

MOSCOW FARMERS MARKET COMMISSION



JT Manning
Commission Chair
fmc@ci.moscow.id.us

Regular Meeting
~Amended Agenda~

Amanda Argona
Staff Liaison
208-883-7132

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

Tuesday
September 1, 2026

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 August 4, 2026 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. **Costume Contest (ACTION ITEM)**

The costume contest marks the end of the Market season in a festive manner. Attached for review is the proposed format including length of event, number of Commission members needed and their roles and responsibilities, and contest categories. Vendor Cold and Co Photography & Events has offered photography services for the event. A formal awards presentation will be held a City Council meeting in November.

PROPOSED ACTIONS: Approve 2026 Costume Contest format, or take such other action deemed appropriate.

5. **2026-2027 Subcommittee Assignments (ACTION ITEM)**

The Farmers Market Commission has several subcommittees to support the work of the Commission and mission of the Moscow Farmers Market. The assignment list is reviewed annually, and Commission members are offered a chance to change or remain on subcommittees. To avoid violating Idaho's Public Meeting Law, subcommittees will have no more than four Commission members assigned at a given time.

PROPOSED ACTIONS: Approve subcommittee assignments as currently listed, or take such other action deemed appropriate.

MOSCOW FARMERS MARKET COMMISSION



JT Manning
Commission Chair
fmc@ci.moscow.id.us

Regular Meeting
~Amended Agenda~

Amanda Argona
Staff Liaison
208-883-7132

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

Tuesday
September 1, 2026

4:00 PM

Council Chambers
206 E. 3rd St.

6. Citizen Commission Survey (ACTION ITEM)

A City survey is scheduled to be mailed in early October 2026 and will include City operations and Commission specific questions. Commissions may submit two questions for feature on the survey. Attached for review are previous survey questions.

PROPOSED ACTIONS: *Select and approve questions for feature, or take such other action deemed appropriate.*

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 events and deadlines

- TBD Fall '26 – Site Visit 6: Mike & Michelle Carpenter (Princeton, ID)
- Sat., Sep. 12 – RMA 3
- Mon., Sep. 21, 7 pm – Annual Citizen Commission report to Council
- Sat., Oct. 31 – Costume Contest
- TBD Nov. – Costume Contest awards presentation at Council

3. Farmers Market Commission regular meeting October 6, 2026 at Moscow City Hall in Council Chambers

ADJOURN

NOTICE: It is the policy of the City of Moscow that all City-sponsored public meetings and events are accessible to all people. If you need assistance in participating in this meeting or event due to a disability under the ADA, please contact the City's ADA Coordinator by phone at (208) 883-7600, TDD (208) 883-7019, or by email at adacoordinator@ci.moscow.id.us at least 48 hours prior to the scheduled meeting or event to request an accommodation. The City of Moscow is committed to ensuring that all reasonable accommodation requests are fulfilled.

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
August 4, 2026

4:00 PM

Council Chambers
206 E. 3rd St.

Manning called the meeting to order at 4:00 PM

MEMBERS PRESENT: JT Manning, Chair; Kassie Smith, Colette DePhelps, Gerardo Alvarez, Josh Larson, Kendra Chilbert
MEMBERS ABSENT: Jodi McClory, Phil Blankenship
OTHERS: Drew Davis (4:26)
STAFF: Amanda Argona, Amanda Reyes

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.

Larson read the mission statement aloud.

2. *Approval of Farmers Market Commission June 2, 2026 Minutes (ACTION ITEM)*

Alvarez moved for approval of the minutes as presented, seconded by DePhelps. Roll Call Vote: Ayes: 5. Nays: None. Abstentions: 1. 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.

4. *FMC Budget (ACTION ITEM) – Argona*

Remaining funds for the FY26 FMC budget are \$346.60. Staff is proposing remaining funds continue to support the Market's 50th anniversary activities.

Appropriated funds for the FY27 FMC budget are proposed at \$500, which is a \$1,000 decrease from original request of \$1,500. This is still subject to the final budget adoption at the Aug. 17 budget hearing.

Clarification was requested about the Commission budget and how funds may be used. Argona clarified that Market merchandise is included in a different budget line item and that the request from staff regarding the enamel pins is in support of 50th anniversary activities, which has been a special project of the Commission. There was a request for further clarification from City Council if Commission funds can help with online conference fees or regional conferences (i.e. Spokane), since there are no Idaho-based conferences that address Market issues. Another idea was brought up to use the funds towards a learning workshop day, where the Commission member who attended a conference can teach the others what they learned and can discuss ways of implementing the new ideas and findings. This item will be brought for review again at the October or November Commission meeting.

