

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
April 4, 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 March 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 selection recap – Argona

The voting period for this year's poster art ended on Fri., Mar. 31 at 8 a.m. After a three (3) week voting period, over 1,246 votes were collected.

- Klingler, M. – 173
- Foutch, K. – 189
- Lopez de Boie, P. – 218
- Barmore, L. – 249
- **Schmidt, W. – 428**

Attached for the Commission's review is a report on artist submissions, outreach, and voting.

REPORTS

1. WSFMA Conference – DePhelps, Lawrence, Argona

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206 E. 3rd St.

2. Budget report – Argona

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.

- 2023 Site Visits (May)
- Downtown Streetscape Project update (May)
- Strategic Plan update (May)

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

ADJOURN

NOTICE: It is the policy of the City of Moscow that all City-sponsored public meetings and events are accessible to all people. If you need assistance in participating in this meeting or event due to a disability under the ADA, please contact the City's ADA Coordinator by phone at (208) 883-7600, TDD (208) 883-7019, or by email at adacoordinator@ci.moscow.id.us at least 48 hours prior to the scheduled meeting or event to request an accommodation. The City of Moscow is committed to ensuring that all reasonable accommodation requests are fulfilled.

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair
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Regular Meeting
~Minutes~

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.

Meeting called to order at 4:12 pm

WELCOME AND ATTENDANCE

PRESENT: Jamie Hill (Chair), Kerry Morsek, Jenny Parker, Kassie Smith, Samantha Martinet (arrived at 4:11 pm)

ABSENT: Joshua Larson, Mackenzie Lawrence, Gerardo Alvarez, Collette DePhelps

STAFF: Amanda Argona (Community Events Manager), Laura Perrigo (Community Events Specialists), Maureen Laflin (Councilmember)

REGULAR AGENDA

1. Mission of the Moscow Farmers Market

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Mission statement was not read out loud do to time constraints.

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.

Martinet moved to approve minutes as presented. Morsek Seconded.

Roll Call Vote: Ayes: Unanimous Nays: None Abstentions: None
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 was made.

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.

Argona presented the gallery with the top five submissions selected by The Commission for the 2023 Moscow Farmer Market Poster.

The Commission discussed the five finalists amongst themselves. After review the commission agreed to replace one of the top five with another submission. Even though the artwork was ranked high, it was agreed, due to space constraints, the readability of the required poster text would be too difficult. All present commission members approved of the artwork to be the replacement.

Martinet moved to approve the top five selected poster submissions. Smith seconded it.

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

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)

Argona and Hill discussed Farmers Market Strategic Plan being updated soon.

Argona announced a first year Agricultural Vendor would like to start as a Tier 3 Vendor. Per policy she has followed protocol and gathered necessary paperwork for request. Decision is made by Moscow Farmers Market Manager and as of now Vendor has been approved. Argona will notify the Vendor this week. Poultry products may not be able to come to market pending on Idaho Public Health approval.

The Commission gave positive feedback on decision. Parker and Argona discussed the Agricultural Vendor screening process and to revisit the score cards.

Increase in Tier 3 requests this year. Farmers Market is becoming more competitive. Morsek and Commission members discuss the Market's re-jury process. Discussion continued on the future of the Farmers Market.

The Commission discussed Craft & Food Jury and the judging process along with past Craft & Food Juries.

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

ADJOURN

Meeting adjourned at 4:54 pm

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Location	2023	2022	2021
Moscow	17	20	20
Deary	0	0	1
Kendrick	1	0	0
Potlatch	1	1	1
Troy	0	1	0
Viola	0	1	0
Colfax	0	0	1
Pullman	3	2	4
Boise	0	0	1
Coeur d'Alene	0	0	1
Lewiston	2	0	0
	24	25	29

Student	2023	2022	2021
University of Idaho	2	5	4
New Saint Andrews College	0	0	0
Washington State University	2	0	0
Lewis-Clark State College	1	0	1
	5	5	5

