

# MOSCOW FARMERS MARKET COMMISSION



Jamie Hill  
Chair

~Minutes~

Amanda Argona  
Staff Liaison

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

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**Wednesday, June 1, 2022**

**4:00 PM**

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

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## **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 9<sup>th</sup> – Customer count only**

Larson – 3<sup>rd</sup> & Main  
TBD – 4<sup>th</sup> & Fountain  
TBD – 4<sup>th</sup> & Playground  
Lawrence – 5<sup>th</sup> & Main  
Morsek – 6<sup>th</sup> & Main

**July 23<sup>rd</sup> – RMA**

TBD – 3<sup>rd</sup> & Main  
TBD – 4<sup>th</sup> & Fountain  
TBD – 4<sup>th</sup> & Playground  
Hill – 5<sup>th</sup> & Main  
Morsek – 6<sup>th</sup> & Main  
Lewis – Dot Poster

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

**September 10<sup>th</sup> – RMA**

TBD – 3<sup>rd</sup> & Main  
TBD – 4<sup>th</sup> & Fountain  
TBD – 4<sup>th</sup> & Playground  
Hill – 5<sup>th</sup> & Main  
TBD – 6<sup>th</sup> & 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

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 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.

