

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Agenda~

Amanda Argona
Staff Liaison

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

Wednesday, July 7, 2022

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 June 1, 2022 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. Rapid Market Assessments- Argona

The Commission voted to accept a Rapid Market Assessment as part of their scheduled activities for this year. The ideal number of volunteers needed to successfully implement an RMA are five dedicated clicker counters to click for ten-minute intervals on the hour and four individuals to monitor the dot posters and engage with the public for participation. Clicker counters will need to be at their station from 8-8:10 am; 9:10-9:20 am; 10:20-10:30 am; 11:30-11:40 am; 12:40-12:50 pm. Dot poster monitors preferably are available from 8 am – 1 pm, but may substitute for a two- and half-hour shift.

July 9

- Larson – 3rd & Main
- TBD – 4th & Fountain
- TBD – 4th & Playground
- Lawrence – 5th & Main
- Morsek – 6th & Main

July 23

- TBD – 3rd & Main
- TBD – 4th & Fountain

- TBD – 4th & Playground
- Hill – 5th & Main
- TBD– 6th & Main
- Lewis – Dot Poster
- Lawrence – Dot Poster
- TBD – Dot Poster
- TBD – Dot Poster

September 10

- TBD – 3rd & Main
- TBD – 4th & Fountain
- TBD – 4th & Playground
- Hill – 5th & Main
- TBD– 6th & Main
- Lawrence – Dot Poster
- Larson – Dot Poster
- K. Gutierrez – Dot Poster
- TBD – Dot Poster

REPORTS

- 1. Merchandise and Promotional Items – Argona and O’Laughlin**

ANNOUNCEMENTS

- 1. Farmers Market Commission representation required**

Sat., Jul. 9, 2022, 8 am to 1 pm – RMA (customer count only)

Sat., Jul. 23, 2022, 8 am to 1 pm – RMA at the Market

Sat., Aug. 13, 2022, 9 am to 12 pm – National Farmers Market Week Celebration (*Lawrence, +2 TBD*)

Sat., Sep. 10, 2022, 8 am to 1 pm – RMA at the Market

Sat., Oct. 29, 2022, TBD – Halloween Costume Contest (*DePhelps, Martinet, Parker*)

- 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 August 2, 2022 at Moscow City Hall in Council Chambers**

- 4. Farmers Market Commission Policies Subcommittee meeting 9 am, August 11, 2022 at Moscow City Hall in Mayor’s Conference Room**

- 5. Farmers Market Commission regular meetings and holiday weekends**

To avoid conflict with the adjustment to staff’s seasonal Market schedule, the following alternatives are being proposed for paid holidays observed on Mondays.

- a. September 5, 2022 moved to September 6, 2022**

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>

Wednesday, June 1, 2022

4:00 PM

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

WELCOME AND ATTENDANCE

The meeting was called to order at 4:01 pm.

MEMBERS: Jamie Hill (Chair), Mackenzie Lawrence (Vice Chair), Kerry Morsek, Jonathan Rau, Josh Larson, Stu Scott

ABSENT: Colette DePhelps, Jenny Parker, Sam Martinet

OTHERS: Hailey Lewis (City Council Liaison), Amanda Argona (Community Events Manager), Lauren O’Laughlin (Community Events 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 May 3, 2022 Minutes (ACTION ITEM)

Scott moved to approved the minutes, Lawrence seconded.

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

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

No public comment offered.

4. Rapid Market Assessment sign-ups - Argona

The Commission voted to accept a Rapid Market Assessment as part of their scheduled activities for this year. The ideal number of volunteers needed to successfully implement an RMA are five dedicated clicker counters to click for ten-minute intervals on the hour and four individuals to monitor the dot posters and engage with the public for participation. Clicker counters will need to be at their station from 8-8:10 am; 9:10-9:20 am; 10:20-10:30 am; 11:30-11:40 am; 12:40-12:50 pm. Dot poster monitors preferably are available from 8 am – 1 pm, but may substitute for a two- and half-hour shift

July 9th – Customer count only

Larson – 3rd & Main
TBD – 4th & Fountain
TBD – 4th & Playground
Lawrence – 5th & Main
Morsek – 6th & Main

July 23rd – RMA

TBD – 3rd & Main
TBD – 4th & Fountain
TBD – 4th & Playground
Hill – 5th & Main
TBD – 6th & Main
Lewis – Dot Poster

Lawrence – Dot Poster
TBD – Dot Poster
TBD – Dot Poster

September 10th – RMA

TBD – 3rd & Main
TBD – 4th & Fountain
TBD – 4th & Playground
Hill – 5th & Main
TBD – 6th & Main
Lawrence – Dot Poster
Larson – Dot Poster
TBD – Dot Poster
TBD – Dot Poster

Lawrence mentioned that Steve Peterson at University of Idaho agreed to do an economic analysis of the Market.

5. Merchandise and Promotional Items (ACTION ITEM) – DePhelps, Martinet, Scott, and Argona

The Branding Subcommittee met on Thu., April 28 (all present) and May 19 (Hill absent) to discuss the first round of merchandise purchasing, with a focus on quality and cost, as well as conscientious sourcing and manufacturing of aprons, bags, and drinkware. Several options from local, regional, and North American based companies were presented, with the members selecting three reusable bag options for the Commission to consider for merchandise sales, and two apron options to consider for Commission members.

