

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Chair

~Minutes~

Amanda Argona
Staff Liaison

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

Wednesday, September 7, 2022

4:00 PM

Council Chambers
206 E. Third St.

The meeting was called to order at 4:00 pm.

PRESENT: Colette DePhelps; MacKenzie Lawrence, Vice Chair; Kerry Morsek (arrived at 4:03 pm); Jenny Parker; Jonathan Rau; Stuart Scott

STAFF: Amanda Argona; Donna Howard; Hailey Lewis (arrived at 4:07 pm).

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 invited Scott to read the mission statement. Scott read the mission statement aloud.

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

Scott moved to approve the minutes as presented. DePhelps seconded. Roll Call Vote: Ayes: Unanimous. Nays: None. Motion carried.

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

No public comment provided.

4. Rapid Market Assessment

The Commission voted to accept a Rapid Market Assessment (RMA) 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.

Eight Washington State University students have registered to volunteer for the event on GivePulse and will be provided the Zoom training: Adame, D.; Caliva, M.; Ecklund, I.; Lagondino, K.; Lee, R.; Manalo, I.; Quizon, C.; Sischo, C. The assignments are as follows:

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

Lawrence invited Argona to open the RMA discussion. DePhelps asked for clarification of the check-in process.

Morsek arrived at 4:03 pm.

Discussion ensued about scheduled tasks and whether enough volunteers will be present for the day. Argona stated that she will emphasize to volunteers to watch the training video.

Lewis arrived at 4:07 pm.

Commission members discussed which questions will be included on the September RMA. Argona reminded the Commission about last month's meeting on the City's Downtown Streetscape Design Study and a desire to include a transportation question for Market customers. The goal is to determine how people arrive to Market and whether individuals use alternate modes of transportation for crowded events. This question can also provide insight to staff on how the effectiveness of the Bicycle Benefits program. DePhelps recommended accepting specific answers to allow a complete assessment. Answer choices may include walking, riding bike, e-bikes, scooters, e-scooters, own scooter vs. a rented scooter, used public transportation, single household carpool, multiple family carpool, etc. Lewis asked about e-scooter deployment and Argona said that events will be able to implement a geofence around the event boundary to prevent individuals from riding them.

5. Halloween Costume Contest (ACTION ITEM) – Argona, DePhelps, Martinet, and Parker

This will be the third annual costume contest to celebrate the final day of the 2022 season. Previous contests have been held in a self-directed manner, with this as the first in-person contest. As such, a format, schedule, and other event amenities must be determined.

PROPOSED ACTIONS: Determine the format of the 2022 Halloween Costume Contest, or take other such action as deemed appropriate.

Lawrence opened the discussion. Argona ran through a few scenarios for the Commission's consideration, including inviting last year's winner to judge this year's contest. DePhelps and Parker suggested adding more categories, including homemade vs. store bought costumes. Lawrence recommended having the contestants list the name or theme of their costume to avoid the judges having to guess what the contestant dressed up as. Argona said that similar to last year, photo backdrops will be available, and three Commission members will be present to judge. She suggested having an additional Commission member emcee the contest rather than a staff member. DePhelps recommended not requiring the contestants be present to win, taking their photo as part of the entry and notifying the winners by phone call, text or email. She also suggested increasing the categories further than adult or youth. Argona asked the Commission to consider categories or other amenities for the Costume Contest for discussion at the October meeting that at the next meeting.

DePhelps moved to have staff take a photo of each contestant, with an emcee introducing contestants to the judges between 9 am and 12 pm on Sat. Oct. 29, with contestants not needing to be present to win. Scott seconded. Roll Call Vote: Ayes: Unanimous. Nays: None. Motion carried.

REPORTS

ANNOUNCEMENTS

1. Farmers Market Commission representation required

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*)

Argona will email a reminder regarding the details of RMA.

2. Proposed Items for Future Agendas

Commission members may email Amanda Argona (aargona@ci.moscow.id.us) to propose future agenda items for discussion. She currently has future items as costume contest categories and the judging rubric. DePhelps would like to review assignment of subcommittees. Scott would like an update on bag sales. DePhelps asked for a report on how the merchandise sales were for national Farmers Market celebration. Lewis added that the University of Idaho will help with a large email push to spread the word about the voting for Moscow in America's Farmers Market Celebration Contest.

3. Farmers Market Commission regular meeting October 4, 2022 at Moscow City Hall in Council Chambers

The meeting was adjourned at 4:35 pm.