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
August 4, 2026

4:00 PM

Council Chambers
206 E. 3rd St.

Larson moved for the remaining Commission funds to be used towards purchasing commemorative enamel pins as presented, seconded by Alvarez. Roll Call Vote: Ayes: Unanimous (6). Nays: None. Abstentions: None. Motion carried.

REPORTS

1. Community Events Manager report – Argona

Argona reviewed the Manager Report as presented in the packet. Discussion ensued around Get to Squeezin' Lemonade's request to attend one last Market since relocating to Montana. The Commission confirmed that if a Vendor moves outside of the 200-air mile radius, the Vendor would no longer be eligible to sell at Market, even if it is mid-season. There was a question about menu changes mid-season for Food Artisan Vendors, including how significant a change must be or how many changes to their local sourcing would trigger a re-jury at the Craft and Food Jury. Argona reviewed several visitor complaints about a participant of the Speakers Wall area who was continually attempting conversations after visitors declined to engage in conversation. Visitors noted they were being followed beyond the designated Speakers Wall area. Commission members noted that some signage along the Speakers Wall resulted in complaints during the July Rapid Market Assessment. Argona stated that the Speakers Wall is content neutral in accordance with First Amendment time, place, and manner restrictions and staff cannot dictate what is displayed on a sign, table, etc. There was a suggestion to not have the Speakers Wall. Staff indicated that the Speakers Wall will remain intact for legality purposes. She went on to cite the importance of the Speakers Wall given its historic ties to the Market. The topic of keeping the Speakers Wall a safe and respectful place for free speech will be addressed with the Legal Department and a review of any resolutions, including Market policies.

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 events and deadlines

- Sat., Aug. 8
 - 9 am to 12 pm – National Farmers Market Week Celebration
 - RMA 2
- Thu., Aug. 13, 5 to 8 pm – The Golden Season: 50 Years of Moscow Farmers Market hosted at and by MCOC+VC
- TBD Fall '26 – Site Visit 6: Mike & Michelle Carpenter (Princeton, ID)
- Sat., Sep. 12 – RMA 3
- Mon., Sep. 21, 7 pm – Annual Citizen Commission report to Council
- Sat., Oct. 31 – Costume Contest
- TBD Nov., 7 pm – Costume Contest awards presentation at Council

3. Farmers Market Commission regular meeting September 1, 2026 at Moscow City Hall in

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
August 4, 2026

4:00 PM

Council Chambers
206 E. 3rd St.

Council Chambers

The meeting was adjourned at 5:34 PM

ADJOURN

NOTICE: It is the policy of the City of Moscow that all City-sponsored public meetings and events are accessible to all people. If you need assistance in participating in this meeting or event due to a disability under the ADA, please contact the City's ADA Coordinator by phone at (208) 883-7600, TDD (208) 883-7019, or by email at adacoordinator@ci.moscow.id.us at least 48 hours prior to the scheduled meeting or event to request an accommodation. The City of Moscow is committed to ensuring that all reasonable accommodation requests are fulfilled.

MOSCOW FARMERS MARKET COMMISSION



Category	2025	2024	2023	2022	2021	2020
Best Youth					13	27
Best Sprout - Individual	13	24	19	29		
Best Sprout - Group	3	3	2			
Best Junior	2	7	3	15		
Best Adult	10	6	7	19	4	17
Best Pair	5	3	6	19		
Best Group	13	6	12	7	10	23
Creepiest						5
Least Effort						6
Total # of Entries (Photos)	46	49	49	89	27	78

	2025	2024	2023	2022	2021	2020
# of Categories	6	6	6	5	3	5
# of Participants (Waivers)	81	75	89	123	101	107
# of Entries (Waivers)	46	53	55	87	35	70
# of Dogs	2	4	0	1	6	1
Final Market date	10/25	10/26	10/28	10/29	10/30	10/31

MOSCOW FARMERS MARKET COMMISSION



	2025	2024	2023	2022	2021	2020
Photo Services	Colter and Co Photography & Events	TACOM Photography	TACOM Photography	In-house (iPhone)	Selfies	In-house (D. Harlan)
Trophies	Light Designs	Paradise Creek Pottery	Crown Awards/Trophy Depot	Etsy	Etsy	Etsy
Prizes	Donated (Vendor goods)	Donated (Vendor goods)	Purchased (Vendor goods)	Purchased (Vendor goods)	Purchased (Local business gift cards)	Purchased (Downtown business gift cards and other goods)

