

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
December 3, 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 November 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. Appoint Farmers Market Commission Chair and Vice Chair (ACTION ITEM)

PROPOSED ACTIONS: Elect officers or take such other action deemed appropriate.

5. FY25 Farmers Market Commission budget (ACTION ITEM)

The Commission has been allocated \$3,500 which is to be spent before September 30, 2025. Most of this budget is to be used for educational purposes, such as sending members to appropriate conferences, workshops, etc. At a minimum, conference registration expenses are covered, but travel, lodging, and per diem are not guaranteed.

Conferences available for Commission member attendance include:

- Washington State Farmers Market Association, Feb. 21 – 22, Bremerton, WA (early bird pricing in effect until Feb. 1)

- WSFMA 2024 expenses for two Commission members totaled \$1,009.22.
- WSFMA 2023 expenses for two Commission members totaled \$1,698.98.
- InTents Farmers Market Pros, Mar. 10 – 12, San Diego, CA (early bird pricing in effect until tickets are sold out)
 - InTents 2024 expenses for one Commission member totaled \$1,686.81.
 - InTents 2022 expenses for one Commission member totaled \$1,214.98.

PROPOSED ACTIONS: Select conference and Commission members to attend, or take such other action deemed appropriate.

REPORTS

1. **Policy Subcommittee – Larson, Alvarez, Blankenship, Manning, and Argona**
2. **Onboarding Subcommittee – Hill, Martinet, Smith, and Argona**
3. **Branding Subcommittee – Hill, Martinet, Smith, Manning, and Argona**

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.

- **Preliminary 2025 Vendor roster and compliance**

2. **Farmers Market Commission regular meeting Tuesday, January 7, 2025 at Moscow City Hall in Council Chambers**

ADJOURN

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MOSCOW FARMERS MARKET COMMISSION



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Regular Meeting
~Minutes~

Amanda Argona
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Tuesday
November 5, 2024

4:00 PM

Council Chambers
206 E. 3rd St.

Meeting called to order at 4:02 pm.

WELCOME AND ATTENDANCE

MEMBERS: Gerardo Alvarez, Kassie Smith, JT Manning, Colette DePhelps, Jodi McClory, Jamie Hill (Chair), Samantha Martinet

ABSENT: Joshua Larson (Vice Chair), Julia Parker (Councilmember), Phillip Blankenship

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

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1. Mission of the Moscow Farmers Market

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Martinet read the mission statement out loud.

2. Approval of Farmers Market Commission October 1, 2024 Minutes (ACTION ITEM)

PROPOSED ACTIONS: Approve minutes, amend minutes, or take such other action deemed appropriate.

Manning moved to approve October minutes. Alvarez seconded.

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

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.

No public comment was made.

REPORTS

1. Site Visits – DePhelps

DePhelps presented images and highlights of the 2024 site visits to the Commission. Site Visit subcommittee members DePhelps, McClory, and Alvarez visited the following Farms: Idaho Wool Company, Stangle Bison Ranch, Sky's Farm, Travis Swam Farm, Johnson Heritage Farmstead, Tomte's Grove and Garden, Blushy Creek Farms, Lamb's Rest Farm, and Reece Farm and Ranch. This year's site visits were successful with little to no concerns on growing or farming practices. Some discussion arose around Stangle Bison Ranch's herding practices. Staff will review their application to help answer questions from the Commission member Blankenship. Idaho Wool Company, Travis Swam Farm, and Blushy Creek Farms were unable to attend the Market due to varying reasons on their end. The Commission concluded the discussion on each Vendor and thanked DePhelps for presenting.

2. Halloween Costume Contest – Argona

Argona summarized this year's Halloween Contest which included multiple contestants in each category, adding up to 53 total entries. Market Vendor TACOM Photography provided photographs for the second year in a row. The winners of each category were announced and presented with a trophy, and prize package at the November 4 City Council meeting. The Commission discussed what worked well this year and what improvements could be made for next year's contest. Some suggestions included contacting the Downtown Business Association to sponsor first-place prizes; using Saturday social posts to promote donations from Vendors; having a Market theme as a category; and changing the registration time. Lastly, the Commission agreed to change the age limit placed on each category to be less restrictive for families.

ANNOUNCEMENTS

1. Chair and Vice-Chair nominations due by Fri., Nov. 22

Email aargona@ci.moscow.id.us with nominations. Voting will take place at Dec. 3 meeting.

