

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
August 1, 2023

4:00 PM

Council Chambers
206 E. 3rd St.

Meeting called to order at 4:03 pm

WELCOME AND ATTENDANCE

MEMBERS: Jamie Hill (Chair), Colette DePhelps, Gerardo Alvarez, Samantha Martinet, Mackenzie Lawrence (Vice Chair), Joshua Larson, Kerry Morsek (4:04 pm)

ABSENT: Jenny Parker, Kassie Smith

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

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 local and regional 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 read the mission statement out loud.

2. Approval of Farmers Market Commission July 5, 2023 Minutes (ACTION ITEM)

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

Larson moved to approve minutes as presented; Alvarez seconded.

Roll Call vote: Ayes: Unanimous. Nays: None. Abstentions: None. Motion Carried.

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

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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.

4. WSFMA Conference Report – Lawrence, DePhelps, Argona

The Commission voted to send available members to conferences relevant to Moscow Farmers Market operations and based on available Commission budget. Two Commission members attended the Washington State Farmers Market Association Conference in February 2023, allowing greater coverage of conference offerings.

This report is a summary of the conference and ideas for the Commission to consider in regards to strategic planning, Commission member training, etc.

Lawrence and DePhelps shared their notes and feedback on attending the conference. Ideas for the Commission to consider included: roles of each Commission member, time commitment expected from Commission members, and improving the onboarding experience when new members are appointed.

DePhelps felt the Commission may benefit from its own handbook. Inclusion of items in the Commission handbook would be some of the items briefly discussed, the Market's Strategic Plan, Market policies, etc.

Lawrence discussed the need for basic training around policies, and a possible cheat sheet on Commission terminology.

Discussion continued around member responsibilities and roles. DePhelps advised officer nominations be brought to Argona first prior to nominees voted on at a Commission meeting. This allows time for nominated members to accept or decline their nomination.

DePhelps suggested subcommittees have a process on how to bring matters to the entire Commission so information is accurately disseminated and decisions can be made with a clear explanation. This was mostly in reference to the Site Visit subcommittee. Discussion

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ensued around subcommittee responsibilities and communication between the subcommittees and the Commission.

DePhelps opened up the dialogue around a session at the conference that centered on climate impact, climate change, how it can impact growers, and implications for our Market specifically. Cited examples included needing more shade as temperature rise and protocol for poor air quality.

Hill noted other markets have air quality and temperature thresholds for closures. Argona stated the Market's current policy to determine a closure is based on reviewing the Air Quality Index from the Environmental Protection Agency and National Oceanic Atmospheric Administration. Discussion ensued about whether City leadership has established thresholds for all aspects of City operations. If such protocols were adopted, then the Market wouldn't need to develop its own protocol.

5. Biennial Commission Survey (ACTION ITEM) – Argona

City Administration has requested that Commissions review their history of questions that have been included on previous Citizen and Commission surveys, and determine vision and goals for utilizing this survey tool.

Each Commission is being asked to submit up to five questions to be considered for inclusion on the upcoming Commission survey by the end of August 2023. Questions are to be rated from most important to least important by the Commission in case not all questions can be included on the survey. Historically, the Farmers Market Commission has asked between three and four questions that are logic dependent.

PROPOSED ACTIONS: Review attached history of questions and select up to five questions for consideration with appropriate rating of importance; or take such other action as deemed appropriate.

Argona reviewed the Commission survey history. Argona asked the Commission to propose questions for the next Commission survey.

Members discussed different options for the first question. Morsek questioned if the information from the survey holds any value for the Commission. Lawrence felt an

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appropriate question 1 is “Do you feel the Market is an important part of the community?”. Martinet proposed “Why do you come to the Market?”, stating that this can help guide City staff in operating the Market. Lawrence proposed that including a Rapid Market Assessment (RMA) question may be interesting for consistency and comparison. DePhelps proposed the RMA question, “How much do people feel they spend at the Market?”.

Hill indicated preference for, “What’s your number one reason for coming to Market?”. DePhelps wanted to bring attention to and ask questions around sustainable and humane practices of the Vendors. DePhelps has a survey layout that could ask how important each attribute is to the respondent.

Discussion ensued about which questions are best for the survey, and what action, if any, might be taken from the responses, or guide Market operations. Martinet asked what data the Commission might receive from this survey that isn’t already collected from the RMAs.

Argona proposed asking a question around the Market’s animal policy. Discussion ensued about the current animal policy, education about Americans with Disabilities Act (ADA) Service Dogs, and other options for staff to implement rather than including a question about this policy on the survey.

DePhelps pivoted the conversation and suggested asking a question around the Market’s upcoming 50th anniversary. Commission members asked if they can have an extension to decide on the questions. Argona explained that the survey is expected to be prepared and mailed out sometime in September and she has been directed by City Administration to have the Commission propose up to five questions for inclusion. The two questions that resonated the most with Commission members were, “Did you attend the Market in this last year?” for consistency and “What type of 50th anniversary activities would like to see/participate in?”. Argona consented to Commission members emailing their ideas for the 50th anniversary survey question by a given deadline.

Lawrence moved for Commission members to provide feedback to Argona via email on the following questions: “Have you attended Market?” and “What events would you like to see at the 50th Anniversary?”. Martinet seconded.

Roll call vote: Ayes: Unanimous. Nays: None. Abstentions: None. Motion Carried.

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6. 2023-2024 Subcommittee assignments (ACTION ITEM)

The Farmers Market Commission has several subcommittees to support the work of the Commission and mission of the Moscow Farmers Market.

