

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 5, 2024

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 6, 2024 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. 2024 Moscow Farmers Market Poster artwork selection (ACTION ITEM)

The 2024 poster artwork submission period closed on Wed., Feb. 21. 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. 8 and closes Fri., Mar. 29.

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

5. Citizen Survey (ACTION ITEM)

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The City of Moscow sent out its biennial Citizen Survey featuring questions from all City Commissions. The Farmers Market Commission asked questions based on the Market's upcoming 50th anniversary to assist in guiding proposed activities to celebrate this milestone.

PROPOSED ACTIONS: Review results and select activities to focus on for 50th anniversary, or take such other action as deemed appropriate.

6. Regards to Rural Conference (ACTION ITEM)

Staff has been made aware of the Regards to Rural Conference offered by Rural Development Initiatives. The Conference website states that, "Regards to Rural is a unique event for community members and leaders throughout the Pacific Northwest and beyond to discuss rural priorities, explore innovative economic models, obtain tools to make change in communities, and inspire action to help pave the way to rural vitality." This year's conference, held Apr. 19-20 in Kennewick, WA, is offering sessions on diversity, resilience, economic development and more via the downtown/Main Street lens.

Chair Hill is planning on attending the conference as a Lightcast employee, but believes the conference sessions are applicable to our Market as an incubator for economic development.

She is requesting travel per diem for fuel expenses to attend and also represent the Commission at the Conference. The City reimburses mileage on personal vehicles at a rate of .67 per mile; estimated expenses are \$201. The Commission currently has an estimated \$353 remaining in their budget for FY24.

PROPOSED ACTIONS: Approve Chair Hill's request to attend Conference and represent the Commission with travel reimbursement pending funds, or take such other action as deemed appropriate.

REPORTS

1. Community Events Manager report

ANNOUNCEMENTS

1. Proposed Items for Future Agendas

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

- **2024 Site Visits**
- **2024 Poster Artwork report**
- **WSFMA & InTents Conference reports**
- **Future RMA schedule proposal**

2. Upcoming Deadlines and Subcommittee meetings

- ~~Wed., Feb. 21 – Poster artwork submissions due~~
- ~~Wed., Feb. 23 – Registration closes for Craft & Food Jury 1~~
- ~~Fri., Mar. 1 – Craft & Food Jury 1 held 9 am to 12 pm~~
- ~~Fri., Mar. 1 – Registration closes for Craft & Food Jury 2~~
- Fri., Mar. 8 – Public voting opens for Market Poster artwork at 8 am
- Fri., Mar. 8 – Craft & Food Jury 2 held 9 am to 12 pm
- Mon., Mar. 11 – Registration closes for Craft & Food Jury 3
- Mon., Mar. 18 – Craft & Food Jury 3 held 3 pm to 6 pm
- Fri., Mar. 29 – Public voting closes for Market Poster artwork at 8 am
- Thu., Apr. 4 – Vendor Orientation

3. Farmers Market Commission regular meeting April 2, 2024 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.

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Tuesday
February 6, 2024

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Council Chambers
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Meeting was called to order at 4:10 pm.

WELCOME AND ATTENDANCE

MEMBERS: Josh Larson (Vice-Chair), JT Manning, Jaimie Hill (Chair), Gerardo Alvarez, Colette DePhelps, Kassie Smith

ABSENT: Samantha Martinet, Phillip Blankenship

STAFF: Laura Perrigo (Administrative Specialist), Amanda Argona (Community Events Manager), Julia Parker (Councilmember)

PUBLIC: Jenny Parker (current Vendor and former 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.

Hill read the mission statement out loud.

2. Approval of Farmers Market Commission January 9, 2024 Minutes (ACTION ITEM)

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

JT moved to approve the January minutes. Smith seconded.

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

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

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No public comment was made.