2026 Costume Contest

- **Mon. 10/26 through Thu., 10/29:** Pre-registrations accepted
 - Sign digital photo release
 - Download entry form
 - Bring entry form day-of
- **Fri. 10/30:** Staff downloads photo releases
- **Sat. 10/31:** Check-in booth
 - Pre-registration line
 - Confirm pre-registration via spreadsheet
 - Receive entry form
 - Designate entry number
 - Day-of registration line Complete entry form
 - Scan QR code to sign digital photo release
 - Complete entry form
 - Designate entry number

MOSCOW FARMERS MARKET COMMISSION



Suggested Format

- **Roles & Responsibilities**
 - 1 Emcee
 - 3 Judges
 - 2-4 Check-in booth
- **Timeline**
 - **9 am:** Check-in booth opens/contest begins
 - **11 am:** Check-in booth closes/contest ends
 - **11 am to 12 pm:** Judging deliberations at the MCOC+VC
- **Categories**
 - Single/individual entries
 - Sprout, 10 years old and younger
 - Junior, 11 years old to 17 years old
 - Adult, 18 years old and older
 - Multiple entries
 - Best Sprouts Group, 10 years old and younger, 2 or more individuals
 - Best Pair/Duo, all ages, only 2 individuals
 - Best Group/Family, all ages, 3 or more individuals
- **Rubric**
 - 0 – Does not meet expectations
 - 1 – Approaching expectations
 - 2 – Meets expectations
 - 3 – Exceeds expectations
- **Criteria**
 - Theme
 - Creativity
 - Design/Execution

	Theme	Creativity	Execution
0-Below Standards	Unable to determine theme	Costume is pre-packaged costume	Required no effort in designing
1-Approaching Standards	Is apparent but common	Uses mostly pre-packaged items	Some effort made in designing
2-Meets Standards	Is apparent and slightly less common	Uses a combination of homemade and pre- packaged items	Clear effort in gathering pieces to design
3-Exceeds Standards	Is apparent and uncommon	Costume almost entirely homemade	Evidence of time and effort put into design

MOSCOW FARMERS MARKET COMMISSION



City of Moscow Citizen and Commission survey history

In 2002, the City issued its first biennial citizen survey, which included Commission questions. The Farmers Market Commission was established in 2013, so questions regarding the Moscow Farmers Market on the citizen survey prior to 2013 were likely developed by staff.

Beginning in 2016, the City decided that a separate Commission survey would be sent out and Commission questions would no longer be included on the citizen survey. In 2017, the first stand-alone Commission survey was sent out, with 2019 being the second stand-alone Commission survey. From 2020-2021, survey information was postponed due to the COVID-19 pandemic. The Commission survey resumed in 2023. The 2002, 2004, and 2012 citizen surveys did not include questions on the Moscow Farmers Market.

Citizen Survey years

- 2002 – No Market related items
- 2004 – No Market related items
- 2006
- 2008
- 2010
- 2012 – No Market related items
- 2014
- 2016 – No Market related items
- 2018 – No Market related items
- 2022 – No Market related items
- 2024 – No Market related items

Commission Survey years

- 2017
- 2019
- 2023

MOSCOW FARMERS MARKET COMMISSION



2006 Citizen Survey

432 responses/1,200 mailed surveys

- Would you support banning dogs from the Farmers Market?

Strongly Support	Support	Neutral	Oppose	Strongly Oppose	Don't Know
23%	19%	22%	17%	15%	4%

2008 Citizen Survey

384 responses/1,200 mailed surveys

- It is easy to shop at the current Farmers Market location.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
20%	51%	12%	10%	3%	4%

- In the past twelve months how frequently have you visited the Farmers Market?

0-4 Visits	5-9 Visits	10-15 Visits	16-21 Visits	22-26 Visits
40%	27%	18%	7%	8%

2010 Citizen Survey

372 responses/1,200 mailed surveys

- I support the use of public funds to construct a permanent home for the 34-year old Farmers Market.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
17%	26%	25%	15%	11%	4%

2014 Citizen Survey

348 responses/1,200 mailed surveys

- I feel the Moscow Farmers Market is an important asset to our community.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
63%	24%	7%	2%	2%	1%

- Did you attend the Moscow Farmers Market in the last year?

