

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
June 4, 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 May 7, 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.

REPORTS

1. 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.

2. Upcoming Deadlines and Subcommittee meetings

- Sat., Jun. 1 – America's Farmers Market Celebration voting opens!
- Wed., Jun. 5 – Site Visit 4
- Thu., Jun. 6 – Site Visit 5
- Tue., Jul. 30 – Site Visit 6

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

ADJOURN

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Meeting called to order at 4:00 pm.

WELCOME AND ATTENDANCE

MEMBERS: Josh Larson (Vice Chair), Jaimie Hill (Chair), Gerardo Alvarez (departed 5:24 pm), Jodi McClory, JT Manning; Kassie Smith (arrived 4:07 pm, departed 5:10 pm), Colette DePhelps (arrived 4:07 pm)

ABSENT: Samantha Martinet, Phillip Blankenship

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

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Manning read the mission statement out loud.

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.

Manning motioned to approve minutes. Larson seconded.

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

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

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No public comment was made.

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.
- 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.

Argona presented both Vendor requests to the Commission citing that such decisions have the ability to set precedent.

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Yinghua Wang spoke to the Commission explaining his situation. Wang has been a Vendor for 17 years, shared his product with the Commission, his experience in the Market, and the connection he has with the Market community. Wang thanked the Commission for their time. Argona added that during her time as Community Events Manager, Wang has not missed a reporting period and feels that if it weren't for the Vendor's unusual circumstance of blocked emails that a report would have been received on time.

Discussion ensued amongst the Commission. Smith, Manning, and Alvarez all expressed similar thoughts highlighting the extreme circumstances beyond the Vendor's control, and the Vendor's due diligence upon returning to the U.S. Hill commented that the purpose for including "no appeals process" language was to avoid Vendors making excuses and commented that it need to be reviewed for an update.

DePhelps motioned to allow Yinghua Wang of Yinghua Chinese Calligraphy, to return as a Vendor for the 2024 season provided he meets the other eligibility requirements of registering through Farmspread by June 3. Alvarez seconded.

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

Argona presented the request by Chaz Peterson of Resilient Roots to become an eligible Vendor with the Market this season. Argona indicated that while the Vendor Orientation is a meeting in a public facility, she has never had someone show up to the Orientation that was not already on her check-in roster.

Smith's concerns were centered on setting precedent for accepting individuals after deadlines had passed. Argona explained that the general recruitment period for Agricultural Vendors ends mid-March. This allows staff time to communicate all eligibility requirements, with the main focus on ensuring attendance at the Orientation. DePhelps inquired if it was stated somewhere that the Market does not accept Vendors after mid-March? If that were the case then he should not be permitted to attend Market, and to use different local avenues to sell his products. Staff indicated yes, but the webpage where this information is found was recently updated to now state that the Market is no longer accepting Vendors for the 2024 season. Staff also indicated that the mid-March deadline is

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not indicated in the calendar timeline on the webpage, which can be remedied for next season.

Discussion ensued around the use of “acceptance period”, “recruitment period”, and “application period”. Staff indicated they will work on the adapting the best language for use in print, web, and digital marketing. DePhelps noted that when policy is unclear, the request is typically granted, with the Policies Subcommittee addressing the policy in question during the fall and winter. She suggested that the Commission follow this practice to be consistent with previous decisions. The Commission agreed that, as of now, Peterson has met one of several Vendor requirements by attending the Vendor Orientation and that the lack of an formal inquiry does not disqualify him from attending the 2024 Market season.

DePhelps motioned to accept Chaz Peterson of Resilient Roots into Market pending he meets remaining eligibility requirements of registering through Farmspread by June 3 and completing a satisfactory Site Visit. Larson seconded.

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

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

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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
 - 2035

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

Argona requested the Commission to consider the future schedule of RMAs for approval. She said that this schedule was based on historic data and was an attempt to plan for both the Commission and recruiting assistance. DePhelps agreed with the schedule, and noted the missing SEED, NEED, and FEED surveys led by Argona during her tenure as an AmeriCorps member.

Argona explained to new Commission members the history behind RMAs and how staff shared this information with Vendors, especially new ones. DePhelps added how the standardized questions also benefit Market management, and illustrate economic growth within the community. DePhelps suggested that with the Market expansion onto E. 4th St. a customer count take place in 2025.

Larson moved to approve the proposed RMA schedule. Manning seconded.

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

REPORTS

1. InTents Conference – DePhelps

DePhelps shared ideas from the conference including:

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- Long-term Vendor recognition at with a Market plaque.
- Utilizing developed toolkits to address antiracism, cultural diversity, and legal issues specific to Farmers Markets and support professional development of the Commission.
- Developing a risk management plan.
- Use interesting statistics to tell the Market's story.
- Developing and recruiting an annual "Friends of the Market" campaign to raise funds.

DePhelps will connect with Argona to further discuss other ideas from the conference and recommends annual attendance by Commission members and staff where budget and schedules allow.

2. Regards to Rural Conference – Hill

Hill gave an overview of the conference which focused on community in rural areas. Hill commented that a representative from the Murrow College of Communication was present and she learned that students are sent to rural areas to find and develop stories, and she recommended the Moscow Farmers Market. Hill also met and heard from tribal members, and she exchanged ideas on how best to encourage a relationship between the Market and Nez Perce artisans. Hill met the market manager for a new Farmers Market in Burns, OR who was aware of our Market and shared her experience.

ANNOUNCEMENTS

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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

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

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Meeting adjourned at 5:25 pm.

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June 4, 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)

- **Perlina product request**
- **America's Farmers Market Celebration**
- **FMC meetings near holidays**
 - July 2
 - Sep. 4