4. 2024 Moscow Farmers Market Handbook revisions (ACTION ITEM)

The Policies Subcommittee held three meetings between Sep. 13 and Dec. 13 2023 to review revisions proposals to the 2024 Market Handbook. This subcommittee serves as the initial revisionists of the Handbook by suggesting and updating policies to ensure they align with Market operations. The Subcommittee reported on finalized proposed revisions to the Commission at the Jan. 9 meeting:

Vendors were notified of proposed changes via the following methods:

- Monthly email sent on Fri., Jan. 12
- 2024 Welcome Letter mailed out on Wed., Jan. 17
- Reminder email sent on Mon., Jan. 22

All notices included the date of Fri., Feb. 2 as the final date to provide feedback. Received emails were compiled for Commission review.

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

Hill began the discussion on the Handbook review and Argona presented Vendor feedback from Texas Ridge Farm and Viola Gardens on the proposed inclusion of “align with regenerative principles” and how this concept is still vague and not well understood. Both Vendors expressed concerns in their feedback about implications for beginning and start-up farm operations.

DePhelps clarified the meaning behind the term indicating “regenerative principles” focuses on soil health. Both DePhelps and former Commission member Jenny Parker, suggested adding “regenerative principles” to the Definition of Terms page in the 2025 Handbook. DePhelps proposed changing “align with regenerative principles,” to “build soil health.” The Commission agreed, with general consensus that this and other terms included

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in the revision do not restrict farmers acceptance into the Market but helps confirm they are in alignment with the Market's mission statement and core values.

DePhelps moved to modify the current section of the Agriculture Vendor definition statement, "align with regenerative principles", by replacing it with, "build soil health". Smith seconded.

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

DePhelps moved to approve the rest of the revisions as presented. Manning seconded it.

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

5. Commission Budget Request FY25 (ACTION ITEM)

The Commission is provided a budget line item each year. For fiscal year 2024, the Commission was granted \$3,500 to be primarily spent on educational opportunities for members. Below is a history of the Commission's budget and actuals.

- FY24 - \$3,500 budget; estimate 100%
- FY23 - \$2,500 budget; \$2,146.54 actuals (85%)
- 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 FY25 budget request memo or take other action as deemed appropriate.

Argona presented the draft budget proposal to increase the Commission's budget from \$3,500 to \$5,500 for FY25. The increase reflects potential inflation for conference travel by Commission members. Discussion ensued about how the Commission has spent funds in support of the Market and how staff oversees fiscal responsibility for conference and travel expenses.

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Larson moved to approve the requested FY25 Commission budget. Alvarez seconded.

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

6. Commission Subcommittee assignments (ACTION ITEM)

The Commission has three regular subcommittees that conduct additional work outside of monthly meetings. The Commission has also expressed interest in creating a Commission onboarding process and 50th anniversary celebration. Special projects such as these may be conducted through the addition of new subcommittees, or may be conducted through regular monthly meetings with the entire Commission.

Attached are current subcommittees, assigned members, and the year they were assigned. Subcommittees are assigned no more than four Commission members to comply with Idaho Open Meeting Law.

PROPOSED ACTIONS: Assign members to subcommittees or take other action as deemed appropriate.

Hill went over the current active and inactive subcommittees. DePhelps, Hill, and Argona agreed the Branding subcommittee needs to be reactivated in support of the upcoming Market's 50th anniversary.

Manning and Alvarez requested to be assigned to the Policies subcommittee; DePhelps would like to step down from Policies subcommittee. No other changes were made to the subcommittee as presented in the packet.

No changes were made to the Craft & Food Jury subcommittee assignments.

Pending Blankenship's interest, Hill would like to step down from the Site Visit subcommittee. No other changes were made to the subcommittee as presented in the packet.

With the Branding subcommittee being reactivated for the 50th Anniversary, Smith, Manning, and Hill would like to join this subcommittee.

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Smith reminded the Commission the idea of an Onboarding subcommittee to create a guidebook for new Commission members. Smith and Hill agreed to be a part of the subcommittee and encourages a new member to join.

Smith moved to accept the subcommittees as discussed and assigned. Larson seconded.

