

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 2, 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 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.

2. Approval of Farmers Market Commission March 5, 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 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.

- Hansen, C. – 132
- Walther, J. – 139
- Goolie, M. – 200
- Van Lith, G. – 396
- Branen, J. – 691

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

5. 2024 Commission tabling and outreach – Argona

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The Commission has historically tabled and assisted staff at the Market in support of hosting the 2024 poster artist, promoting America's Farmers Market Celebration voting, celebrating National Farmers Market Week, and judging the end-of-season Costume Contest. Staff is proposing the following dates to host these activities at Market:

- May 11 (U of I Commencement) - FMC @ Market hosting 2024 Artist
- June TBD - FMC @ Market promoting AFMC voting
- Aug. 10 - FMC @ Market celebrating NFMW
- Sep. TBD - Annual Citizen Commission report to Council
- Oct. 26 - FMC @ Market judging Halloween Costume Contest

REPORTS

1. **WSFMA Conference – Perrigo, Blankenship, Larson**
2. **Community Events Manager report**

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.

- **2024 Site Visits**
- **InTents and Regards to Rural 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~~
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- ~~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**

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- 3. Farmers Market Commission regular meeting May 7, 2024 at Moscow City Hall in Council Chambers**

ADJOURN

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Tuesday
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Meeting was called to order at 4:08 pm.

WELCOME AND ATTENDANCE

MEMBERS: Jaimie Hill (Chair), Phillip Blankenship, JT Manning, Jodi McClory, Samantha Martinet

ABSENT: Josh Larson (Vice Chair), Kassie Smith, Colette DePhelps, Gerardo Alvarez

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

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.

Blankenship read the mission statement out loud.

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.

Manning moved to approve the February minutes as presented. Blankenship seconded.

Ayes: Unanimous.
Motion carried.

Nays: None.

Abstentions: None.

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 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.

Argona presented submitted poster artwork and noted the top scoring entries based on Commission members' completed rubrics. Discussion ensued on each submission with regard to design, skill, Market relevance, and possible logo placement. Members reviewed the five submissions with the highest scores to confirm selection.

McClory requested that the Commission consider one of the top middle school submissions as a finalist, but after further review the majority of Commission members agreed to move forward with the original selections.

Martinet moved to approve the five submissions with the highest scores to go to public vote. Blankenship seconded.

Ayes: Hill, Blankenship, Martinet, Manning.
Motion carried.

Nays: McClory.

Abstain: None.

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.

Argona went over the results of the survey, noting that a downtown block party and a celebratory farm-to-table dinner garnered the most interest.

The Commission discussed options for specialized merchandise, fundraising, and hosting a gallery style event either at the Third Street Gallery under the direction of the Arts Department and Moscow Arts Commission, or the Moscow Chamber of Commerce + Visitor Center. Martinet mentioned that the Chamber may be able to use some of their tourism funds if the 50th anniversary is in alignment with their "Fest City" initiative. The Commission also discussed the creation of a special 50th anniversary logo.

Manning moved to reactivate the Branding Subcommittee in support of the Market's 50th anniversary. Martinet seconded.

Ayes: Unanimous.
Motion Carried.

Nays: None.

Abstention: None.

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.

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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.

Hill shared that registration and lodging expenses have been taken care of, and she is only seeking fuel reimbursement if the Commission budget has remaining funds. Argona added that she spoke with Marci Miller who works for Rural Development Initiative and has served as a previous Commission member. The Conference is offered every other year and focuses on downtown revitalization and development, citing Main Street America's "Main Street Approach". Argona stated that this Conference might be one to consider alongside the Washington State Farmers Market Association and InTents Conferences due to proximity, scheduling, and costs. She also said that reimbursing Hill for travel is in support of the requested budget increase for FY25.

Martinet moved to approve reimbursing Hill for fuel expenses and meals out of the Commission's budget, pending available funds and a report at a future Commission meeting. Blankenship seconded.

Ayes: Unanimous
Motion Carried.

Nays: None.

Abstentions: None.