2. Proposed Items for Future Agendas

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

a. Policies Subcommittee report

b. Preliminary 2025 Vendor roster and compliance

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

Meeting adjourned at 5:10 pm.

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**Friday
November 15 2024**

9:30 AM

**Council Chambers
206 E. 3rd St.**

WELCOME AND ATTENDANCE

REGULAR AGENDA

1. Review scope of work

- a. Review inclusion of statement supporting minority-owned businesses and appropriate placement

Subcommittee proposed including and/or expanding upon: non-discrimination statement on page 5; Economic Opportunity under Core Values on page 6

- b. Review and update definition of terms on page 8

- i. Inclusion/acknowledgement of AI

Subcommittee proposed expanding Handmade definition under Definition of Terms on page 8. Ensure definition allows for the use of machines/software that require skills for use and makes distinction between self-created versus machine generated.

- c. Vendor categories on pages 9-12

- i. New

- 1. Service

- 2. Fish/Aquatic

Subcommittee discussed merits of Service Vendor category and alignment with the Market's mission and core values. Members recognized the value of limiting the scope of Service Vendors to "food-related" services (i.e. pepper roasting, knife sharpening, etc.). Members felt that Speakers Wall was sufficient for other service types (i.e. massage) and chose not pursue creation of a category or definition at this time.

Members reviewed two Seafood Vendor definitions and categories from Oregon and Washington Farmers Markets. Subcommittee proposed the following sub-category definition for inclusion under Agricultural Vendors on page 9:

2024-2025 Policy subcommittee

Josh Larson, At-Large Rep.

Gerardo Alvarez, Specialty Food Rep.

JT Manning, At-Large Rep.

Phillip Blankenship, At-Large Rep.

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Seafood: Vendors who harvest aquatic animals where the majority of products sold are whole and/or fillets of fish, shellfish, and crustaceans either live, raw, smoked, or canned. Animals must be harvested from within Pacific Northwest waters of the following states: Idaho, Washington, Oregon, and Montana.

In addition to the above definition, staff was directed to add a "Seafood" clause similar to "Forager" under Appendix 6 – Vendor Eligibility & Approval on page xii that cites species being sold by Seafood Vendors must be commonly found within the defined and allowable bodies of water.

ii. Current

1. Prepared Food
2. Busker

Staff indicated that the review of the Prepared Food Vendor definition and subcategories was at the request of Alvarez. Alvarez felt that stricter guidelines needed to be in place, citing the following:

- *Other Farmers Markets categories (Food Artisan)*
- *Menu changes mid-season*

Alvarez also felt that established businesses should not be permitted into the Market, and a clause be included to ensure that chains and franchises have no path of entry into the Market.

Members discussed the feasibility of menu audits to maintain sourcing accountability. Argona referenced item 24. "Vendor Space Assessment" on page 24 as a potential policy to expand upon. There was also discussion around expanding to applicable sections under Appendix 6.

Argona presented the current practice of allowing former Buskers that are approved Vendors to return to Busking if waitlisted. She mentioned that this is rare, and that this scenario can only apply to two Vendors. The subcommittee felt due to the infrequency of this scenario that no formal policy was needed at this time.

2024-2025 Policy subcommittee

Josh Larson, At-Large Rep.
Gerardo Alvarez, Specialty Food Rep.
JT Manning, At-Large Rep.
Phillip Blankenship, At-Large Rep.

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- d. Review and determine inclusion of space assignments and waitlisting on page 14

No suggestions were made at this time.

e. Review inclusion of no live animal sales policy and appropriate placement Subcommittee proposed expanding upon item 3. Sale and Distribution of Non-Approved Items on page 20 to include the sale of live animals as prohibited. Members agreed that this does not prevent a Vendor from displaying "animals for sale" sign if such sales are directly related to a Vendor's normal business operations (i.e. Texas Ridge advertising the sale of livestock guardian puppies, which is also listed on their business website as a service they provide).

2. Update on proposed changes to Title 9, Chapter 11

Argona shared an update on this section of City Code, indicating that a proposed change is to prohibit sidewalk/street Vendors unaffiliated with the Market to make sales in the Central Business Zoning District on Saturdays during the Market's hours of operation.

3. Next meeting

The Subcommittee decided to wait to schedule their next meeting until after their report to the rest of the Farmers Market Commission on Tue., Dec. 2.

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2024-2025 Policy subcommittee

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Thursday
November 21 2024

3:00 PM

Council Chambers
206 E. 3rd St.