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

REPORTS

1. Community Events Manager report

After receiving an inquiry from a franchised organization about joining the Market, Argona suggested that the Commission consider a policy review around Vendor qualifications in 2025. Alvarez is interested in the Commission redefining the definition of Hot & Prepared Food Vendors and is interested in implementing the term Food Artisan.

Argona announced the Market footprint will be expanding into the 4th St. round-about to address the need for more spaces. The Commission echoed support for the expansion.

Argona reviewed the accepted change to the Value-Added definition, implications for re-classifying Vendors, and products being exempt from the Craft & Food Jury process. Some members were concerned about quality of products if they are exempt. The Commission agreed to have staff monitor the quality of these types of items being sold at Market to determine if the Value-Added definition needs to be re-evaluated.

Argona reported that Sisters Cookies Co. has been sold to Marie Kirchner. Kirchner is interested in adding ice cream cookies to their product line. The Vendor was seeking guidance on the following: Do they need to make the ice cream and do they need to go through the Craft & Food Jury process? The Commission agreed the product needs to be juried, but Sisters Cookies Co. does not need to make the ice cream. DePhelps expressed the importance on transparency of who produces the ice cream if the products are accepted.

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Lastly, Argona reviewed Vendors in questionable return status, those not or returning, and the current Vendor roster for the 2024 season.

ANNOUNCEMENTS

1. Proposed Items for Future Agendas

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- **Selection of finalists' artwork for public voting (March action item)**
- **2024 Site Visits (March/April)**
- **2024 Poster Artwork submission and selection recap (April report)**
- **Future RMA schedule proposal**

2. Upcoming Deadlines and Meetings

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- Thu., Apr. 4 – Vendor Orientation

3. Farmers Market Commission regular meeting March 5, 2024 at Moscow City Hall in Council Chambers

ADJOURN

Meeting adjourned at 5:43 pm.

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FARMERS MARKET COMMISSION

The Commission suggests ways to promote and improve the Farmers Market, propose and/or review Market policies, and keep abreast of trends and opportunities for advancing Market interests, products, standards, and offerings.

1. The Market's 50th Anniversary is approaching. Rate your interest in attending/participating in the following types of events to commemorate this milestone.

	Very Interested	Somewhat Interested	Neutral	Not Very Interested	Not at All Interested	Don't Know
Gallery Exhibit	16%	32%	23%	13%	10%	3%
Speaker Series	5%	24%	28%	22%	16%	4%
Series of Exhibits	14%	34%	24%	12%	10%	2%
Picnic in a City Park	19%	28%	23%	14%	13%	2%
Photography Contest	12%	30%	23%	15%	14%	1%
Farm-to-Table Dinner	27%	32%	15%	11%	10%	2%
Downtown Block Party	38%	27%	13%	6%	11%	2%
Other:						

2. Did you attend the Moscow Farmers Market in the last year?

Yes	No
84%	15%

3. The Market has been a successful, thriving event because of community support. Rate your interest in purchasing the following for the Market's 50th anniversary.

	Very Interested	Somewhat Interested	Neutral	Not Very Interested	Not at All Interested	Don't Know
Tickets to a benefit dinner/exhibit featuring art, photos, etc. from the community about the Market	10%	23%	23%	21%	19%	2%
A commemorative book featuring recipes, photos, quotes, stories, etc. from the	9%	23%	22%	22%	21%	1%

community about the Market						
A commemorative calendar featuring recipes, photos, quotes, stories, etc. from the community about the Market	12%	30%	23%	16%	15%	1%

Farmers Market Commission

Q1: 50th Anniversary Commemoration Event Preference

The Farmer's Market Commission is considering holding an event to celebrate the Farmers Market's 50th Anniversary in the upcoming year. The Commission asked respondents what event they would be most interested in. A 5-Point Likert Scale ranging from "Very Interested" to "Not at all Interested" was available to choose from. Of the list of possible events that was provided, the most often chosen activity was a Downtown Block Party. The least popular option was for the City to host a Speaker Series. Some respondents selected "Other" and left comments including "local beer tasting", "gallery exhibit", and "classroom presentations about the community impact of the market". This question received an average response rate of 97%.