PROPOSED ACTIONS: Select one item to be purchased for the purposes of selling as merchandise or take other action deemed appropriate. Determine apron purchase(s) using the Commission's budget or take other action deemed appropriate.

Scott gave an overview of the subcommittee's meeting goals which focused on local sourcing/support of local businesses, sustainable products, good quality for price. He also mentioned the desire to begin with a simple item that doesn't have too many different styles or sizing, unlike shirts. Lawrence asked about the difference in pricing between one color and six colors in regards to the tote bags. Argona explained that six colors are the maximum number that may be replicated by the company, which is also the maximum number of colors reflected in the wagon program graphic. Argona mentioned that for price alone, a two-color option is ideal.

Scott moved to authorize staff to purchase the embroidered aprons in the shorter style using Commission funds and according to the remaining budget. Rau seconded.
Roll Call Vote: Ayes: Unanimous. Nays: None. Abstentions: None. Motioned carried.

Commission members turned their attention to the purchasing of tote bags. Scott stated the commission went with tote bags because of their versatility without preferencing one Vendor type over another. Lawrence and Hill mentioned their preference for shopping bags with flat bottoms to maintain product integrity.

Scott pointed out that the sample tote bag provided by Ethical Swag bag has a much smaller area for the program graphic to be printed onto and that he is in favor of the other sample bag provided by ArtBeat as these bags will also serve to advertise the Market.

Morsek moved to have staff order the bag sample as provided by ArtBeat with either a one- or two-color program graphic printed on the bags, with quantity to be determined by budget. Larson seconded.

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

Discussion ensued about availability of leftover funds. Argona reminded the Commission that while sales made from the tote bags will remain in a revolving fund, the budget itself is not revolving. Staff hopes to have merchandise available by July Commission meeting. Discussion ensued about whether staff is to include the actual bag sales price as an action item or a report for the July meeting. Members were generally in favor of a July report. Scott ended the discussion with two final thoughts which is the matter of whether or not Idaho sales tax will be included, and keeping the determined sales price as a round number. Argona indicated that as a government entity, sales tax is not required.

REPORTS

1. Policies Subcommittee – Lawrence, Morsek, Parker, and Argona

Lawrence gave an overview of the policies subcommittee meeting, specifically how to capitalize more on the prospective vendor inquiry form. Ideas included adding language that stated product gaps in the Market. Argona also added in reviewing the policies that one of the core philosophies simply restates the current location policy and that there is an opportunity to change this to reflect a preference for Vendors within Latah and Whitman counties. She also indicated that the current philosophy regarding fifty percent of Vendors be agriculturally based will never be reached based on the Vendor roster, but that it is currently achieved in the Market footprint and that may be another opportunity for editing. Argona also mentioned a previous suggestion by DePhelps to add in the word “regional” to the mission statement.

ANNOUNCEMENTS

1. Farmers Market Commission representation required

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Sat., Oct. 29, 2022, TBD – Halloween Costume Contest (**DePhelps, Martinet, Parker**)

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 July 6, 2022 at Moscow City Hall in Council Chambers

4. Farmers Market Commission Policies Subcommittee meeting 9 am, August 11, 2022 at Moscow City Hall in Mayor’s Conference Room

5. Farmers Market Commission regular meetings and holiday weekends

To avoid conflict with the adjustment to staff's seasonal Market schedule, the following alternatives are being proposed for paid holidays observed on Mondays.

- a. September 5, 2022 moved to September 6, 2022**

ADJOURN

The meeting adjourned at 4:49 pm.

DRAFT

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Merchandise and Promotional Materials report

Vendor	Item	Unit price	Quantity purchased	Total purchase	Remaining budget	Sale price	Estimated profit
ArtBeat Inc.	B110 Tote Bag in natural w/ two-color design and 11" handle	\$9.84	150	\$1,476.00	\$24.00	\$25.00 (\$15.16 mark-up)	\$2,274.00
Little Moose Prints	A510 Port Authority Apron in stone w/pouch pockets, medium length, and one-color, 4" design	\$22.80 (includes one-time logo fee)	25	\$570.00	\$96.31	\$35 (\$12.20 mark-up) \$40 (\$17.20 mark-up)	\$550.00 \$680.00

Moscow Farmers Market
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ARTBEAT
ELECTRONIC SCREENS • STATIONERY • PROMOTION
ArtBeatInc.com
800-578-2328

PROOF 2 6.27.2022



☐ APPROVED
☒ CHANGES
DATE

DESIGN DETAILS	COLORS USED
Approx. Print Size: 11 inches Placement: Side Garment: 100% Cotton Short Sleeve Tee Shirt Color: Natural	☒ Black ☒ 40% Grey

NOTE: Current artwork or illustrations shown are approximate and will vary in final design used for items or prints. Design to see actual color resolution of the colors indicated. Placement and proportions of designs to garments as shown are approximate and will vary somewhat by garment size. For more information, please contact us at 800.578.2328 or ArtBeatInc.com/contact. Thank you for letting us serve you!