- Active subcommittees include: Policy, Craft & Food Jury, and Site Visit
- Inactive subcommittees include: Branding
- Dissolved subcommittees: Fees

Attached are current assignments. To avoid violating Idaho's Public Meeting Law, subcommittees will have no more than four Commission members assigned at a given time. Scope of work for active subcommittees is as follows:

- **Policy Subcommittee** – Schedule standing meetings for September-January to review 2023 Market Handbook for proposed changes.
- **Craft & Food Jury Subcommittee** – Determine dates and available judges for March 2024.
- **Site Visit Subcommittee** – Determine availability for spring/summer 2024 site visits. Determine availability for fall 2024 site visits for producers with site visits older than three years.

Argona reviewed active subcommittees and their purposes. Commission members can choose to stay on their current subcommittee, ask to be removed, and/or join another. Lawrence suggested that DePhelps be considered for the Policy Subcommittee as this was Lawrence's last meeting.

DePhelps requested to join the Policy Subcommittee and be removed from the Branding Subcommittee, which is currently inactive. Alvarez requested to join the Site Visit Subcommittee. No other requests were made regarding current assignments, removals, or additions.

Morsek asked about adding a subcommittee, and the process around it. Argona responded this would be the best time to add a subcommittee.

DePhelps moved to create a Commission Handbook Subcommittee, and to elect members in the next Commission meeting. Morsek seconded.

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Roll call vote: Ayes: Unanimous. Nays: None. Abstentions: None. Motion carried.

Lawrence moved to assign DePhelps to the Policy Subcommittee, remove DePhelps from the Branding Subcommittee, and assign Alvarez to the Site Visit Subcommittee. Larson seconded.

Roll call vote: Ayes: Unanimous. Nays: None. Abstentions: None. Motion carried.

REPORTS

1. Community Events Manager report – Argona

Argona presented items for Commission consideration to ensure consistency and alignment with Market policies.

Request from Bald Butte Lavender Farm to bring food items that feature lavender in them (cookies and lemonade). Argona is seeking direction from the Commission on whether these products qualify as a Value-Added Agricultural product. If yes, then the Vendor is permitted to bring them. If not, then Argona will provide information to the Vendor on the 2024 Craft & Food Jury process. Martinet suggested all baked goods go through a Craft & Food Jury to maintain Market standards. DePhelps expressed that if the lavender is the signature ingredient in the food item and it is grown by the Vendor, it should be considered a Value-Added product and not be subject to a Craft & Food Jury. General consensus was to allow the Vendor to bring the product to Market with the understanding that they may be subject to the Craft & Food Jury process for next season.

Argona shared that new Vendor Bitterroot Botanicals of Idaho was initially categorized as a Value-Added Agricultural Vendor and subject to a Site Visit. Argona and Hill visited the commercial kitchen the Vendor uses, and learned more about their sourcing, which takes place on both public and private property (including their own). Both felt that based on the information shared by the Vendor, Bitterroot Botanicals should be qualified as a Craft & Food Vendor, and subject to the jury process. Hill and Argona indicated this information to the Vendor, to which they were amenable. DePhelps referenced Idaho Jams, who has similar sourcing practices, and suggested the Vendor be exempted from the Jury process to maintain consistency. It became clear that further clarification and review of the Value-

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Added Agricultural definition needs to be reviewed by the Policy Subcommittee for clarity and consistency.

Argona received a request from a Vendor who lives in Pullman during the summer months, but lives outside of the Market's 200-air mile radius for the remainder of the year.

She cited two similar circumstances and the consensus the Commission reached for each one: a) the Vendor Lil' Monster Plushies lives outside the 200-air mile radius, but that they make their items in Pullman and only sell at the Moscow Farmers Market; this was satisfactory for the Commission and considered in alignment with Market policies; b) the Vendor Simon Tate Impressions lived outside the 200-air mile radius, but owned a home in Moscow and their items could not be guaranteed to be made within the 200 air-mile radius; this was not satisfactory for the Commission and considered not in alignment with Market policies.

The Commission concluded that unless the products are made within the 200-air mile radius, the Vendor does not meet the Market's basic eligibility requirements.

Argona reviewed the last item which was the consideration of single-use water bottles to be sold by Vendors, especially given extreme temperatures during the summer. She indicated she would like the Policies Subcommittee to review this policy, with the caveat that it does have the potential to add more waste at Market.

Argona reported on the Commission's budget, which was estimated to be \$600 to \$300 remaining after purchases for upcoming tabling. DePhelps would like to discuss merchandise purchases in a future meeting.

ANNOUNCEMENTS

1. Farmers Market Commission representation required

- **Aug. 12, 9 to 11 am – National Farmers Market Week Celebration**
Minimum of three Commission members to assist with emceeing, engagement, and prize drawing.
Confirmed: J. Hill, J. Larson, S. Martinet
- **Aug. 26, 7:45 am to 1 pm – RMA Customer count**
Minimum of five Commission members and/or volunteers.

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Confirmed: J. Larson, C. DePhelps, S. Martinet

Unavailable: J. Hill, K. Morsek

- **Sep. 5, 7 pm – Annual Citizen Commission report to Council**
- **Sep. 30, 7:45 am to 1 pm – RMA Customer count**
Minimum of five Commission members and/or volunteers.
- **Oct. 21 7:45 am to 1 pm – RMA Customer count**
Minimum of five Commission members and/or volunteers.
- **Oct. 28, 9 am to 12 pm (contest)– Halloween Costume Contest**
Minimum of four Commission members to assist with emceeing and judging. Two to three additional volunteers to be recruited for check-in.

2. Proposed Items for Future Agendas

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

- FY23 Budget
- Strategic Plan update
- Downtown Streetscape Project update
- Community Events Manager leave

3. Farmers Market Commission regular meeting **Wednesday September 6, 2023 at Moscow City Hall in Council Chambers.**

Meeting adjourned at 5:40 pm.



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