50 th Anniversary Event	100-Point Scale
Downtown Block Party	65.4
Farm-to-Table Dinner	61.4
Gallery Exhibit	54.8
Picnic in a City Park	54.5
Series of Exhibits	54.3
Photography Contest	50.1
Speaker Series	41.7

Q2: Farmers Market Attendance

Respondents were asked if they had attended the Farmers Market in the last year. those that participated in the survey, 84% responded that they had attended the Farmers Market in the last year whereas 15% did not. Some comments were left on the survey stating they would attend more, however Covid has reduced their public event participation. This question was previously asked in the 2019, 2017, and 2014 surveys and data can be found below for comparison. The response rate for this question was 99%.

	2023	2019	2017	2014
Yes	84%	82%	81%	82%
No	15%	18%	15%	18%

Q3: 50th Anniversary Purchase

Respondents were asked if they would be interested in purchasing different commemorative items such as a calendar, tickets to a benefit dinner or exhibition, or a commemorative book to celebrate the Market's 50th Anniversary. Each of these options would feature different aspects of the Market such as recipes, photos, quotes, stories, etc. A 5-Point Likert Scale ranging from "Very Interested" to "Not at all Interested" was available to choose from and then converted into a 100-Point Scale Score. While the final scores for each of these options were relatively low, the item rated of most interest was the calendar (50), then the benefit or exhibit dinner (44) then the book (43). A few individuals decided to select "Other" then left comments including "commemorative shopping bag" and "chance to donate". The average response rate for this question was 98%.



MOSCOW FARMERS MARKET COMMISSION



March 5, 2024 Manager Report

Jamie Hill
Chair

Joshua Larson
Vice chair

Phillip Blankenship
At-large member

Colette DePhelps
University of Idaho
representative

JT Manning
At-large member

Sam Martinet
Moscow Chamber of
Commerce + Visitor Center
representative

Jodi McClory
Produce Vendor
representative

Gerardo Alvarez
Specialty Food Vendor
representative

Kassie Smith
Crafts Vendor representative

Amanda Argona
Staff Liaison

Julia Parker
Council Liaison

Community Events Division
Moscow Farmers Market
221 East 2nd Street
P.O. Box 9203
Moscow ID 83843
Phone (208) 883-7132
[www.ci.moscow.id.us/197/
Farmers-Market](http://www.ci.moscow.id.us/197/Farmers-Market)

- **Salmon Vendor request: Alsek River Salmon**

Vendor lives within 200 air miles and is interested in bringing wild-caught, Alaskan sockeye salmon to Market.

- **First Craft & Food Jury completed**

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**Tuesday
March 5, 2019**

4:00 PM

**Paul Mann Building
221 E 2nd St.**

The meeting was called to order at 4:03 PM

PRESENT: Jamie M. Hill, David Pierce, Joann Muneta, Renee Love, Linda Heath, Colette DePhelps,

ABSENT: Adam Reed, Jenny Ford,

ALSO IN ATTENDANCE: Amanda Argona, Staff Liaison; Brandy Sullivan, Council Liaison; DJ Scallorn, Administrative Specialist; Davy Frogley, AmeriCorps Programs Coordinator; Steve Peterson, UI Associate Clinical Professor of Economics;

Welcome and Attendance

Chair Hill called the meeting to order.

REGULAR AGENDA

1. Approval of Farmers Market Commission February 5, 2019 Minutes (ACTION ITEM)

Pierce moved that the February 5, 2019 minutes be approved as presented; Love seconded. Motion carried.

2. 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 Farmers Market Commission. Please state your name and address for the record and limit your remarks to three (3) minutes.

No public comment.

