1. Meeting Materials

Documents:

AGENDA 2-1-2017 AMENDED .PDF
PACKET 2-1-2017 AMENDED .PDF
1. Welcome and Attendance – Erin Carroll, Chair

2. Approval of January 11, 2017 Minutes (5 minutes)
   ACTION – Review and approve minutes for January 11, 2017 Meeting

3. Public Comment (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 minutes.

4. Immediate Market Concerns (5 Minutes – Erin Carroll)
   This is a standing agenda item during market season to address any immediate market concerns or ideas which may require discussion by the commission.
   ACTION – Discuss and provide direction to Chair and City Staff as needed.

5. Farmers Market Strategic Planning (10 Minutes – Jen Pfiffner)
   Strategic planning work to date has included an overview of the process, agreement in regards to maintaining the current mission and vision statements, drafting of an Operational Overview document for the Market, and collection of all concerns and issues the Market faces now and into the future.

   Commission members were invited on September 14 to share final thoughts through October 5. At the close of that submission period, staff began categorizing and drafting issues statements designed to encapsulate the challenges the Market faces to provide a baseline for planning discussions on how those challenges will be addressed. The draft issue statements include the proposed statement and listed with that statement are the comments that contributed to the issue. Work then continued to develop the goals, objectives, actions/strategies which was reviewed by the Commission on November 9, 2016.

   A draft of the entire report was presented on January 11 and edits and suggestions have been introduced into a final market plan for consideration by the commission today.

   ACTION – Discuss and adopt the report or take such as action as deemed appropriate.

6. Fee Discussion (20 Minutes – Jen Pfiffner)
   Presentation of research and analysis to provide the Commission information to formulate a recommendation to the City Council on fees for the upcoming Market season and into the future. Information presented will be outlined for further review and discussion at the February 8, 2017 meeting.

   ACTION – Discuss and provide direction to City Staff as needed.

7. 2017 Market Policy Update (30 Minutes – Kathleen Burns)
   Review draft policies from the City of Moscow Legal Department.

   ACTION – Discuss and provide direction to City Staff as needed.

8. Love Your Farmer – Love Your Food Update and WSFMA (10 minutes – Jessica Brierly)
   AmeriCorps Volunteer Coordinator will present on these upcoming events.

   ACTION – Accept report and provide direction to City Staff as needed.

9. Tabled Business for Future Agendas
   a. This is a place to keep hold of items still pending or in progress with City Staff.
   b. Finalize policy recommendations for 2017 Market
   c. Review confidentiality of sales reporting
   d. Review revised fee structure as presented by city staff, based on recommendations of Commission
   e. Review updated Commission timeline, with recommendations of Commission

   ACTION: Email additional items to Chair and Co-Chair.

10. Upcoming Dates
    a. Commission Meetings – Next meeting February 8, 2017

11. Adjourn
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   ACTION: Email additional items to Chair and Co-Chair.

10. Upcoming Dates
    a. Commission Meetings – Next meeting February 8, 2017

11. Adjourn
Chair Carroll called the Farmers Market Commission meeting to order Wednesday, January 11, 2017 at 4:04 p.m. in the Council Chambers of City Hall.

Members Present
Erin Carroll, Chair
Joann Muneta
Cinda Williams
Linda Heath
David Pierce

Members Absent
Kim O’Neill
Berto Cerrillo, Vice Chair
Jeremy Ritter
Marci Miller

Also in Attendance
Kathleen Burns, Arts Director
Jessica Brierly, AmeriCorps
Jen Pfiffner, Asst. City Supervisor

This meeting’s minutes taken by Jessica Brierly

1. Welcome and Attendance – Erin Carroll, Chair

2. Approval of December 7, 2016 Minutes
Pierce moves the minutes be approved as presented. Williams’s seconds. None opposed. Motion approved.

3. Public Comment
No public comment.

4. Immediate Market Concerns
Commission discussed letter from Market vendor that was received in late December. Commission gave input to staff regarding request of vendor. Staff is working to finalize edits for 2017 Market Policies which will define needs and costs of vendors.

5. Farmers Market Strategic Planning
Pfiffner asks the Commission for additional edits for the final draft of the Strategic Plan. Discussion continued as members gave input on changes and adjustments throughout the document. Carroll asks City Staff about the timeline for the Commissions input on Policy changes and fee restructuring. Pfiffner says by the third week in February the Commission will need to put forth their proposals to City Council for the 2017 season. Carroll says that leaves the Commission in a difficult place for giving adequate input and consideration to changes with only one meeting ahead to provide suggestions. Additionally, staff was to provide Commission with needed information about fees and have yet to do so. Staff has agreed to provide further information this month to allow Commission opportunity for input. Commission has decided to have two meetings in February. Heath speaks on behalf of the vendors whom have pre-purchased supplies in preparation for the following Market season; that their potential hardship be considered if the fee increase is significant.

