates for rescheduling as appropriate:

Jan. 4	Feb. 1	Mar. 1	Apr. 5	May 3	Jun. 7
Jul. 5	Aug. 2	Sep. 6	Oct. 4	Nov. 1	Dec. 6

Highlighted dates indicate staff schedule conflicts due to seasonal schedules. Suggested dates for these meetings include Wed., July 6 and Wed., September 7 pending room availability.

PROPOSED ACTIONS: Accept changes to 2022 regularly scheduled meetings, or take other such action as deemed appropriate.

Scott asked if this had been done before to provide dates and Argona said no

Scott moved, Rau seconded to approve the regular meeting dates for 2022.

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

6. Fall Craft & Food Re-Jury – (ACTION ITEM)

Dates and times for re-jurying current Vendors are as follows:

- **Sat., Nov. 13, 1:30 to 5:30 pm**
Judging to commence from 3 to 4:30 pm. Judges to be on-site before 3 pm.
Subcommittee members assigned: Scott
Commission members needed: 2
- **Mon., Nov. 15, 2:30 to 6:30 pm**
Judging to commence from 4 to 5:30 pm. Judges to be on-site before 4 pm.
Subcommittee members assigned: Scott, Martinet
Commission members needed: 1
- **Wed., Nov. 17, 8:30 am to 12:30 pm**
Judging to commence from 10 to 11:30 am. Judges to be on-site before 10 am.
Subcommittee members assigned: Scott, Martinet
Commission members needed: 1
- **Fri., Nov. 19**
Subcommittee members available are Martinet for 10 to 11:30 am judging and Scott for 4 to 5:30 pm judging. Two additional Commission members are needed to finalize timeline.

PROPOSED ACTIONS: Select Commission members to assist with the re-jury, or take other such action as deemed appropriate.

Argona requested for other Commission members to fill on the Craft and Food Re-juries due to scheduling conflicts. She said there are 31 vendors to re-jury for this session. Martinet volunteered for Sat., Nov. 13; DePhelps volunteered for Mon., Nov. 15 and the morning of Fri., Nov. 19; Parker volunteered for Sat., Nov. 13 and Wed., Nov. 17; Hill indicated she is available for the morning of Fri., Nov. 19. Due to availability, the Fri., Nov. 19 re-jury was scheduled for 10 to 11:30 a.m.

Scott moved, Rau seconded to approve the judges for the re-jury sessions.

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

7. Policies Subcommittee scope of work – (ACTION ITEM)

Each Fall, the Policies Subcommittee reviews current policies to ensure they are in alignment with Market operations. Current subcommittee members are Lawrence, Morsek, and Parker, all assigned to the subcommittee in 2021. The current items to be reviewed by this subcommittee include:

- Review of vendor production and location policy (page 11)
- Exploration of establishment of Agricultural Criteria
- Review of merchandise policy (page 16)
- Exploration of tardiness policy

Other items may be included in this year's review as determined by the Commission and staff.

PROPOSED ACTIONS: Accept the current bulleted list, or take other such action as deemed appropriate.

DePhelps asked if there is a policy prohibiting Vendors from attending the Market if their site visit reveals health concerns. Argona indicated that she discussed this with the Legal Department and the recommendations was to enhance the existing policy with clear language. DePhelps wants verbiage that site visits are not meant to be regulatory but if there is a concern, there needs to be freedom for management and the Commission to address it.

DePhelps would like the Policies Subcommittee to explore a sustainability policy for agricultural Vendors. She referenced a farm from a few years ago that had runoff issues into a nearby creek. The Handbook includes the USDA definition of sustainable practices on page seven. Argona asked DePhelps what is the desired outcome of a sustainability policy; is it to not allow an agricultural Vendor into the Market if they are not using sustainable practices, or is it for the Commission to be aware of for educational purposes to the public. DePhelps said this is what she wants to discuss because she's unsure the direction to go. Argona and DePhelps also discussed the cattle operation they visited where the cattle are taken off-site to a feedlot where they gain the bulk of their weight not under the management of the farmer. Morsek asked if additional verbiage be included under Site Visits. Hill said that sustainability practices may be added to the Agricultural Criteria, which the subcommittee is also including in their scope of work. Argona read Site Visit verbiage from the Handbook. Bettge said there needs to be something about "What is Sustainability?" to reduce confusion to Vendors and any applicable criteria needs to be clear. DePhelps said criteria may be derived from the questions asked of Agricultural Vendors in

Farmspread. Argona said the Site Visit document that is used may also serve as a “scorecard” for Agricultural Vendors, but also expressed hesitancy on requiring Vendors to register for the Market, attend Orientation, and host a Site Visit only to find out they don’t meet the criteria. Discussion ensued about the best way to establish criteria for Agricultural Vendors and how a process may be implemented. Hill re-read the current scope of work for the Policies Subcommittee to include review of Site Visits for inclusion of verbiage addressing public health concerns and sustainability practices.

DePhelps moved, Scott seconded the scope of work for the Policies Subcommittee.

