

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Minutes~

Amanda Argona
Staff Liaison

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

Tuesday, February 1, 2022

4:00 PM

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

WELCOME AND ATTENDANCE

Meeting started at 4:03 pm

MEMBERS: Jonathan Rau (virtual), Jamie Hill (Chair), Stu Scott, Sam Martinet, Jenny Parker (virtual), Kerry Morsek, Mackenzie Lawrence (Vice Chair), Colette DePhelps

ABSENT: Claire Friedrichsen

STAFF: Amanda Argona (Community Events Manager), Kelsey Manning (Human Resources Specialist), Lauren O’Laughlin (Administrative Specialist)

LIAISON: Hailey Lewis (virtual)

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.

Martinet read the mission statement aloud.

2. 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.

3. Approval of Farmers Market Commission January 4, 2022 Minutes (ACTION ITEM)

Martinet moved to accept the minutes as presented; Scott seconded.

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

4. 2022 Farmers Market Commission representation (ACTION ITEM) – Argona (10 mins.)

As a follow-up to the Dec. 7, 2021 meeting, staff has compiled a list of additional outreach activities for approval. Previously approved dates include the Thurs., Apr. 7 Vendor Orientation; Sat., Aug. 13 National Farmers Market Week Celebration (with merchandise sales); and Sat., Oct. 29 Halloween Costume. The Commission also approved participation in the October UI Homecoming Parade, which had a date of TBD listed. This date is confirmed as Sat., Oct. 1. Dates for approval are below. By approving these dates, the Commission agrees to be present and staff these activities.

- **Sat., May 14** – Commission tabling at Market to include hosting of 2022 Poster Artist and merchandise sales
- **Thurs., Jun. 16** – Opportunity for Commission tabling at 3rd Thursday Artwalk season finale to include hosting an art-themed activity (i.e. vegetable stamps)
- **Sat., Jun. 25** – Commission tabling at Market to include voting for America's Farmers Market Celebration and merchandise sales (i.e. discounts/free merch. for voting that day)
- **Sat., Jul. 30** – RMA
- **Sat., Aug. 20** – Opportunity for Commission tabling at Palousafest
- **Sat., Sep. 10** – RMA

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

Discussion ensued about members' availability and interest in the dates. Argona reminded the Commission that Vendor representatives are not expected to participate in these activities as they are typically held on Saturdays during Market hours. She also reminded the Commission that members do not need to be present for the entirety of events, but can commit to a few hours as schedules allow. Hill asked DePhelps if she's able to attend the RMA dates. DePhelps requested to move on RMA date and to have the September date tentative. She also indicated the importance of having the majority of the Commission present on both RMA dates due to the level of work involved. Lewis indicated she will these dates Council members to gauge their availability in assisting. The following dates and tentative members were announced as viable opportunities:

- May 14 – Hill, Lawrence, Martinet (2 hours)
- July 23 – DePhelps, Hill, Lawrence, Martinet, Morsek
- Aug 20 – In lieu of Commission members physically attending, it was decided the Commission will display resources at a shared table with the Moscow Chamber of Commerce + Visitor Center and Palouse-Clearwater Food Coalition.
- Sep 10 – Tentatively accepted

Martinet motioned to approve May 14, July 23, and September 10 for required Commission member participation. Hill seconded.

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

5. Conference opportunities (ACTION ITEM) – Argona (10 mins.)

There are two upcoming conferences available to the Commission to attend. The Commission has budgeted \$795 for this fiscal year for conference attendance opportunities that keep the Commission and Moscow Farmers Market up-to-date on trends, resources, education, etc.

The WSFMA Conference will again be virtual with the following schedule and rates:

- **Boot Camp** (\$100 for all three sessions or \$75 per session, plus fees)
 - Thurs., Feb. 3, 9:30 am to 12 pm
 - Thurs., Feb. 10, 9:30 am to 12 pm
 - Thurs., Feb. 17, 9:30 am to 12 pm (select one of six farmers market association presentations)
- **Conference** (\$150 for full conference or \$35 for Farm Vendor Day only, plus fees)
 - Wed., Feb. 23, 9 am to 1:30 pm
 - Thurs., Feb. 24, 9 am to 1:30 pm
 - Fri., Feb. 25, 9 am to 1:30 pm

The InTents Conference has the option for remote or in-person attendance in San Diego, CA from Mon., Mar. 7 to Wed., Mar. 9. The rates are as follows:

- **Learn and Grow** (\$345 for full, in-person conference, plus travel fees)
- **Listen and Learn** (\$195 for full, remote conference)

PROPOSED ACTIONS: Approve Commission members to attend either the WSFMA and/or InTents Conferences, or take other such action as deemed appropriate.

Argona indicated that the Boot Camp registration closed prior to this meeting and apologized for not bringing this opportunity to the Commission sooner. Lewis asked if the InTents Conference is more geared towards Vendors and small businesses rather than Farmers Markets, and if it made sense to offer this opportunity to Commission members. Argona indicated that she and Hill learned of the InTents Conference from a previous WSFMA Conference session where InTents organizers served as presenters, and that they host the Farmers Market Pros podcast. The desire to send a Commission member to this conference is to determine if there is valuable and applicable information and trends for the Moscow Farmers Market to prioritize future attendance. Argona said that Commission members are expected to report out on their attendance and share information that is useful for both the Market as an event and program and its Vendors. Lawrence asked if the presented expenses include travel and if this is attributed to the Commission's budget. Argona replied that conference and travel costs for a Commission member is expensed to the Commission's budget, while staff travel and conference registration costs are budgeted to a Travel and Meetings and Professional Development budget line items, respectively. Argona also indicated that staff is unavailable for the InTents Conference due to Craft & Food Jury scheduling. Parker is interested in the WSFMA Conference's Farm Vendor Day. DePhelps expressed concern that the budget is too low to cover all costs associated with travel to San Diego. Hill expressed interest in attending the InTents Conference in-person if possible rather than virtual. Argona said she will follow up with cost estimate for in-person travel.