REPORTS

1. Community Events Manager report

Argona presented to the Commission a request from a new Vendor Alsek River Salmon. The business owners are a husband and wife team that live in Grangeville, Idaho who fish for Alaskan salmon every year in the Alsek River. Argona referenced the last time a request like this came before the Commission in 2019, and members at the time approved the

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request. Martinet expressed hesitancy to allow a product from outside the 200 air-miles into the Market citing several decisions that have taken place in recent years. She also expressed concern about recent decisions about livestock ownership, and how the Market does not have a policy to address wild-caught meat. Blankenship agreed with Martinet, and said that none of the Agricultural definitions address farmed or wild-caught fish. Commission members generally agreed that while the product is not represented at Market, the Vendor does not currently meet the requirements stated in the 2024 Handbook and this should be addressed by the proper channels of the Policies Subcommittee.

ANNOUNCEMENTS

1. Proposed Items for Future Agendas

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

2. Upcoming Deadlines and Subcommittee meetings

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- 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
Hill, Larson and Alvarez will be judging.
- Mon., Mar. 11 – Registration closes for Craft & Food Jury 3
- Mon., Mar. 18 – Craft & Food Jury 3 held 3 pm to 6 pm
Hill will be backup.
- Fri., Mar. 29 – Public voting closes for Market Poster artwork at 8 am
- Thu., Apr. 4 – Vendor Orientation

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- 3. Farmers Market Commission regular meeting April 2, 2024 at Moscow City Hall in Council Chambers**

ADJOURN

Meeting adjourned at 5:19 pm.

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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)



MOSCOW FARMERS MARKET COMMISSION



April 2, 2024 Manager Report

- **Lamb's Rest Farm Tier 3 status request**
- **Vendor Roster**
 - 33 New (7 Ag; 26 Non-Ag)
 - 135 Returning
 - 10 Unknown
- **Friendship Square electricity**
- **Site Visits**
 - Apr. 23-25
 - Jun.5-7
- **Subcommittee assignments**
 -
- **FMC meetings**
 - July 2 - quorum?
 - Sep. 4 - Tue. to Wed.

March 21, 2024

To Whom It May Concern,

I am writing this letter in enthusiastic support of Lamb's Rest Farms to gain special permission to attend the entirety of the 2024 season at the Moscow Farmers Market. This is a family run business that is committed to their products and their responsibility as vendors. Kathryn and her family faithfully showed up to nearly all of our markets even on days with less than ideal weather, when most of the other vendors decided it wasn't worth the effort. They are reliable, dedicated and friendly. I met several very satisfied customers that raved about their goat milk cheese and ice cream. I have no doubt that their goat milk products would be a great addition to your market.

Thank you for your consideration.

Sincerely,
Carly Decker
Chair of Grangeville Farmers Market
(208) 451-3538

MOSCOW FARMERS MARKET COMMISSION



Mission Statement

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.

Core Values

Access: Providing the community with access to local Vendors and their goods with an emphasis on having at least fifty percent (50%) of the Market's Vendors located within Latah and Whitman counties.

Agricultural Focus: Prioritizing space for agriculturally-derived products by having at least fifty percent (50%) of the Market's footprint occupied by Vendors selling such products for the majority of the Market Season.

Economic Opportunity: Contributing to the greater Moscow economy with emphasis on assisting independently-owned and start-up enterprises, while encouraging Vendors to locally source materials and ingredients direct from regional businesses and/or producers.

Community: Providing a safe space and opportunity for positive engagement that welcomes all residents and visitors.

Information: Increasing awareness of regional agriculture, sustainability, and sound environmental practices through education and outreach activities.

Management Structure

Market leadership is a collaboration of City of Moscow Staff and the Moscow Farmers Market Commission. City staff manages the operational and regulatory aspects of the Market while the Commission guides the vision and values of the market. It is the duty of the Commission to suggest ways to promote and improve the Farmers Market, propose and/or review Market policies, keep abreast of trends and opportunities for advancing Market interests, products, standards, and offerings, and to otherwise act in an advisory role to the Moscow City Council. The Commission provides annual reports to the City Council and advises City staff as needed. Commission members represent the various constituencies of the Market, including vendors, patrons, downtown businesses, etc. The Commission meets regularly to discuss Market concerns and create

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MOSCOW FARMERS MARKET COMMISSION



increased awareness of Market needs and opportunities to ensure sustainable and responsible management and growth.