WELCOME AND ATTENDANCE

REGULAR AGENDA

1. Review Subcommittee purpose and intent

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.

2. Review Commission member binder components

a. Identify missing and/or desired materials and sections

The Subcommittee discussed their experiences with appointment to the Farmers Market Commission with Hill explaining the disparity between members. In general, members felt that the current materials provided were overwhelming, with several sections either being removed completely, or moved to a more reference and digital friendly format. Argona reviewed each section with the Subcommittee to determine its value. Commission members were in favor of:

- *Removing the Agenda & Minutes section*
- *Removing physical Resolutions associated with Market policies*
- *Removing Resolutions, Ordinances, and Code section*
- *Consolidating governing resources*
- *Expanding the Overview document to include roles, responsibilities, and expectations*
- *Keeping the current Handbook section*
- *Keeping the Strategic Plan section*

b. Develop drafts materials and sections

2024-2025 Onboarding subcommittee

Jamie Hill, At-Large Rep.

Kassie Smith, Crafts Vendor Rep.

Samantha Martinet, MCOC+VC Rep.

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The Subcommittee reviewed an example of an onboarding packet provided by Martinet. Staff was directed to draft the following materials and/or sections:

- Rapid Market Assessment reports section
- Annual scope of work example
- Consolidated Robert's Rules

3. Other

Members discussed some items they would like staff to explore including:

- Disclosing conflict of interest
- Volunteer laws in the state of Idaho
- An annual meeting in the new year (January or February) that is traditionally longer and an opportunity to review roles and responsibilities.

Argona asked the members whether they anticipate this Subcommittee being active after the recommendations are finalized. Members expressed a vision for an annual review process, and that either members serving on the subcommittee or the Chair and Vice Chair along with the staff liaison would be responsible for this process. This likely will be determined by action of the entire Commission.

4. Next meeting

9 am, Mon., Dec. 9, 2024. Location to be determined.

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2024-2025 Onboarding subcommittee

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Kassie Smith, Crafts Vendor Rep.

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**Thursday
November 21 2024**

4:00 PM

**Council Chambers
206 E. 3rd St.**

WELCOME AND ATTENDANCE

REGULAR AGENDA

1. Review Subcommittee special project intent

A special project to ensure the brand identity and history of the Moscow Farmers Market is celebrated through commemorative activities.

2. Review 50th Anniversary proposals

a. 2018 discussion

The Subcommittee reviewed previous discussions relating to capturing the history of the Market, citing successes, issues, and ideas that were proposed and/or implemented in 2019. Argona noted that in 2019 the idea of a companion book featuring Market stories, images, and quotes was proposed, and compared that with the findings in the commission citizen survey.

b. Citizen survey

The Subcommittee reviewed the most recent commission survey sent to citizens in 2023. Argona noted the ideas that captured the most interest. After discussing feasibility and a desire for Vendor participation, the members are proposing to pursue the following commemorative activities:

- One "event" per month during the 2026 Market season
 - Market History and Poster exhibit at the Moscow Chamber of Commerce + Visitor Center (tentative month: June in alignment with Artwalk Season finale)
 - Farm-to-Table menu series with restaurants known to source from Market Vendors (tentative month: August in alignment with Farmers Market Week Celebration and Idaho Farmers Market Month)

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- “Produce” Third Street Gallery exhibit in partnership with Arts Department and Moscow Arts Commission (date TBD)
- Community art show at the 1912 Center (date TBD)
- Social media photography contest
- Community sourced content for an 18-month calendar (May 1, 2026-October 31, 2027)
 - Photo and recipe submission period April 2025-October 2025
 - Subcommittee curation and selection Fall/Winter 2025
 - Calendar design and print Winter 2025/Spring 2026
 - Available for sale May 1, 2026

c. Other

Argona indicated that she has been approached by Spike Connelly of Irish Spike's Unique Hot Sauces about unveiling a 50th Anniversary sauce with a label redesign. She also mentioned that there was discussion in the past about allowing Craft Vendors to utilize Market graphics through a license-use agreement. Subcommittee members were interested in addressing this at their next meeting alongside 50th anniversary merchandise and engaging the downtown business community. Staff was directed to reach out to the Legal Department regarding questions on contracting with Vendors regarding a license-use agreement and to reach out to Julene Ewert on designing a 50th anniversary logo.

3. Next meeting

10 am, Mon., Dec. 9, 2024. Location to be determined.

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