Lawrence motioned approval for Parker to attend the WSFMA Farm Vendor Day and Hill to attend the InTents Conference virtually or in-person as the Commission's budget allows. DePhelps seconded.

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

6. 2022 Moscow Farmers Market Handbook revisions (ACTION ITEM) – (60 mins.)

The Policies Subcommittee met on Fri., Dec. 17 to review revision proposals to the 2022 Market Handbook. This subcommittee serves as the initial revisionists of the Handbook by suggesting and updating policies to ensure they are in line with Market operations. Per the requested follow-up, staff sent out an email asking for feedback from Commission members absent (Martinet, Parker, and Scott) at the Jan. 4, 2022 meeting. The Policies Subcommittee did not schedule future meetings.

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.

To accommodate the holiday travel season, Vendors were notified to provide feedback by Mon., Jan. 31, with an email reminder sent out on Fri., Jan. 14. Emails sent to the Community Events Manager were compiled into one document for the Commission to review.

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

Argona informed the Commission that five Vendors had responded to the questions via email, and that those emails are attached in the packet.

Hill called for comment on any of the proposed revisions. No comments were raised for the items of Becoming a Market Vendor or Setup.

Argona shared her screen to review the changes to How to Become an Approved Vendor. DePhelps proposed that Vendors appeal to the Community Events Manager in lieu of the Commission under Tier Eligibility. Argona indicated she is fine with the change but cautioned that once a decision is made that the Commission will have no recourse for action if they disagree. Hill said that the Commission should know about appeals as they arise in order for the Commission to best support Argona. Parker agreed, stating that being aware of a Vendor appeal allows current Vendors with similar experience the opportunity to reach out to the Vendor appealing. Scott also asked to know when appeals arise to support the Vendor regardless of the appeal outcome.

Argona asked about Smitchger's email and his concerns with the use of the word egregious. DePhelps indicated it is a legal word and expresses concerns in the intended way. DePhelps also brought up Smitchger's concerns regarding new farmers and available resources. She feels that additional resources may be provided at the Vendor Orientation and to highlight the Appendix of resources in the Market Handbook. DePhelps asked how will the Vendors know if their concerns were addressed. Argona indicated she can follow-up with Smitchger specifically to provide him details. The Commission approved of suggested edits.

Hill read proposed changes to Vendor Production and Location Rule. Lawrence asked to add the state differential after each county since there is an Adams County in both states. DePhelps stated she is in favor of the county approach, with the amendment that Vendors outside listed counties are still confined to a 200 air-mile radius and will not comprise more than 25% of Vendors in a Market season. Argona suggested if a radius is in place the county preference becomes arbitrary

and redundant. Argona suggested decreasing the air-mile radius to 165 air-miles with no addition of county specifications. Martinet asked for clarification on this suggestion. Argona stated a 165 air-mile radius encompasses all current and historically accepted vendors. Scott expressed support for decreasing the radius. Lewis asked how Lincoln County was included, but Spokane County was excluded despite both counties bordering Whitman County. Argona thanked her for pointing out the oversight and said Spokane County should be included. Lewis asked for examples of Vendors who live outside these areas may still attend Market. Argona listed a few examples of Vendors who have made their product in Pullman, but their permanent address is outside the 200 air-mile radius or they have a second residence in Moscow. Argona stated 13% of the current vendors operate in counties that do not border Latah or Whitman counties. Lewis mentioned her concern that Kootenai County is not listed despite it bordering Spokane County and its close proximity to Latah County. Lewis asked if we have turned away vendors with the current Vendor Production and Location policy. Argona stated a prospective vendor from Boise reached out and is not eligible to attend and referenced current number of requests their office has received as well as known locations of requesting individuals. Lewis asked for historical context as to why this specific policy was being reviewed. Argona replied that she was asked to review the policy and consider its merits to aligning with the Market's mission statement. Hill expressed that this has been an ongoing conversation within the Commission as well. Hill re-stated the current options for the proposal are to accept as presented, amend with DePhelps suggestion, amend to a 165 air-mile radius, or make no changes to the current policy. Lawrence expressed that if the group is leaning towards the 165 air-mile radius, it allows for the Policies subcommittee to explore the implementation of agricultural criteria similar to the Craft and Food Vendors. Discussion ensued about proposing multiple changes, the pros and cons of an air-mile radius only policy, and providing a good customer service experiences for Vendors both returning and new.

Martinet moved to accept the changes to Becoming a Market Vendor, How to Become an Approved Vendor, and Setup and to table the Vendor Production and Location Rule.

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

REPORTS

ANNOUNCEMENTS

1. Farmers Market Commission representation required Craft & Food Jury subcommittee

Mon., Feb. 28, 2022, 3:45 to 5:30 pm – Craft and Food Jury 1 (current Vendors)

Wed., Mar. 2, 2022, 9:45 to 11:30 am – Craft and Food Jury 2

Mon., Mar. 7, 2022, 3:45 to 5:30 pm – Craft and Food Jury 3

Wed., Mar. 9, 2022, 9:45 to 11:30 am – Craft and Food Jury 4

All Commission members

Thurs., Apr. 7, 2022, 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.

- Farmers Market Commission FY23 budget request – action item
- Moscow Farmers Market Poster art selection – action item
- 2021 Site Visit – report

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

ADJOURN

Meeting adjourned 5:32 pm

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