

MOSCOW FARMERS MARKET COMMISSION



JT Manning
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
January 7, 2025

4:00 PM

Council Chambers
206 E. 3rd St.

WELCOME AND ATTENDANCE

MEMBERS: Gerardo Alvarez, JT Manning (Chair), Kassie Smith (Vice Chair), Jodi McClory, Phil Blankenship, Samantha Martinet (4:20 pm)

ABSENT: Josh Larson, Colette DePhelps

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

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.

McClory read the mission statement out loud.

2. Approval of Farmers Market Commission December 3, 2024 Minutes (ACTION ITEM)

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

Smith moved to approve the 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.

None offered.

4. 2025 Farmers Market Commission calendar

An annual overview of Commissioning projects, tasks, and involvement.

Argona presented the annual scope of work to the Commission, noting events when members are requested and/or expected to be present. Smith requested to have all Craft & Food Juries scheduled for the morning citing less confusion. Alvarez was also in favor of aligning all juries to the same morning timeline. Argona said that relevant items will be listed on upcoming Agendas as event/outreach dates approach and members will still need to confirm availability at that time.

5. Poster Artwork submission guidelines (ACTION ITEM)

Annual review of guidelines to artists wishing to submit artwork for feature on the official Moscow Farmers Market Poster.

PROPOSED ACTIONS: Accept submission guidelines, or take such other action deemed appropriate.

The Commission confirmed no changes were needed to the Poster Art submission guidelines.

Smith moved to approve the submission guidelines. Blankenship seconded.

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

6. Onboarding process (ACTION ITEM)

The Onboarding Subcommittee are proposing the following recommendations for adoption by the Farmers Market Commission:

- Revisions to Title 3, Chapter 5, pending approval by Legal Department, that state Farmers Market Commission members shall participate in an annual bias and conflicts disclosure process.
- Onboarding of newly appointed Commission members to be overseen and managed by the Commission Vice-chair and staff liaison.

PROPOSED ACTIONS: Accept process, or take such other action deemed appropriate.

McClory inquired if current members who didn't have this type of opportunity would be able to participate. Current Commission members who feel they would benefit from a more formal onboarding process are encouraged to participate.

Argona invited subcommittee members to speak to any of the recommendations. Martinet noted an annual conflict and disclosure process would improve transparency within the group.

Martinet moved to direct staff to make the needed revisions to Title 3, Chapter 5. Smith seconded.

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

Martinet moved to accept that the Vice-chair and staff liaison oversee the onboarding process with new members. McClory seconded.

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

7. 50th Anniversary commemoration engagement (ACTION ITEM)

The Branding Subcommittee are proposing the following ways to celebrate 50 years of the Moscow Farmers Market:

- Wares and goods
 - Select Vendors offering items that feature the Market's 50th anniversary graphic through a license-to-use application, agreement and fee.
 - 18-month Market calendar for sale featuring community contributions (i.e. recipes, photos, quotes, etc.).
 - 50th anniversary Market merch for sale (i.e. bags, shirts, etc.) pending selected Vendors offerings.
 - 50th anniversary Market merch for free in the form of magnets, stickers, buttons, etc.
 - 50th anniversary Market gift boxes with donated Vendor goods available via prize drawings.
 - Permit Vendors to opt-in for bulk pricing to offer their own gift boxes available for purchase at their booths.
- Events and activities
 - Feb. 2026 – Community Art Show opens at 1912 Center
 - Mar. 2026 – Community Art Show closes at 1912 Center
 - Feb./Mar. 2026 – Vendor Appreciation community reception at 1912 Center
 - May 2, 2026 – Ribbon cutting ceremony on opening day
 - Aug. 2026
 - Vandals @ the Market, every Saturday in August (1, 8, 15, 22, 29)
 - Aug. 8 – National Farmers Market Week Celebration chef demonstration
 - Oct. 31, 2026 – Closing ceremony with Halloween Costume Contest
 - Dates TBD
 - MCOC + VC and Latah Co. Historical Society show
 - Third Street Gallery "Produce" show
- Social Media
 - 50th anniversary hashtag as method of entry for Market gift box prize drawings
 - Vendor features (posts, 90 sec. reels, and longer-form YouTube videos)

- Origin stories and creative process
- Where to purchase 50th Anniversary licensed wares
- Who is offering 50th Anniversary Vendor gift boxes
- What Vendor products are available in 50th Anniversary Market gift boxes

PROPOSED ACTIONS: Accept proposed 50th Anniversary commemoration, or take such other action deemed appropriate.

Argona reviewed the commemoration proposal. She noted that the subcommittee's goal was to leverage community support of the Market, while being mindful of staff availability and responsibilities, especially during Market season. The Commission focused on the gift boxes and clarification was provided that Vendors interested in preordering 50th Anniversary packaging for their use at their booth with their goods would be invoiced accordingly. This same packaging would be used for curated giveaways made up of goods donated by Vendors.

Alvarez suggested adding a small cookbook as one of the merchandise items. Argona noted that a recipe book was one of the suggested items on the citizen survey, but did not garner as much interest as a calendar. She indicated that the calendar will include recipes submitted by the community. Blankenship inquired about the timeline to produce merchandise items. Argona responded with a rough timeline beginning this month to have a submission period open for community content. The 2025 season will be an outreach year to gather materials and to be able to produce products for the 2026 season. Staff will reach out to Vendors as well to estimate who is interested in using the 50th Anniversary logo and who would be interested in donating goods for prize packages.

Argona informed the Commission that local artist and current Vendor Julene Ewert, who designed the Market's current graphics, has agreed to design the Market's 50th Anniversary graphic.

Martinet moved to accept the 50th Anniversary commemoration. Alvarez seconded.

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

REPORTS

1. Policy Subcommittee – Larson, Alvarez, Blankenship, Manning, and Argona

The proposed revisions will be sent to Vendors for feedback. Feedback will be presented to the Commission for discussion and further edits. The Commission will vote to accept or deny changes accordingly with any changes moving on to the Legal Department for review and ultimate consideration by Council. Argona indicated that the 2025 Handbook will be finalized and printed by the Vendor Orientation on Thu., Apr. 10.

Smith requested to add "plants" to the verbiage in the proposed "Seafood Vendor" category. Argona referenced minor revisions made to the Handbook, such as formatting, that will likely have little to no impact. Due to the monetary component of penalties requiring

alignment with the City's budget and fee process, the subcommittee agreed to address any changes to this section for the 2026 Handbook. McClory inquired about Agriculture Vendors attending the Market before a Site Visit. It was indicated that proposed changes were made to Appendix 6 that do not allow a Vendor to be granted a space assignment until a Site Visit is complete.

2. Market Manager report – Argona

Argona recapped the 2024 season, including annual gross sales reporting totals and updates to the Vendor roster. Smith inquired if staff would ever cap the number of Vendors granted Tier 3 status. Argona stated that historic occupancy data shows Tier 3 Vendors occupying about 75% of spaces. To ensure that there are open spaces available to Tier 1 and 2 Vendors, Argona indicated that no more than 80% of Vendors in the Market can claim Tier 3 status.

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.

- 2025 Handbook (action item)

2. Farmers Market Commission regular meeting Tuesday, February 4, 2025 at Moscow City Hall in Council Chambers

ADJOURN

Meeting adjourned at 5:13 pm.



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