

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair
fmc@ci.moscow.id.us

Regular Meeting
~Minutes~

Amanda Argona
Staff Liaison
208-883-7132

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

Tuesday
December 6, 2022

4:00 PM

Council Chambers
206 E. 3rd St.

Meeting called to order at 4:00 pm

WELCOME AND ATTENDANCE

MEMBERS: Jamie Hill (Chair), Samantha Martinet; Jonathan Rau; McKenzie Lawrence (Vice Chair), Stuart Scott; Jenny Parker, Colette DePhelps (4:04 pm), Kerry Morsek (4:04 pm)

ABSENT: Joshua Larson

STAFF: Amanda Argona (Community Events Manager), Laura Perrigo (Administrative Specialist), Hailey Lewis (Councilmember, arrived at 4:26 pm)

GUESTS: Kassie Smith (Future Farmers Market Commission Member)

REGULAR AGENDA

1. Mission of the Moscow Farmers Market

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.

Chair Hill requested that Scott read the Mission Statement aloud due to this meeting being his final attendance as a Commission member.

Hill introduced Kassie Smith to the Commission as the new Crafts Vendor representative. Argona shared that in addition to Smith, Gerardo Alvarez of Patty's Mexican Kitchen will be joining as the new Specialty Food Vendor representative, and that this is also Rau's last meeting.

2. Approval of Farmers Market Commission November 1, 2022 Minutes (ACTION ITEM)

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PROPOSED ACTIONS: Approve minutes, amend minutes, or take such other action deemed appropriate.

Scott moved to approve minutes. Lawrence seconded.

Roll Call Vote: Ayes: Hill, Scott, DePhelps, Morsek, Lawrence, Rau, Parker.
Nays: None. Abstentions: Martinet. Motion 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 city of residence for the record and limit your remarks to three (3) minutes.

No public comment provided.

4. 50th Anniversary Project – Hill, DePhelps, Argona

Staff has compiled a list of actions previously taken in regards to an oral history project in service to the Moscow Farmers Market 50th anniversary. The Commission has requested for the project to remain a standing agenda item until further notice.

Argona produced a compilation of work previously completed on the 50th Anniversary Project. She shared with the Commission that the motivation for this project began with the previous Market Manager Daniel Stewart at the behest of losing longtime resident and Market supporter Linda Pall. Included in the archived notes was a proposal to include a companion table book with stories and recipes relevant to the history of the farmers market. DePhelps spoke on contacts to reach out to who helped organize the start of the Moscow Farmers Market and cited Robin Ohlgren as a potential resource to help develop that list. Argona suggested that interviews of key individuals during the off season might allow a more diligent and focused approach versus the previous Market Side Chats that took place during Market at the Moscow Chamber of Commerce + Visitor Center. Hill suggested that as the original folks on the subcommittee, her, DePhelps, and Argona meet to organize an action plan.

5. FY23 Farmers Market Commission budget (ACTION ITEM) – Hill

The Commission has \$2,000 available for conference attendance and outreach materials. Funds are available until September 30, 2023.

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Conferences available for Commission attendance include:

- Washington State Farmers Market Association, Feb. 23 – 25, Leavenworth, WA
 - \$600-\$900 in estimated expenses
- InTents Farmers Market Pros, Mar. 5 – 9, San Diego, CA
 - \$1,500-\$2,000 in estimated expenses

PROPOSED ACTIONS: Select conference to attend, or take such other action deemed appropriate.

Hill presented the conference options to the Commission. Lawrence requested clarification with Argona on the budget. Argona explained how the budget has been previously used for tabling materials and giveaways as well as conference attendance. She commented that some outreach materials are low. DePhelps proposed sending two commission members to the Washington State Farmers Market Association conference. Lawrence also approved of this idea based on cost comparison of the two conference. Discussion ensued about additional tabling opportunities and how it seems unlikely there will be additional tabling outside of the Market.

DePhelps moved to send two commission members to the Washington State Farmers Market Association conference. Martinet seconded.

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

Lewis arrived at 4:26 pm; Rau left meeting at 4:29 pm.

6. Community Events Manager report (ACTION ITEM) – Argona

Report covers:

- 2022 merchandise sales total and paid sales tax
- 2022 annual gross sales reporting per item 12 on page 22 of the Market Handbook
- 2023 scope of work for the Commission

PROPOSED ACTIONS: Accept entire report, accept portions of the report, or take such other action deemed appropriate.

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Argona presented the total amount in merchandise sales, as well as tax paid, sales reporting numbers, and disqualified Vendors. This year's sales reporting showed an increase in the number of Vendors using Farmspread to report. Discussion ensued about greater economic impact of the Market to Moscow and how gross sales compared from 2022 to 2021. DePhelps asked for staff to compile a five year graph of sales reporting. Parker interested to know more about SNAP/EBT sales and if they are tracked in Farmspread. Argona said that she will need to check to see if that is an item she can add for reporting, but that she is relying on data from Backyard Harvest as they are contracted for SNAP/EBT services. She has also reached out to Washington State contacts for WIC and SFMNP redemption rates.

The Commission reviewed the 2023 Scope of Work for Commission, DePhelps requested that farm visits be added.

DePhelps moved to approve all aspects of the Community Events Manger report. Morsek seconded.

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

REPORTS

1. Rapid Market Assessments – DePhelps

DePhelps presented the remaining RMA results on merchandise and transportation. Out of the 1,300 responses regarding merchandise: 39% of respondents indicated they weren't interested; 29% were in favor of reusable bags; 13% t-shirts; 10% stickers; 3% aprons; 3% insulated cup; and 2% were write-in. Discussion ensued about having an online storefront to avoid inventory storage and over-buying, in addition to whether an online storefront is in conflict with prioritizing local business partnerships.

Out of the 1,681 responses regarding transportation to the Market: 40% of respondents carpool with 2 or more individuals from the same household; 22% carpool from multiple households; 21% walk to Market; 13% are a single individual who use their car; and 2% bike/e-bike to Market.

2. Policy Subcommittee – Larson, Lawrence, Morsek, Parker, Argona

Argona shared updates on proposed changes for the 2023 Handbook:

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- Philosophies would be incorporated in to Core Values.
- Eligibility for Tier 3 Vendors to receive parental leave and/or sabbatical.
- Inclusion of the word “regional” in the mission statement of the Market.
- Stating that Youth Vendors are eligible to receive penalties, as this was previously unclear.

Argona asked the Commission to comment on the direction of the Policies Subcommittee work to ensure they were headed in the right direction. The Commission generally agreed there were no issues with the subcommittee’s scope of work. DePhelps requested to keep the word “local”, in addition to adding “regional” in the mission statement.

ANNOUNCEMENTS

1. Proposed Items for Future Agendas

Commission members may email Amanda Argona (aargona@ci.moscow.id.us) to propose future agenda items for discussion.

- Proposed revisions to 2023 Handbook
- Chair and Vice-Chair nominations and elections

2. Farmers Market Commission regular meeting January 3, 2023 at Moscow City Hall in Council Chambers

Morsek indicated she will not be present at the January meeting.

ADJOURN

Meeting adjourned at 5:20 pm.