Community Events Division Staff

Cody Riddle
Deputy City Supervisor

Amanda Argona
Community Events Manager

Laura Perrigo
Administrative Specialist

FARMERS MARKET COMMISSION MEMBERS

Vendor Representatives

Jodi McClory
Produce Vendor representative

Gerardo Alvarez
Specialty Food Vendor representative

Kassie Smith
Crafts Vendor representative

Community Representatives

Jamie Hill, Chair
At-large representative

JT Manning
At-large representative

Phillip Blankenship
At-large representative

Josh Larson, Vice Chair
At-large representative

Specialty Representatives

Colette DePhelps
*University of Idaho Extension
representative*

Samantha Martinet
*Moscow Chamber of Commerce +
Visitor Center representative*

City of Moscow

221 E Second Street, Moscow, ID
www.ci.moscow.id.us | 208.883.7132
farmersmarket@ci.moscow.id.us

Moscow Farmers Market

May through October
Saturdays | 8:00 a.m. to 1:00 p.m.
Main Street and Friendship Square



**MOSCOW
FARMERS
MARKET**
EST. 1976
growers | makers | performers

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MOSCOW FARMERS MARKET COMMISSION



Farmers Market Commission Subcommittees

Subcommittees meet outside of regularly scheduled Commission meetings to focus on specific aspects of the Moscow Farmers Market or pursue special projects to the Commission. Commission members may be asked to assist with a subcommittee they are not regularly assigned to on an as needed basis when requested by staff.

POLICIES SUBCOMMITTEE

- Josh Larson, assigned 2022
- Gerardo Alvarez, assigned 2024
- JT Manning, assigned 2024

Serve as the initial revisionists of the Market Handbook. This subcommittee works with Market staff to suggest and update policies and ensure policies are in line with Market operations. Primarily active in the Fall and Winter.

CRAFT & FOOD JURY SUBCOMMITTEE

- Sam Martinet, assigned 2021
- Josh Larson, assigned 2022
- Gerardo Alvarez, assigned 2023
- Kassie Smith, assigned 2023

Serve as the primary judging panel for any scheduled Moscow Farmers Market Juries. This subcommittee reviews current jury standards and provides feedback and recommendations on the Market's jury process. Primarily active in the Winter and Spring.

SITE VISIT SUBCOMMITTEE

- Colette DePhelps, assigned 2019
- Sam Martinet, assigned 2022
- Gerardo Alvarez, assigned 2023
- Phillip Blankenship, assigned 2024

Serve as the primary visitors to Agricultural Vendor operations. This subcommittee assists to document farms, ranches, gardens, etc. for record keeping and to stay informed about the issues facing Agricultural Vendors, as well as to be able to attest that Vendors are the operators and owners of their business. Primarily active in the Spring and early Summer.

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BRANDING SUBCOMMITTEE (50TH ANNIVERSARY SPECIAL PROJECT)

- Jamie Hill, assigned 2019
- JT Manning, assigned 2024
- Sam Martinet, assigned 2021
- Kassie Smith, assigned 2024

A special project to ensure the identity of the Moscow Farmers Market is captured and protected through visual representation. This subcommittee will serve as the initial reviewers of a design tool kit that will contain design elements applicable to equipment, merchandise, and promotional items. As needed.

ONBOARDING SUBCOMMITTEE (SPECIAL PROJECT)

- Jamie Hill, assigned 2024
- Kassie Smith, assigned 2024

A special project to ensure recruited and appointed individuals understand their roles and responsibilities while serving on the Farmers Market Commission. This subcommittee will serve as the initial reviewers of an onboarding packet that will cover broad overview of City Commissions (i.e. Robert's Rules, advisory capacities, etc.) with special attention and emphasis on Farmers Market Commission tasks and calendar of events and history of the Market. As needed.

FEES SUBCOMMITTEE (DISSOLVED OCTOBER 4, 2022)

Serve as the initial reviewers of the current fee schedule. This subcommittee works with Market staff to assess fees on an annual basis, with the ultimate goal of working towards a comprehensive, multi-year fee plan that reflects an equitable structure. Primarily active in the Spring and early Summer.

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