

MOSCOW FARMERS MARKET COMMISSION



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

Regular Meeting
~Agenda~

Amanda Argona
Staff Liaison
208-883-7132

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

Tuesday
March 7, 2023

4:00 PM

Council Chambers
206 E. 3rd St.

WELCOME AND ATTENDANCE

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.

2. Approval of Farmers Market Commission February 7, 2023 Minutes (ACTION ITEM)

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

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.

4. 2023 Moscow Farmers Market Poster artwork selection (ACTION ITEM)

The 2023 poster artwork submission period closed on Wed., Feb. 22. Commission members were provided the opportunity to view all qualifying submissions prior to the March meeting and score submissions using a pre-determined rubric.

Staff reviewed the Commission members' rubrics and is presenting the top finalists for public voting consideration. No more than five finalists may be selected for public voting, which opens Fri., Mar. 10 and closes Fri., Mar. 31.

PROPOSED ACTIONS: Select finalists for public voting, or take such other action as deemed appropriate.

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REPORTS

1. **2021-2023 Poster artwork data**

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.

- WSFMA Conference report (April)
- 2023 Site Visits (April/May)
- Downtown Streetscape Project update (April/May)
- Strategic Plan update (April/May)

2. **Farmers Market Commission regular meeting April 4, 2023 at Moscow City Hall in Council Chambers**

ADJOURN

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Meeting called to order at 4:03 pm

WELCOME AND ATTENDANCE

MEMBERS: Gerardo Alvarez, Jaimie Hill (Chair), Kerry Morsek, Collette DePhelps, Mckenzie Lawrence (Vice Chair), Josh Larson (arrived 4:10 pm)

ABSENT: Maureen Laflin, Jenny Parker, Kassie Smith, Samantha Martinet

STAFF: Amanda Argona (Community Events Manager), Laura Perrigo (Administrative Specialist), Julia Parker (Councilmember), Cody Riddle (Deputy City Supervisor)

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Hill invited Alvarez to introduce himself before asking Lawrence to read the mission statement. Lawrence read the mission statement aloud.

2. Approval of Farmers Market Commission January 3, 2023 Minutes (ACTION ITEM)

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

DePhelps moved to approve January minutes. Lawrence seconded.

Roll Call Vote: Ayes: Hill, DePhelps, Lawrence Nays: None

Abstentions: Morsek, Alvarez

Motion carried. Larson arrived at 4:10 pm.

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

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Argona sought clarification from commission members on text in artwork submissions for the Market poster. Commission agreed text can be present as part of the art piece as long as it does not mimic the time, place, location text that will be added to the final poster.

4. 2023 Moscow Farmers Market Handbook revisions (ACTION ITEM)

The Policies Subcommittee held five meetings between Oct. 18 and Dec. 13, 2022 to review revision proposals to the 2023 Market Handbook. This subcommittee serves as the initial revisionists of the Handbook by suggesting and updating policies to ensure they are in line with Market operations. The Subcommittee reported on finalized proposed revisions to the Commission at the Jan. 3, 2023 meeting:

- Mission Statement, Core Values, and Philosophies Page 6.
- Youth Vendors Page 10.
- Market Vendor Space Page 14. Item 5. Sub-item b.
- Market Fees Page 16. Item. Sub-item b. Tier Packages i. Tier 3

Vendors were notified of proposed changes via the following methods:

- Monthly email sent on Fri., Jan. 11
- 2023 Welcome Packet mailed out on Fri., Jan. 13
- Youth Vendor email sent on Thu., Jan. 26
- Reminder email sent on Mon., Jan 30

All notices included the date of Mon., Feb. 6 as the final date to provide feedback. Any emails received by the Community Events Manager were to be compiled into one document for the Commission to review.

PROPOSED ACTIONS: Accept revisions, or take such other action as deemed appropriate.

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Argona highlighted Market Vendor comments on proposed changes to the Handbook, including a question on how the fifty percent (50%) of Market spaces assigned to Agricultural Vendors may affect Non-Agricultural Vendors. Feedback from parents of Youth Vendors indicate they were in favor of the changes made. Argona and Lawrence agreed the penalty verbiage should be moved to the opening paragraph of the Youth Vendor section.

Lawrence moved to accept the changes for the 2023 Market Handbook for Council's consideration. Morsek seconded.

