

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Minutes~

Amanda Argona
Staff Liaison

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

Tuesday, January 4, 2022

4:00 PM

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

WELCOME AND ATTENDANCE

Meeting started at 4:03 p.m.

MEMBERS: Jonathan Rau, Jamie Hill (Chair), Mackenzie Lawrence (Vice Chair), Colette DePhelps, Claire Friedrichsen, Kerry Morsek

ABSENT: Sam Martinet, Stu Scott, Jenny Parker

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.

Lawrence read the mission statement.

2. Approval of Farmers Market Commission December 7, 2021 Minutes (ACTION ITEM)

DePhelps moved to accept the minutes as presented; Rau seconded.

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 Elections (ACTION ITEM)

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

Hill and Lawrence were nominated for the positions of Chair and Vice-Chair respectively at the Nov. 2 meeting.

PROPOSED ACTIONS: Elect officers or take such other action as deemed appropriate.

DePhelps moved to accept the slate of nominations for 2022; Lawrence seconded.

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

5. Policies Subcommittee Report– Lawrence, Morsek, Parker and Argona

The Policies Subcommittee met on Fri., Dec. 17 to review revision proposals to the 2021 Vendor Handbook. 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:

- Becoming a Market Vendor Page 11. Item 4.
- How to Become an Approved Vendor Page xvi. Appendix 6
- Vendor Production and Location Rule Page 11. Item 2.
- Setup Page 18. Item 19.

The Subcommittee is proposing no revisions to the following policies:

- Vendor Merchandise Page 16. Item 4.
- Public Health Management Page 16. Item 5.

To accommodate the holiday travel season, Vendors have been notified to provide feedback by Mon., Jan. 31. The proposed revisions will be an action item for the Commission at the Feb. 1 meeting, and any Vendor feedback will be presented at this time. The Policies Subcommittee does not intend on meeting again before the February meeting unless discussion at today's meeting warrants it.

Hill asked if there are further changes to policies, will all of the changes be presented to Council? Argona indicated that upon approval, the Handbook will be revised and the entire Handbook will be presented to Council, with highlighted changes. Friedrichsen asked for clarification on the Vendor Product and Location Rule and the proposal to go from a 200 air mile radius to a county based approach. Argona explained that the proposal from the Policies Subcommittee is that no more than 25% of vendors would be permitted to attend from outside an unlisted county. DePhelps asked if the 200 air mile rule would also stay in place with this proposal. Argona said no. Hill asked for clarification on the 25%, and Argona said the 25% would be based on that season's roster. DePhelps expressed concern that this expanding the boundary to source Vendors instead of decreasing it. Argona said the Policies Subcommittee added language indicating preference for the listed counties and went on to state that currently 18% of Vendors are from unlisted counties. DePhelps voiced that even with a percentage cap, it's expanded how far vendors can travel to be a part of the Market. Hill asked DePhelps to share what would make sense to her. DePhelps said she wants to know the rationale for expanding the boundary. Argona indicated it was data-driven and invited other Policies Subcommittee members to speak. Morsek said that at some point the logistical demands are too high for attendance, along with the Market's other requirements. DePhelps stated that the Commission should not assume that there will be no interest to attend our Market just because the Market has not received applications or requests to attend. Argona asked if her experience in the position is enough to anecdotal evidence and DePhelps said no. Discussion ensued about members' hesitancy about allowing a percentage cap

without air miles. Morsek also offered that this policy change allowed for flexibility for Vendors who may be just outside the radius at 201 miles and who may be bringing something new and unique to Market versus a vendor at 150 miles who has some of the same goods that are already represented. DePhelps asked if the purpose of our Market was to be able to offer everything, like a grocery store, or reflect local wares. Due to time, Argona asked the group to look on page 11 of Appendix 6 to discuss the approval process, and she noted that the word mission statement needs to be added alongside values and philosophies. Discussion ensued about how best to implement timely site visits with the Market season for a pleasant, efficient process that is not over burdensome to Vendors. DePhelps and Argona both highlighted a new beef Vendor as an example of how this policy may affect a Vendor's future participation. DePhelps said under the Issues and Actions, there should be more clear verbiage that says if vendors aren't meeting requirements we need to say we're suspending until the Commission can discuss. Lawrence and Morsek also brought up the idea of adding more specific questions aimed at new agricultural Vendors to help with determining admittance to Market either through Farmspread or the Prospective Vendor form. DePhelps asked if there had been discussion about the new beef Vendor returning to the Market. Argona indicated that they have currently met the annual reporting requirement, and the next step would be to attend the Vendor Orientation to be eligible to attend Market this season. Hill suggested that since members were missing to discuss the Vendor Production and Location, an email be sent to those for review and or express concerns to changes. DePhelps asked what next month's meeting agenda will include. Hill said the Commission is expected to vote on the Policies Subcommittee recommendations to forward on to Council. DePhelps is in support of the proposed revision as long as 165 or 200 air mile limit is established with the 25% cap of sourcing Vendors.

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

The following timeline is proposed for this year's Moscow Farmers Market poster. Staff has budgeted \$500 for the art purchase contract of the final selected artwork, which will become property of the City of Moscow and welcomed into the City's Portable Art Collection. Selected artwork will become the focal point of the poster.

- Jan. – Call for artwork opens; artwork submitted through Submittable
- Feb. 23 – Submission deadline
- Mar. 1 – Farmers Market Commission selects finalists for public voting
- Mar. 4 – Public voting opens through Submittable
- Mar. 25 – Public voting closes
- Apr. 1 – Selected artwork and artist announced

Poster submission requirements are attached for the Commission to review.

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

Argona opened the topic for discussion, reminding the Commission this is the second year that only artwork will be required, rather than a completely designed poster. DePhelps wants to ensure contestants will not include all the Market information and only submit art; Argona indicated that the website and Submittable both reflect that change. Morsek asked should there be smaller margin requirements for a border to be added. Hill suggested providing our branding guidelines. Hill also suggested adding language that the artist may be required to assist with design process. Argona indicated that some of these items can be included as part of social media advertising and

added to the website for reference. She indicated that she would like to hold off on saying that the artist may be required to assist with the final design depending on the selected art.

Morsek motioned to approve the timeline; Friedrichsen seconded.

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

REPORTS

1. 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.

- 2022 Handbook Revisions – February
- FY23 FMC Budget – February/March

2. Farmers Market Commission regular meeting February 1, 2022 at Moscow City Hall in Council Chambers

ADJOURN

Meeting adjourned 5:37pm

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Minutes Approved On
February 1, 2022
Kelsey Manning
(Clerk Signature)