

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
April 2, 2024

4:00 PM

Council Chambers
206 E. 3rd St.

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

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.

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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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. 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.

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
- ~~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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