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

REPORTS

1. What is Local?

DePhelps presented on the results from three dot surveys asking participants to define in terms of air miles what is local to them. The report is attached in the minutes.

2. Craft & Food Jury outreach

Morsek and Scott attended the Tuesday Community Market to meet prospective Vendors and answer their questions on the Craft and Food Jury process. Five to six prospective Vendors were provided with a scorecard based on their wares.

3. Halloween Costume Contest

Argona reported on this year’s Costume Contest. The judges suggested that additional youth categories be added for next year, as well as including a “best duo” category rather than just “best group”

ANNOUNCEMENTS

1. Proposed Items for Future Agendas

Commission members may email Amanda Argona (aargona@ci.moscow.id.us) to propose future agenda items for discussion.

- Policies Subcommittee report (Lawrence, Parker, Morsek) – December

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

ADJOURN

Prior to adjourning, Argona mentioned that Commission members with expiring terms for this year will receive a letter regarding their reappointment. She urges such Commission members to evaluate their availability so the Commission is best served.

Meeting adjourned at 5:17 p.m.

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MOSCOW FARMERS MARKET COMMISSION



2021 Craft & Food Report

As part of the Moscow Farmers Market Strategic Plan Major Challenge Area “Market Integrity Threatened by Lack of Clear Policies”, staff and the Commission set out to evaluate the current Market product mix and the selection and recruitment of new Vendors by refining the Craft & Food Jury process.

In 2019, the Craft & Food Jury subcommittee overhauled the current scorecard so that criteria aligned with the Market’s mission statement, core values, and philosophies, as well as simplifying the score structure and increasing the overall qualifying score that makes a Craft or Food Vendor eligible to participate in the Market (increase from 60% to 70%). These scorecards, one adapted for Hot/Prepared/Processed/Packaged Food Vendors and one for Artisan/Craft Vendors, were added to Appendix 6 of the 2020 Market Handbook. The 2020 Market Handbook was adopted by City Council on March 16, 2020. This was also the first year the scorecards were utilized during the Craft & Food Jury process for new and prospective Vendor. Unfortunately, due to the pandemic, only one in-person jury was held for four new Vendors, and one virtual jury was held for current Vendors looking to add new products for the 2020 season.

In 2020, staff brought to the Commission’s attention the lack and inconsistency of records for many current Craft and Food Vendors. With the overhaul of the Craft & Food Jury process, as well as the increase in the qualifying score to be eligible to participate, the majority of the Commission voted to re-jury all current Craft & Food Vendors and any products that fell into those categories. Vendors were notified in their 2020 end-of-season letter about the upcoming process, as well as provided the current scorecards and an FAQ.

In 2021, approximately 21 new Vendors and 46 current Vendors were evaluated through the new system. Of these, seven new Vendors and six current Vendors did not receive a qualifying score. New Vendors may request a re-jury, while current

MOSCOW FARMERS MARKET COMMISSION



Vendors are afforded a one-year grace period to make improvements in recognition of their historic tenure with the Market.

The following illustrates average qualifying scores per jury, percentage of Vendors in each scoring category, Vendor locations, etc.

Participants and Qualifying Scores											
	3/5	3/12	3/26	5/17	5/19	5/21	11/13	11/15	11/17	11/19	Total
Number of participants	3	4	15	8	4	6	10	6	8	4	68*
Number of participants with qualifying score	1	2	12	6	3	4	10	6	7	3	54* 80%
Average qualifying score	91%	81%	85%	79%	83%	79%	79%	84%	82%	85%	83% (avg.)
Participants with scores 90% and above	1	0	5	1	0	0	1	0	1	2	11* 16%
Participants with scores 89%-80%	0	1	3	1	2	2	3	6	3	1	22* 32%
Participants with scores 79%-70%	0	1	4	4	1	2	6	0	3	0	21* 31%
Participants with scores 69%-60%	0	1	0	2	1	2	0	0	1	1	8* 12%
Participants with scores below 60%	2	1	3	0	0	0	0	0	0	0	6* 9%

*accounts for any prospective Vendor that re-juried.

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Participants locations											
	3/5	3/12	3/26	5/17	5/19	5/21	11/13	11/15	11/17	11/19	Total
Idaho	2	2	9	5	2	3	6	5	7	4	45 66%
Washington	1	2	6	3	2	3	4	1	1	0	23 34%
Latah Co.	2	2	8	5	1	3	6	3	6	3	39 87%
Outside Latah Co.	0	0	1	0	1	0	0	2	1	1	6 13%
Whitman Co.	1	1	5	2	2	2	2	1	1	0	17 74%
Outside Whitman Co.	0	1	1	1	0	1	2	0	0	0	6 26%

The tables illustrate that the majority of those interested in our Market hail from Idaho, with the largest concentrations in Latah and Whitman counties. Of the participants subject to the Craft & Food Jury process, 80% received a qualifying score of 70% or higher. The average qualifying score in 2021 was 83%.