

MOSCOW FARMERS MARKET COMMISSION



Jamie Hill
Commission Chair

~Minutes~

Jen Pfiffner
Staff Liaison

<http://www.ci.moscow.id.us/362/Farmers-MarketCommission>

Tuesday
February 5, 2019

4:00 PM

City Council Chambers
206 E Third St

The meeting was called to order at 4:11 PM

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

ABSENT: Adam Reed, Jenny Ford, Joann Muneta,

ALSO IN ATTENDANCE: Brandy Sullivan, Council Liaison; Amanda Argona, Community Events Manager; DJ Scallorn, Administrative Specialist; Davy Frogley, AmeriCorps Programs Coordinator; Anne Zabala,

Welcome and Attendance

Chair Hill called the meeting to order.

REGULAR AGENDA

1. Approval of Farmers Market Commission January 3, 2019 Minutes (ACTION ITEM)

Love moved that the January 3, 2019 minutes be approved as presented; DePhelps seconded. Motion carried.

2. Public Comment (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.

Hill spoke with the Mayor about the Commission's representation and he is very firm on not adding additional members. Hill and Argona will reach out to Commission members on attendance so that quorums are met and input is collected on agenda items.

3. Election of Officers (ACTION ITEM)

Nomination and Election of Vice Chair.

PROPOSED ACTIONS: Nominate and elect a Vice Chair or provide direction to staff as needed.

DePhelps nominated Love as the vice chair. Love accepted the nomination. Pierce seconded. Vote by Acclamation: Ayes: Five (5). Nays: None. Abstentions: None. Motion carried.

4. 2019 Market Handbook Revisions (ACTION ITEM) – Amanda Argona

The Policy Sub-Committee has completed revisions of the 2018 Market Handbook for the 2019 Market season. The goal of the Policy Sub-Committee is to: eliminate and remove redundancy where necessary; clarify and more explicitly state policies where necessary; discuss revision/additions, all while keeping the policies aligned with the mission and vision of the market.

PROPOSED ACTIONS: Review the completed revisions and accept as presented or take such other action as deemed appropriate.

Argona referenced the Handbook draft in the packet; Legal is reviewing the document and minor changes might be made, there are notes in places where staff will add additional graphics, and the sustainable practice definition will be reviewed with DePhelps. Discussion ensued regarding the definition of sustainable, the load out process, and that Vendors can remain on Main Street after 2 p.m. as long as their vehicle is facing the proper direction within a parking spot and their items are on the sidewalk.

Love moved to approve the Vendor Handbook with the amendment on the USDA language on sustainability. DePhelps seconded. Vote by Acclamation: Ayes: Five (5). Nays: None. Abstentions: None. Motion carried.

5. 2019 Market Poster Contest (ACTION ITEM) – Amanda Argona

This year marks the 42nd season of the Moscow Farmers Market. Traditionally, staff uses press releases, webpage postings, and Facebook to announce the poster contest. Last year's deadline extended until early April, which is the tentative timeframe for the Vendor orientation.

PROPOSED ACTIONS: Review last year's timeline, provide recommendations if needed, and open call to artists for the 2019 Market poster contest or take such other action as deemed appropriate

The process for selecting a Market poster is to send out a call, select finalists from the submissions, and then have the public vote to select the winner. Looking at the timeline from last year, staff recommends having the deadline for submissions be March 27, 2019 and the public vote be in mid-April. Also, due to the large volume of posters left at the end the season, staff recommends printing only 400 posters this season.

Pierce moved to approve the timeline. DePhelps seconded. Vote by Acclamation: Ayes: Five (5). Nays: None. Abstentions: None. Motion carried.

REPORTS

1. Open Projects – Amanda Argona

The Moscow Farmers Market Commission has several open projects that may need commission member assignments, updates, deadlines, etc. Staff is asking to review each item with the Commission to ensure projects are completed and staff is providing support where needed.

- Downtown Business Survey – Hill, Muneta, DePhelps
- Latah County Historical Society Oral History – DePhelps
- Farm Site Visits (6 regional tours) – DePhelps
- Craft and Food Jury Revamp – Pierce, Hill
- Comprehensive Branding – no commission member assigned; AmeriCorps member Davy Frogley liaison for project

Argona and Frogley reviewed the list of open projects. The Commission established working groups for each project:

- Downtown Business Survey- no changes. Hill, Muneta, and DePhelps to continue work.
- Latah County Historical Society Oral History- no changes. Hill, DePhelps, and Argona to establish scope.
- Farm Site Visits – DePhelps, Pierce, Ford, Love, and Hill. Staff will communicate schedule for each visit to determine who is available and what their roles will be.
- Craft and Food Jury Revamp – Pierce, Hill, Love, Heath.
- Comprehensive Branding – Frogley, Hill, Love, and Ford.

2. Fee Recommendation Report – Amanda Argona

Staff reported on the 2018 market season to Public Works/Finance Committee on January 28 and to City Council on February 4. Included in the report were the projects and fee recommendation from the Commission. The Commission recommended a no-fee increase for the 2019 season.

Argona said she reported to Council and both the end of season report and no fee increase for the 2019 season were accepted. The Commission will need to look at a multi-year plan for Vendor fees that will begin with the 2020 budget. Discussion ensued regarding how to keep the Commission up to date on the process.

3. Market Operations Report – Amanda Argona
Moscow Farmers Market operations update.

A salmon vendor is interested in coming to the market that lives in Asotin County and fishes in Alaska part time and wants to sell filets. At the March meeting, the Commission will discuss a vendor that wants to offer massages at the market and sell product.

ANNOUNCEMENTS

1. Proposed Item For Future Agendas

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

- 2018 Moscow Farmers Market Rapid Market Assessments and Economic Impact report (Colette DePhelps & Steve Peterson)
- Updated Strategic Plan review (Amanda Argona)

2. Love Your Farmer, Love Your Food – 6:00 to 8:00 p.m., February 20, 2019

3. Farmers Market Commission Regular Meeting – March 5, 2019

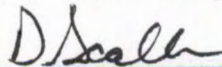
4. 2019 Craft and Food Jury dates – Fridays, 3:00 to 6:00 p.m. on March 15, June 7, and June 28

5. 2019 Farm Site Visit Tentative Schedule – April 9 (Tu), 12 (F), 15 (M), 22 (M), 24 (W), 26 (F); May 20-23

The meeting adjourned at 5:38 PM

Minutes Approved On

MAR 5 2019



Clerk/Deputy Signature