Yes	No
82%	18%

MOSCOW FARMERS MARKET COMMISSION



- If you attended the Moscow Farmers Market in the last year, please rate your satisfaction with the following:

	Very Satisfied	Satisfied	Neutral	Somewhat Satisfied	Not Satisfied	Don't Know
Hours of operation	43%	31%	4%	3%	1%	0%
Location	50%	26%	2%	2%	2%	0%
Parking availability	16%	30%	14%	10%	9%	4%
Cleanliness	38%	36%	5%	2%	1%	0%
Variety of Products	34%	41%	3%	3%	1%	1%
Quality of Products	40%	36%	4%	1%	1%	0%
Interaction with farmers/producers	44%	32%	4%	0%	1%	1%
Prices	19%	34%	16%	7%	5%	0%
Live Music	27%	33%	15%	3%	2%	1%
Prepared Food	23%	32%	12%	2%	1%	6%

- If you did not visit the Moscow Farmers Market in the last year, please tell us why:

I didn't know Moscow has a Farmers Market	0%
It isn't affordable for me or my family	4%
The date/time doesn't work with my schedule	7%
I don't feel welcome at the Market	2%
I prefer to shop elsewhere	6%
I've heard negative things about the market	1%

2014 Moscow Farmers Market (Q15m, Q16, Q17) commentary

The Moscow Farmers Market Commission was established in 2014 and this is the first year the commission has participated in the survey. Three questions were included in regards to the Moscow Farmers Market intended to gauge the value of the Market to the community, satisfaction with various aspects of the Market, what deters respondents from visiting the Market.

When asked to what level they agree with the statement, "I feel the Moscow Farmers Market is an important asset to our community," 87% of respondents noted the "strongly agree" or "agree" with the statement, 7% noted they were "neutral" on the matter, while 4% noted they "disagree" or "strongly disagree."

When respondents were asked if they attended the Market in 2014, 280 of the 340 respondents noted they did attend, while 60 reported they did not. Of the 280 who did attend, they were

MOSCOW FARMERS MARKET COMMISSION



asked to rate their level of satisfaction on a variety of items related to the Market including hours of operation, location, parking availability, cleanliness, variety of products, quality of products, interaction with farmers/producers, prices, live music, prepared food, and a category for other comments was included. Most items received ratings of “very satisfied” or “satisfied” by about 75% of respondents including hours of operation, location, cleanliness, variety of products, quality of products, and interaction with vendors. Of the respondents, about 55% noted they are “very satisfied” or “satisfied” with prices and prepared food, and 46% are “very satisfied” or “satisfied” with parking availability. Listed in the following chart are all items rated in order of most satisfied to least satisfied.

Those respondents noted that they did not attend the Market, were asked to note the reasons why they do not attend. Of the 60 respondents who noted they did not attend, 7% attributed it to the date/time not working, 6% noted they prefer to shop elsewhere, 4% noted it isn't affordable, 2% reported that they don't feel welcome, and 1% have heard negative things.

MOSCOW FARMERS MARKET COMMISSION



2017 Commission Survey

324 responses/1,200 mailed surveys

- Did you attend the Moscow Farmers Market in the last year?

Yes	No
81%	15%

- If you attended the Moscow Farmers Market in the last year, please rate your satisfaction with the following:

	Very Satisfied	Satisfied	Neutral	Somewhat Satisfied	Not Satisfied	Don't Know
Hours of operation	36%	42%	7%	5%	2%	2%
Location	48%	37%	3%	0%	3%	2%
Parking availability	8%	23%	22%	17%	18%	9%
Cleanliness	30%	50%	7%	2%	2%	3%
Variety of Products	23%	52%	8%	4%	1%	3%
Quality of Products	33%	49%	7%	1%	1%	3%
Interaction with farmers/producers	32%	44%	12%	1%	1%	3%
Prices	7%	38%	31%	17%	7%	6%
Live Music	27%	35%	29%	4%	2%	5%
Programming (cooking demos, kids' classes, etc.)	5%	17%	44%	5%	2%	22%
Accessibility	16%	43%	20%	4%	3%	6%
Physical size/footprint of the Market	19%	51%	13%	4%	1%	3%
Layout of booths at the Market	17%	57%	12%	2%	2%	3%
Number of produce/agricultural vendors	21%	51%	13%	4%	1%	3%
Number of prepared food vendors	14%	14%	22%	5%	2%	5%
Number of craft vendors	11%	39%	30%	4%	2%	6%
Number of value-added vendors	8%	27%	32%	2%	2%	20%