6. Directors Report
1. Restroom Construction started.
3. Tentative Dates for 2017 Market Season
   • Regional Training March 17th, CDA, IFMA
• Craft & Food Jury Fridays: March 24th, June 23rd.
• Mandatory Vendor Meeting: Wed April 19th.
• Walk On meeting: Wed. April 26th.

4. Policy Items: Draft for January 25th Meeting
   • Foragers
   • Definition of Season & Walk On
   • 5% local sourcing for prepared Food
   • Compostable Tableware for Food Vendors
   • Process of Going from Season to Walk On
   • Strengthening Non Compliance of Policy actions
   • Recycling receptacles throughout the Market

5. Working on year-end report
6. USDA Grant Application for March

7. Tabled Business for Future Agendas
   a. Finalize policy recommendations for 2017 Market
   b. Review revised fee structure as presented by City Staff, based on recommendations of Commission.
   c. Review confidentiality of sales reporting
   d. Review updated commission timeline, with recommendations of Commission.

8. Upcoming Dates
   a. Commission Meetings – Next meeting January 25, 2017

9. Adjourn 5:50pm
Jen Elliott  
Palouse Prairie Farms, LLC  
1051 Pleasant Hill Rd  
Troy, ID 83871  

December 21, 2016  

City of Moscow  
Arts Department, Farmers Market Commission  
206 East Third Street  
Moscow, ID 83843  

Dear Farmers Market Commission,

We are interested in participating in the coming 2017 Moscow Farmers Market. We have participated in the Market in various capacities over the last 10 years that we have been operating our business, Palouse Prairie Farms, LLC in Troy, Idaho. We raise USDA inspected beef and pork and sell it several ways including by the quarter, half and whole, as well as family packages, and individual cuts. We believe that what we offer is in high demand within our community and would like to participate in the Market as often as possible.

We would like to request the following:

- **A regular booth space location** at each of the markets we attend. We would like to request a booth location on Main Street, preferably between spaces 34 and 59, which is the heart of the farmers selling food at the Market. We would like a full-size space (11’ X 15’). Prior to coming to Market, we email an extensive customer list to allow them to preorder products or to know that we will be at the market for them to make purchases that week.

- **We would like to adjust Market attendance** due to seasonal product availability. We would make a commitment to attend the following markets: All markets in May and October, then the first Saturday of each month from June through Sept. This would be a total of 12 markets, half of the total 2017 season markets. Due to the seasonal harvest of our product we are unable to keep a constant supply of product year-round.

- **We would like to request an adjusted fee schedule.** We will fill a gap for the Market with the products we offer, as there have been few or no other Vendors that have committed to selling meat (specifically beef) regularly at the Market. We would like to suggest an adjusted per market fee of $22 per market, versus the regular $32 per market of walk on vendors. This is roughly 2/3 the cost of Walk on Vendor fees and only $30 less than the total cost for a Season Vendor. We are willing to pay in advance for the entire season in the amount of $264, further solidifying our commitment to attend.

We appreciate your consideration to the above requests and would be interested in discussing the details to come to an agreement that would allow us to participate more regularly in the 2017 Farmers Market in the coming season. You can find more details about the products we raise to sell at the Market on our website at palouseprairiefarms.com. Please contact us with any additional questions or concerns.

Thank you, Jen Elliott  
Farmer Owner/Operator, Palouse Prairie Farms, LLC  
208-835-4246 / jen@palouseprairiefarms.com
Moscow Farmers Market 2017 Craft / Food Juries

Dates: Friday, March 24, 2017 and Friday, June 23, 2017
Set-up of Items: 11:00 – 11:45 a.m.  Pick-up of Items: 2:00 – 2:30 p.m.
Moscow City Hall ~ 2nd Floor (206 East Third Street)

Jury Reservation Forms are due by 5:00 p.m. the Wednesday prior to the Jury date.
Space in the Jury is limited to 30 participants.

The jurying will be based on:
Local  *  Original  *  Homegrown  *  Quality of materials and craftsmanship  *  Origin of products used
(No commercial items, commercial kits, imported items, or franchises are allowed)

Space is limited; reserve your place today! Participants will be provided 3’ x 3’ space at the Jury to showcase their crafts and/or edible foods they would like to sell at the Moscow Farmers Market. Photos of craft and/or food items will not be accepted. If a participant is unable to physically attend the jury, a friend or family member may set-up their space for them.

Procedure for All Participants:
Fill out and turn in a Jury form by 5:00 p.m. the Wednesday prior to the Jury date. The day of the Jury, check-in at Moscow City Hall between 11:00 – 11:45 a.m. to receive your space number and set-up. At 11:45 a.m. you will be required to leave the building so the Jury may begin. You may return at 2:00 p.m. to pick-up your items. Please have your space cleared by 2:30 p.m.