3. New Vendor Requests – Amanda Argona

The Market has received requests from the following individuals that do not qualify under current vendor categories or are outside the 200 air mile radius:

a. Remie Murray: A resident of Asotin County that operates a fishing vessel in Bristol Bay for a portion of the summer. Products include individual, boneless, vacuum-sealed, Coho salmon portions ranging from 6 to 8 oz. Product would be available for sale in mid-September. Currently, the Market does not have a vendor offering fresh-frozen fish products to patrons.

b. Ariel Popp: Previous craft vendor that was accepted in 2016. Due to Ariel's lack of attendance for the past two seasons, she will need to re-jury. Products include homemade lotion, greeting cards, miniature works of art (paintings, sculptures, catnip toys), and heat packs with local lentils. Ariel is also interested in adding massage to her booth operations, pending jury acceptance. She envisions offering massage for either \$1/minute or a 5-10 minute massage by donation. She is employed with Carnahan Chiropractic in Pullman and would be advertising for this service. Massage vendors had been classified under the "Busker" category in the past, but that category is now known as "Performance Artist/Busker" and focuses solely on entertainment provided. Currently, individuals offering massage may set-up along the Speaker Space wall.

Staff is seeking direction from Farmers Market Commission on how best to handle these unique requests while keeping with the values of the Moscow Farmers Market.

PROPOSED ACTIONS: Provide staff with further direction.

There are two potential vendors that would like to sell in the Market. The first is a commercial fisherwoman who would like to bring fresh frozen salmon mid-September through October. Currently there are no market vendors that sell fish. This vendor lives in Asotin County and would be doing the fishing herself outside of the 200 air mile radius. Discussion ensued regarding how allowing this vendor to sell might also set a precedence for mushroom foragers (the consensus was that it would not as there are mushrooms to forage within the 200 air mile radius but no Coho salmon) and that there are fish that can be caught and sold within the 200 air mile radius (trout, steelhead, etc.). The Commission came to the consensus that this type of vendor fits within the philosophies of the market.

The second potential vendor previously sold items at the market but has been absent for two consecutive seasons and will need to re-jury her products. This vendor would like to offer their craft products and massage. Discussion ensued regarding, how this vendor might promote her product, how other businesses interact in the market footprint, and how other vendors can't advertise their other businesses at the market. Argona clarified that in the past massage has fallen under the busker, but that this space has become more of a performance only part of the market. Currently, massage is offered at the speaker wall and this has become a location for people who don't meet the policies of the market to setup. The Commission came to the consensus that the craft products can be juried, but that this type of vendor does not fall into the current vendor categories.

4. 2019 Farm Site Visit Updates – Davy Frogley, AmeriCorps (ACTION ITEM)

The market office has been reaching out to agricultural vendors to schedule site visits. As outlined in the Vendor Handbook, "The purpose of a Site Visit is to learn more about a Vendor's operation and ensure compatibility between the on-site practices and the Market's values and philosophies."

The current schedule is as follows:

- a. April 9th: Northern WA & ID (Family Garden, SM Produce & Floral, and ShingleMill Blueberry)
- b. April 12th: Lewis-Clark Valley (Hagen's Orchard, Summit to Sea Project Farm, TBD: Brush Creek Creamery)
- c. April 26th: Latah County "B" (Meadowlark Heritage, Palouse Prairie Farms (p.m.), Reverie Farm*)

PROPOSED ACTIONS: Review the current schedule and assign Commissions members to specific dates based on availability or take such other action as deemed appropriate.

Frogley presented the draft 2019 schedule for vendor site visits and said there are some vendors that can't be scheduled in April. The Commission came to the consensus to schedule these visits for May 21st. Frogley said one vendor has dogs and that this vendor will only allow one person to be on the property for the visit and that they must sign a waiver. Discussion ensued regarding how the vendor is within policy as they are not denying entry to the property, that most of their farm can be viewed from the road, that dogs can be put in an area that they don't pose a risk, and that the City Legal Department will need to review the waiver before it is signed. The Commission came to the consensus to have Argona check with the Assistant City Supervisor on how to proceed.

Discussion ensued regarding which Commission members would attend the site visits. Pierce, Hill, Love, and DePhelps volunteered.

REPORTS

1. Strategic Plan Review – Amanda Argona

Argona will send the current plan update to the Commission via email.