MOSCOW FARMERS MARKET COMMISSION



- What is your number one reason for visiting the Moscow Farmers Market? Please check three options or not your reason in "other"

Purchase local produce/agricultural products	73%
Purchase arts/crafts	23%
Downtown shopping outside the market	16%
Visiting with friends	31%
People watching	23%
Purchase prepared food	27%
Purchase value-added products	4%
Educational activities	4%
Musical entertainment	25%
Nothing else to do on Sundays	12%
Other	N/A
No Answer	N/A

2017 Moscow Farmers Market (Q4, Q5, Q6) commentary

Farmers Market attendance... (Q4)

This question, from the Farmers Market Commission, simply asked respondents whether or not they attended the Moscow Farmers Market in 2017. More than 80% note they attended the market.

Reason for attendance... (Q5)

The Commission followed up by asking respondents who attended the 2017 Market the most important reason for their attendance. Respondents were able to check more than one of the 10 listed features. The top two features noted included purchasing local produce and visiting with friends.

Satisfaction with Market... (Q6)

Residents were asked to rate 17 components of Farmers Market based on a Likert Scale from "Very Satisfied" to "Not satisfied." Two responses, "Programming" and "# of value-added vendors," had high "Don't Know" response rates of 20 percent or greater, making those results statistically invalid, which could also show a higher percentage of respondents do not use those features, as correlated in the previous question. Of note, the least satisfying measure in regards to the Market was "Parking Availability." All results are noted in the following table.

MOSCOW FARMERS MARKET COMMISSION



2019 Commission Survey

336 responses/1,200 mailed surveys

- Did you attend the Moscow Farmers Market in the last year?

Yes	No	No Answer
82%	18%	3%

- If you attended the Moscow Farmers Market in the last year, please rate your satisfaction with the following:

	Very Satisfied	Satisfied	Neutral	Somewhat Satisfied	Not Satisfied	Don't Know	No Answer
Hours of operation	37%	46%	7%	3%	1%	2%	4%
Location	50%	35%	6%	2%	2%	1%	4%
Parking availability	14%	23%	16%	18%	19%	7%	4%
Cleanliness	39%	45%	7%	2%	0%	3%	3%
Variety of Products	34%	46%	10%	3%	1%	3%	3%
Quality of Products	45%	40%	7%	2%	0%	3%	3%
Interaction with farmers/producers	44%	40%	8%	1%	0%	3%	3%
Prices	19%	41%	16%	12%	4%	4%	3%
Live Entertainment	21%	41%	18%	4%	2%	9%	4%
Programming (cooking demos, kids' classes, etc.)	10%	20%	30%	1%	1%	32%	6%
Accessibility	23%	39%	12%	6%	4%	11%	4%
Physical size/footprint of the Market	26%	50%	12%	2%	2%	3%	4%
Layout of booths at the Market	31%	48%	10%	2%	0%	4%	4%
Number of produce/agricultural vendors	28%	50%	9%	4%	1%	3%	3%
Number of non-agricultural vendors that offer arts/crafts	19%	45%	21%	4%	2%	5%	4%
Number of non-agricultural vendors that offer prepared/processed foods	17%	43%	23%	5%	2%	6%	4%
Market vendors located from within 200 air miles from Moscow	23%	36%	17%	1%	1%	17%	4%

MOSCOW FARMERS MARKET COMMISSION



- Please note the top two reasons why you attended the Moscow Farmers Market.

Purchase agricultural products	31%
Purchase arts/crafts	10%
Shop at downtown businesses	6%
Socialize (people watching, visiting with friends)	20%
Purchase prepared food	14%
Participate in educational activities and programs	2%
Live entertainment	10%
Other	0%
No Answer	7%

2023 Commission Survey

288 responses/1,200 mailed surveys

- The Market's 50th Anniversary is approaching. Rate your interest in attending/participating in the following types of events to commemorate this milestone.
(97% response rate)

	Very Interested	Somewhat Interested	Neutral	Not Very Interested	Not At All Interested	Don't Know
Gallery Exhibit	16%	32%	23%	13%	10%	3%
Speaker Series	5%	24%	28%	22%	16%	4%
Series of Exhibits	14%	34%	24%	12%	10%	2%
Picnic in a City Park	19%	28%	23%	14%	13%	2%
Photography Contest	12%	30%	23%	15%	14%	1%
Farm-to-Table Dinner	27%	32%	15%	11%	10%	2%
Downtown Block Party	38%	27%	13%	6%	11%	2%

