

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Minutes~

Amanda Argona
Staff Liaison

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

Tuesday, August 2, 2022

4:00 PM

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

WELCOME AND ATTENDANCE

The meeting was called to order at 4:12 pm.

MEMBERS: Jamie Hill (Chair, 4:22 pm), Mackenzie Lawrence (Vice Chair), Kerry Morsek, Stu Scott, Colette DePhelps, Josh Larson, Sandra Kelly (City Council Liaison)

ABSENT: Jenny Parker, Sam Martinet, Jonathan Rau

STAFF: Amanda Argona (Community Events Manager), Lauren O'Laughlin (Community Events Administrative Specialist)

GUESTS: Cody Riddle (Deputy City Supervisor), Matt Gillis (Welch-Comer), Courtney Kramer (Welch-Comer)

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.

Vice-chair Lawrence lead the meeting due to Chair Hill's delayed attendance and requested that Morsek read the mission statement. Morsek read the mission statement.

2. Approval of Farmers Market Commission July 7, 2022 Minutes (ACTION ITEM)

Scott motioned to approved the minutes as presented, Larson seconded. *Chair Hill arrived after roll call vote and therefore is not reflected in the abstentions.*

Roll Call Vote: Ayes: Lawrence, Morsek, Scott, DePhelps, Larson. Nays: None. Abstentions: None. Motioned 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.

None offered.

4. National Farmers Market Week Celebration (ACTION ITEM) – Argona

This year's local National Farmers Market Week Celebration will take place on August 13 at the Moscow Farmers Market. The following activities have been identified to take place, with the number of individuals from the Commission needed. Staff will be responsible for set-up of the event, including soliciting donations and purchasing items for four prize baskets (The Gardener, The Cook, The Artist, and The Local), as well as supplying all other equipment, merchandise, costumes, etc.

- Merchandise sales, 2 Commission members (cash & check; credit card TBD)
- Prize basket and ticket entry monitoring, 1 Commission member
- Self-directed, free giveaways table (ISDA Idaho Preferred bags with posters, temporary tattoos, stickers, etc.)
- Event emcee, 1 Commission member

Timeline for the event:

- 9 am – Emcee announcing event and opening of merchandise sales
- 9:15 am – Emcee announcement
- 9:30 am – Emcee announcement
- 9:45 am – Emcee announcement
- 10 am – Tickets no longer accepted for prize baskets and Veggie Shimmy Dance Party begins
- 10:30 am – Veggie Shimmy Dance Party ends and prize drawing begins
- 11 am – Official end of event

Commission member Lawrence has volunteered for this event, with a minimum of three other Commission members needed. Staff will issue a press release pending the Commission's approval and create an event on the Market's Facebook page.

PROPOSED ACTIONS: Approve National Farmers Market Week activities and timeline and identify Commission members to assist, or take other such action as deemed appropriate.

Larson, Lawrence, and Kelly indicated availability for the local National Farmers Market Week Celebration. DePhelps, Hill, and Morsek, said they are unavailable. Parker, Rau, and Scott are exempt from participation due to their Vendor responsibilities.

Hill motioned to approve the plan as presented by staff, DePhelps seconded.

Roll Call Vote: Ayes: Lawrence, Morsek, Scott, DePhelps, Larson, Hill. Nays: None.
Abstentions: None. Motioned carried.

5. Downtown Streetscape Project – Argona, Riddle, and guests (45-60 mins.)

The City of Moscow is embarking on the Downtown Streetscape Project which seeks to update the look and feel of downtown Moscow. Deputy City Supervisor Cody Riddle was invited, along with individuals from the Welch-Comer team, to provide updates and feedback on this project to the Farmers Market Commission due to the Commission's stakeholder position with the Moscow Farmers Market. This is a question and answer opportunity for the Commission to understand scope and expectations of the project, as well as its impact to the Market and for the Commission to consider how such impacts may affect normal aspects of Market operations such as Vendor recruitment and retention (Craft & Food Juries), temporary relocations (if any), etc.

Deputy City Supervisor Cody Riddle and Welch-Comer Construction representatives Matt Gillis and Courtney Kramer presented on the Downtown Streetscape Project.

Scott expressed his desire to see increased parking downtown. DePhelps mentioned that 10,000 people come to the Market each Saturday, which is a great case study for parking. There was a suggestion to ask “How did you get to the Market today?” Or “How far away did you park” at the next RMA in September. Morsek indicated that asking people at the Market does miss the folks who didn’t come to the Market in the first place because of lack of parking.

Lawrence wants to see speakers throughout the downtown corridor for music, announcements, and in the event of emergencies.

Gillis asked if a WIFI hotspot would be useful at Market, and if there are any safety concerns walking through the downtown corridor. The Commission said yes to both. Argona indicated that the Market has several tripping hazards that staff block off or set cones around each week.

Hill inquired about the colorful streetscapes—how does this affect the businesses that have already decorated or enhanced the sidewalks in front of their stores? Gillis replied that those modifications would be preserved where possible, but that generally those decisions are much farther off in the project scope.

DePhelps mentioned that the curbs define where the booths at Market are with little flexibility which creates a challenge for the businesses. Indicated that she would like to see more flexibility with Market layout.

Scott mentioned that often storm water can’t get around the cement sidewalk pushouts to get to the drains in their current placements.

Hill expressed a desire to see the final project be adaptable to many events. Examples include having removable bollards and replacing the fountain with something that has year-round applications.

The Commission thanked the guests for their time and efforts and are looking forward to the project developments and outcomes.

REPORTS

1. Rapid Market Assessment feedback – DePhelps

DePhelps gave a report on the Rapid Market Assessments this season.

DePhelps suggested that the Market remove the question of merchandise spending from the September RMA because two spending questions are already present. DePhelps further suggested that the Commission consider whether the current prices of the bags are fair and accessible.

The Commission engaged in discussion around parking, transportation, and/or carpooling questions at the next RMA. DePhelps mentioned that the data would change by the hour, which would be useful.

Argona announced that the September 10th RMA has several volunteer sign ups already. Lawrence mentioned that participants were very interested in and supportive of the July RMA.

ANNOUNCEMENTS

1. Farmers Market Commission representation required

Sat., Aug. 13, 2022, 9 am to 12 pm – National Farmers Market Week Celebration (*Lawrence, Larson, +1*)

Tue., Sep. 6, 2022, 7 pm – Annual Citizen Commission report to City Council (*Hill, Lawrence*)

Sat., Sep. 10, 2022, 8 am to 1 pm – RMA at the Market (*DePhelps, Lawrence, Hill, Larson, Martinet*)

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

Homecoming is scheduled for Saturday, October 1st.

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 September 7, 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 6, 2022 moved to September 7, 2022

ADJOURN

The meeting adjourned at 5:36 pm.

Minutes Approved On
SEP -7 2022
Dorene Howard
Clerk/Deputy Signature