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

5. Commission Budget Request FY24 (ACTION ITEM)

The Commission is provided a budget line item each year. For fiscal year 2023, the Commission was granted \$2,500 of which \$951.64 will be available after WSFMA lodging and registration is accounted for. Allocated monies are available for Commission projects. A history of the Commission's budget and actuals is available for review:

- FY22 - \$2,000 budget; \$1,391.80 actuals (70%)
- FY21 - \$1,620 budget; \$608.20 actuals (38%)
- FY20 - \$2,000 budget; \$1,364.11 actuals (68%)
- FY19 - \$500 budget; \$130 actuals (26%)
- FY18 - \$1,000 budget; \$47.80 actuals (4%)

PROPOSED ACTIONS: Accept and submit drafted FY24 budget request memo or take other action as deemed appropriate.

Hill presented the 2024 budget request and summarized the remainder of this year's budget. Argona proposed next year's budget to be increased to \$3,500 mostly due to rising costs for transportation to conference. DePhelps agreed with the increase in budget.

Morsek moved to accept budget request. Larson seconded.

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

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6. 2023 Vendor Rosters and Inquiries – Argona

Updates on and guidance for the Adult, Youth, and Performance Vendor rosters and Prospective Vendor inquiries.

Argona reviewed the unfinalized roster with the Commission, noting that there are several Vendors requesting to move up in Tiers and graduating from half space to full space assignments. She is working with a new Agricultural Vendor to utilize the request for Tier 3 in their first season policy that was developed last year. Lawrence commented that there should be confirmation of the new Agricultural Vendor's products being produced within the 200-air mile radius in order for the products to be brought to Market if they are not established in Latah County by the time the Market opens. Argona continued with the roster, which also includes several returning vendors requesting to add products to their booths. Argona announced Living Soil Microfarms, Mela, and Pauseabilities are not returning for the 2023 season citing retirement from Market and employee retention reasons.

Argona requested feedback on a new product offering from an Agricultural Vendor to determine if the product was subject to the jury process or not. The Commission reviewed the ingredients list and concluded the new product classifies as an agricultural value-added product and will not need to be juried.

Argona shared that her office has received over one-hundred (100) Prospective Vendor Inquiries and that all three of the Craft & Food Juries were almost full. Councilmember Parker asked if the Farmers Market needs to expand. Argona provided insight and believes the timing of returning Agricultural Vendors, as well as time-off from Vendors throughout the Market season, keeps the waitlist pretty low; any Vendors waitlisted one week receive priority consideration for space assignments at their next requesting date.

Discussion ensued around Youth Vendors guidelines and what items can be accepted; several individuals asked about the pop-its that were sold last year. Argona stated that while the Youth Vendor program is meant to mimic the requirements for adult Vendors, there is room for more discretion. The pop-its were supposedly designed by the children via a design program, and staff has stressed to the parents that some component, like a keychain, had to be handmade. This particular Youth Vendor and their parents struggled with several

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Market policies including being on-time and having the child sell the products. The Commission agreed the child should be making and selling their product and pop-its did not qualify.

Argona asked for the Commission's feedback and perspective on the current Market layout. She referenced eliminating the walk-through between spaces 18 and 20 based on Patty's Mexican Kitchen and Humbleburger's food trailers.

Alvarez asks about electricity and if there will be more locations in 2023. Alvarez stated his concerns about multiple Vendors with electricity requirements being on one circuit. This has caused outages in past seasons. Electricity use will continue to be the same for the 2023 season, but the Downtown Streetscape Project will change electricity access in the future. Riddle provided feedback on the project timeline. Lawrence believes we should start communicating about the proposed changes due to the project. Discussion continued around accepting new Vendors via 2024 Craft & Food Juries. Hill and Lawrence feel the Market should accept new Vendors in 2024 but clearly communicate any adjustments to the Market to accommodate construction. Argona would like to make it an action item on a future agenda so there is a clear message to current and new Vendors and shoppers about the Market being under construction.

7. 2023 Farmers Market Commission calendar – Argona

An annual overview of Commission projects, tasks, and involvement.

Argona reviewed current dates and subcommittee attendance and assignments, stating that the Crafts/Artisan and Specialty Food Vendor representatives typically served on the Craft & Food Jury subcommittee. Argona requested for other commission members to be back up jurors if any subcommittee members were not available; a follow up email will be sent out to confirm judges for each Jury.

Hill and Lawrence discussed if the Market Poster signing should be on the same weekend as University of Idaho graduation. Some of the commission members have conflicting commitments. The Commission quickly discussed rapid market assessments dates and confirmed those dates work.

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

- Selection of finalists' artwork for 2023 Poster (March)

DePhelps and Lawrence will be gone for March meeting.

2. Farmers Market Commission regular meeting March 7, 2023 at Moscow City Hall in Council Chambers

Meeting adjourned at 5:03 pm

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