- Did you attend the Moscow Farmers Market in the last year? **(99% response rate)**

Yes	No	No Answer
84%	15%	N/A

MOSCOW FARMERS MARKET COMMISSION



- The Market has been a successful, thriving event because of community support. Rate your interest in purchasing the following for the Market's 50th anniversary. **(98% response rate)**

	Very Interested	Somewhat Interested	Neutral	Not Very Interested	Not At All Interested	Don't Know
Tickets to a benefit dinner/exhibit featuring art, photos, etc. from the community about the Market	10%	23%	23%	21%	19%	2%
A commemorative book featuring recipes, photos, quotes, stories, etc. from the community about the Market	9%	23%	22%	22%	21%	1%
A commemorative calendar featuring recipes, photos, quotes, stories, etc. from the community about the Market	12%	30%	23%	16%	15%	1%

2023 Moscow Farmers Market (Q1, Q2, Q3) commentary

50th Anniversary... (Q1)

The Farmer's Market Commission is considering holding an event to celebrate the Farmers Market's 50th Anniversary in the upcoming year. The Commission asked respondents what event they would be most interested in. A 5-Point Likert Scale ranging from "Very Interested" to "Not at all Interested" was available to choose from. Of the list of possible events that was provided, the most often chosen activity was a Downtown Block Party. The least popular option was for the City to host a Speaker Series. Some respondents selected "Other" and left comments including "local beer tasting", "gallery exhibit", and "classroom presentations about the community impact of the market".

- Downtown Block Party – 65% indicated some level of interest**
- Farm-to-Table Dinner – 59% indicated some level of interest**
- Series of Exhibits – 48% indicated some level of interest
- Gallery Exhibit – 48% indicated some level of interest
- Picnic in a City Park – 47% indicated some level of interest
- Photography Contest – 42% indicated some level of interest
- Speaker Series – 29% indicated some level of interest

Farmers Market attendance... (Q2)

Respondents were asked if they had attended the Farmers Market in the last year. Those that participated in the survey, 84% responded that they had attended the Farmers Market in the last year whereas 15% did not. Some comments were left on the survey stating they would attend more, however Covid has reduced their public event participation. This question was previously asked in the 2019, 2017, and 2014 surveys and data can be found below for comparison.

MOSCOW FARMERS MARKET COMMISSION



50th Anniversary Purchase... (Q3)

Respondents were asked if they would be interested in purchasing different commemorative items such as a calendar, tickets to a benefit dinner or exhibition, or a commemorative book to celebrate the Market's 50th Anniversary. Each of these options would feature different aspects of the Market such as recipes, photos, quotes, stories, etc. A 5-Point Likert Scale ranging from "Very Interested" to "Not at all Interested" was available to choose from and then converted into a 100-Point Scale Score. While the final scores for each of these options were relatively low, the item rated of most interest was the calendar (50), then the benefit or exhibit dinner (44) then the book (43). A few individuals decided to select "Other" then left comments including "commemorative shopping bag" and "chance to donate".

- *Purchasing a commemorative calendar – 42% indicated some level of interest*
- *Purchasing tickets to a special event – 33% indicated some level of interest*
- *Purchasing a commemorative book – 32% indicated some level of interest*



MOSCOW FARMERS MARKET COMMISSION



September 1, 2026 Manager Report

◆ ◆ ◆ ◆
JT Manning
Chair

Kassie Smith
Vice Chair
Crafts Vendor representative

Phillip Blankenship
At-large member

Colette DePhelps
University of Idaho
representative

Joshua Larson
At-large member

Kendra Chilbert
Moscow Chamber of
Commerce + Visitor Center
representative

Jodi McClory
Produce Vendor
representative

Gerardo Alvarez
Specialty Food Vendor
representative

VACANT
At-large member

◆ ◆ ◆ ◆
Amanda Argona
Staff Liaison

Drew Davis
Council Liaison

◆ ◆ ◆ ◆
Community Events Division
Moscow Farmers Market
504 S. Washington St.
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)
◆ ◆ ◆ ◆

50th Anniversary Activities

- Golden Guessing Game
- Commemorative Calendar
- Limited edition tote bags

RMA & volunteers

America's Farmers Market Celebration

Annual Citizen Commission report

Other