Outreach	2023	2022	2021
Social Media (FB/IG)			11
Social Media – City FB		1	
Social Media – City IG	6	5	
Social Media – Market FB	3	1	
Website	3	1	4
Word of Mouth	4	7	5
E-newsletter (City, MCOC+VC)	7	7	1
Print (newspaper, Utility Billing, Home & Harvest, flyer)	1	1	7
Other		3	1

Votes	2023	2022	2021
Total	1,246	972	1,004
Mar. 10 & 11	61%		
Week of Mar. 12	26%		
Week of Mar. 19	9%		
Week of Mar. 26	4%		

	2013E	2014E	2015E	2016E	2017E	2018A	2019A	2020A	2021A	2022A	2023A	AVG
Personnel	\$102,394	\$106,663	\$105,814	\$107,150	\$101,515	\$58,587	\$96,188	\$ 100,035	\$104,065	\$93,843	TBD	\$97,625
Programming Costs	\$15,020	\$12,073	\$12,437	\$10,119	\$16,468	\$23,890	\$26,895	\$ 12,164	\$13,330	\$25,355		\$16,775
Commodity/Service Costs	\$9,904	\$8,114	\$8,061	\$7,842	\$12,025	\$16,802	\$16,157	\$25,970	\$20,997	\$17,336		\$14,321
Total Market Costs	\$127,318	\$126,850	\$126,312	\$125,111	\$130,008	\$99,278	\$139,240	\$ 138,169	\$138,392	\$136,534		\$128,721
Vendor Fee Revenue	\$33,476	\$39,148	\$44,610	\$46,602	\$46,138	\$51,888	\$54,720	\$21,422	\$39,188	\$52,672		\$42,986
Merchandise										\$425		
General Fund Support	\$93,842	\$87,702	\$81,702	\$78,509	\$83,870	\$47,391	\$84,520	\$116,747	\$99,204	\$83,437		\$85,692
Vendor Percentage	26%	31%	35%	37%	35%	52%	39%	16%	28%	39%		34%
City Percentage	74%	69%	65%	63%	65%	48%	61%	84%	72%	61%		66%
Average Fee Increases	0%	3%	0%	5%	0%	New Tier schedule in effect	0%	0%	0%	2.1%		1%

	2018B	2019B	2020B	2021B	2022B	2023B	2024B	AVG
Personnel	\$78,698	\$66,988	\$110,973	\$109,182	\$110,970	\$117,253	\$130,946	\$102,054
Programming Costs	\$20,420	\$36,650	\$24,575	\$21,430	\$27,120	\$35,855	\$36,125	\$25,764
Commodity/Service Costs	\$17,540	\$17,444	\$21,300	\$21,964	\$18,860	\$17,852	\$16,860	\$18,447
Total Market Costs	\$116,658	\$121,082	\$156,848	\$152,576	\$156,950	\$170,960	\$183,931	\$146,265
Vendor Fee Revenue	\$55,500	\$55,500	\$55,500	\$55,500	\$55,500	\$58,000	\$56,000	\$52,635
Merchandise								
General Fund Support	\$61,158	\$65,582	\$101,348	\$97,076	\$101,450	\$112,960	\$127,931	\$93,584
Vendor Percentage	48%	46%	35%	36%	35%	34%	30%	37%
City Percentage	52%	54%	65%	64%	65%	66%	70%	63%
Average Fee Increases	New Tier schedule in effect	0%	0%	0%	2.1%	3%	3%	1%

	2018 B v. A	2019 B v. A	2020 B v. A	2021 B v. A	2022 B v. A	2023 B v. A	
Total Market Costs	\$ 116,658.40	\$ 99,278.28	\$ 121,082.00	\$ 139,240.00	\$ 156,848.00	\$ 100,035.00	\$ 152,576.00
Vendor Fee Revenue	\$ 55,500.00	\$ 51,888.00	\$ 55,500.00	\$ 54,720.00	\$ 55,500.00	\$ 21,422.00	\$ 55,500.00
General Fund Support	\$ 61,158.00	\$ 47,391.00	\$ 65,582.00	\$ 84,520.00	\$ 101,348.00	\$ 116,747.00	\$ 97,076.00
Vendor Percentage	48%	52%	46%	39%	35%	16%	36%
City Percentage	52%	48%	54%	61%	65%	84%	64%