

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
May 7, 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 April 2, 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. Vendor requests (ACTION ITEM) – Argona

Our office has received requests from the following individuals:

- a. Yinghua Wang of Yinghua Chinese Calligraphy: Yinghua is seeking an exception to the annual gross sales reporting policy. While he reported his sales to the Idaho State Tax Commission on Oct. 14, 2023 due to a planned trip to China, our office did not receive a report from him by the stated deadline of Wed., Nov. 15, 2024 (the report was received in the new year upon his return). Per our policies, Vendors who fail to report by the deadline are ineligible to participate with the Market for the following season and no appeals process is provided. Staff is bringing this issue forward due to two unique factors:
 - i. The Vendor was not receiving staff's email reminders regarding the reporting deadline due to China's block on all Google applications.
 - ii. The Vendor has indicated plans to retire from the Market and move to Vancouver, with this year potentially being his last year since becoming a Vendor with us in 2006.

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- b. Chaz Peterson of Resilient Roots: Chaz operates a farm in Viola, ID and is seeking to become a Vendor with the Market for the 2024 season (likely in late summer). Chaz is familiar with the Market as he has worked at the Tonnemaker's booth for several seasons. Staff ceased the Vendor recruitment process mid-March and did not receive an inquiry from Chaz until he arrived to attend both the new Vendor Q&A session and the all Vendor Orientation, which is a requirement for Vendors.

Staff is seeking direction from the Farmers Market Commission on addressing these situations while maintaining consistency and considering precedence.

PROPOSED ACTIONS: Provide staff with further direction.

5. Future RMA schedule proposal (ACTION ITEM) – Argona

Rapid Market Assessments (RMAs) and customer counts have taken place sporadically since 2003.

- Complete RMAs (includes questions and customer counts)
 - Jul. 19, 2003, authored by Larry Lev and John Potter
 - Aug. 8, 2009, authored by Cinda Williams
 - Jul. 30, 2011, authored by Cinda Williams
 - Jul. 28 and Sep. 8, 2018, authored by Colette DePhelps
 - Jul. 23 and Sep. 10, 2022, authored by Colette DePhelps
- Customer counts only
 - Aug. 11, 2018
 - May 25, Jun. 22, Jul. 29, Aug. 24, Sep. 28, Oct. 26 2019
 - Jul. 9, 2022
 - May 27, Jun. 24, Jul. 29, Aug. 26, Sep. 30, Oct. 21, 2023

Staff is proposing that complete RMAs and customer counts alternate every other year on a four-year basis:

- Complete RMAs
 - 2026
 - 2030
 - 2034
- Customer counts only
 - 2027
 - 2031

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○ 2035

PROPOSED ACTIONS: Approve future schedule, or take such other action deemed appropriate.

REPORTS

1. InTents Conference – DePhelps
2. Regards to Rural Conference – Hill

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.

2. Upcoming Deadlines and Subcommittee meetings

- Sat., May 11 – Hosting 2024 Poster artist at Market (Manning, Parker, Blankenship)
- Sat., Jun. 1 – America's Farmers Market Celebration voting opens!
- Wed., Jun. 5 – Site Visit 4
- Thu., Jun. 6 – Site Visit 5
- TBD – Site Visit 6

3. Farmers Market Commission regular meeting June 4, 2024 at Moscow City Hall in Council Chambers

ADJOURN

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~Minutes~

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Tuesday
April 2, 2024

4:00 PM

Council Chambers
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Meeting was called to order at 4:03 pm.

WELCOME AND ATTENDANCE

MEMBERS: Jamie Hill (Chair), Josh Larson (Vice-Chair), Jodi McClory, Kassie Smith, JT Manning, Samantha Martinet, Phillip Blankenship

ABSENT: Colette DePhelps, Gerardo Alvarez

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

REGULAR AGENDA

1. Mission of the Moscow Farmers Market

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Smith read the mission statement out loud.

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.

Martinet motioned to approve minutes. Manning 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 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.

Argona announced Julia Branen as the featured artist for this year's Market Poster. Argona summarized the voting process and indicated that the total number of votes was over 1,500, not 1,254, which was a typo from last year's voting period. A press release will be released on Thu., Apr. 4.

5. 2024 Commission tabling and outreach – Argona

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

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Hill went over the proposed dates for Commission members tabling at the Market. If members feel they can't make these dates changes can be made to accommodate schedules. Martinet is available, August-October. Parker, Manning and Blankenship indicated availability for May 11. Martinet offered to use the Chamber as an alternative place if poster signing needs to be moved to a different date.

Argona will confirm the voting period for the America's Farmers Market Celebration. Martinet and Manning would like to look into alternative ways to collect votes instead of tabling at the Market such as leveraging the Downtown Business Alliance and Moscow Chamber of Commerce + Visitor Center Ambassadors.

Argona indicated staff will be revising the National Farmers Market Week Celebration format; this year's event will be on Aug. 11. Hill, Martinet, and Larson, will be available; Manning indicated he may be available.

Blankenship, Larson, and Hill volunteered to assist with the Halloween Costume Contest. Martinet may be available.

REPORTS

1. WSFMA Conference – Perrigo, Blankenship, Larson

Perrigo, Larson, and Blankenship reported on the sessions they attended, as well as ideas that resonated with them including:

- Providing updates to eligible and participating WIC/SFMNP Vendors on 2024 changes (i.e. accessing their portal, how to assist customers who receive these benefits, etc.)
- Creating a Risk Management plan and quick contacts
- Working with businesses to sponsor/host kids' activities
- How to leverage digital marketing in service to the Market

2. Community Events Manager report

Argona reviewed the attached report with the Commission for any concerns or questions. The Commission did not express any concerns regarding the Tier 3 Vendor request from Lamb's Rest Farm. She confirmed subcommittee assignments with Blankenship joining Policies, McClory joining Site Visits, and Martinet joining Onboarding. The following Commission

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members confirmed their availability to assist with the Vendor Orientation: Manning, Martinet, McClory, Smith, and Larson.

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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~~
- ~~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 May 7, 2024 at Moscow City Hall in Council Chambers

Meeting was adjourned at 5:17 pm.

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