All Participants must provide:
• A price list showing how much each item will be sold for/-priced at.
• An information sheet for each product. Include a description of where the supplies came from, how the item is made, and where the item is produced.
• An 8x10 photo showing how the booth would look at the Moscow Farmers Market.

Craft Participants:
All craft participants must provide:
• Samples of all crafts to be juried.

Food Participants:
Food participants must provide:
• A copy of a food risk assessment form. Contact Nancy Becker at the North Central Health District to obtain a copy of this form. (208) 882-7506.
• Edible samples of all foods to be juried.
  o For prepared food mixes that you would like to sell at the Market, prepare and serve the mix according to the directions given. Include examples of the packaging these foods will be sold in.
  o All food packaging must be labeled with the participants name; address; ingredients listed in order of volume (most to least); and potential allergenic ingredients. The participant’s phone number on the label is recommended but not required.

Send completed forms to Arts Department PO Box 9203 Moscow, ID 83843.
Forms due by 5:00 p.m. the Wednesday prior to the Jury date. Questions, 208-883-7036 or email dscallorn@ci.moscow.id.us.
Example Jury Scorecard:

Space # ____________ ☐ Resident of Moscow, ID  ☐ Resident within 200 air miles of Moscow, ID

Did applicant follow instructions?
- Provided a price list for all products  □ YES  □ NO
- Provided an information sheet with the following descriptions for each product:
  - Where supplies / ingredients come from  □ YES  □ NO
  - How items / food are crafted  □ YES  □ NO
  - Where items / food is produced  □ YES  □ NO
- Participants with edible food items provided a Food Risk Assessment Form  □ YES  □ NO

Scoring Key:  0 (Poor)  5 (Below Average)  10 (Average)  15 (Good)  20 (Excellent)

Craft Items
Booth Appearance in 8x10 Photo (Layout, Neatness, Item Presentation)  0  5  10  15  20
Appearance of Items (Ready to Use? Composition, Attractive?)  0  5  10  15  20
Structure / Workmanship (Technique, Complexity of Design, Originality)  0  5  10  15  20
Locally Sourced Materials  0  5  10  15  20
Agricultural Focus  0  5  10  15  20

Food Items
Booth Appearance in 8x10 Photo (Layout, Neatness, Item Presentation)  0  5  10  15  20
Appearance of Items (Composition, Appealing to eat?)  0  5  10  15  20
Taste / Texture (Appetizing)  0  5  10  15  20
Local Sourced Ingredients  0  5  10  15  20
Agricultural Focus  0  5  10  15  20

Send completed forms to Arts Department PO Box 9203 Moscow, ID 83843.
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Craft / Food Jury reservation form:

Name (Please Print) ____________________________________________

Business Name (Optional) _______________________________________

Mailing Address ________________________________________________

City__________________________________ State______ Zip___________

Phone __________________ Email __________________

I would like to attend the Jury on:
☐ March 24, 2017
☐ June 23, 2017

Description of Handmade Items:

________________________________________________________________
________________________________________________________________
________________________________________________________________
________________________________________________________________
________________________________________________________________
________________________________________________________________
________________________________________________________________
________________________________________________________________
________________________________________________________________
________________________________________________________________
Moscow Farmers Market 2017 Poster Contest

Rules and Instructions

Calling all artists! The City of Moscow and the Farmers Market Commission are pleased to announce the Moscow Farmers Market 2017 Poster Contest. This call to artists is open to everyone regardless of age or experience. The deadline for submissions is Monday, April 3, 2017 by 5:00 p.m. The artist of the winning entry will be awarded $100. The winning entry will be selected in late April 2017.

The jury will select the finalists from all submissions to be considered for the Moscow Farmers Market 2017 Poster. These entries will be made available for the public to vote and select their favorite poster entry. The posted entry with the most votes will be declared the winner of the Moscow Farmers Market 2017 Poster Contest.

All entries must be received no later than Monday, April 3, 2017 by 5:00 p.m. Only one (1) entry per individual will be accepted. This call to artists is open to everyone, regardless of age or experience. Contest submittals will be restricted to a 200 air mile radius of Moscow, Idaho. Exemptions will be made for University of Idaho; Washington State University; and Lewis-Clark State College students. Incomplete entries will not be considered, see pages 2 and 3 for details.

The winning entry becomes the property of the City of Moscow and the artist, guardian if applicable, will be required to sign an Art Purchase Agreement transferring all rights of the work to the City of Moscow. The winning artist may be required to assist City Staff in generating a print ready format of their entry, in a timely manner, following the final selection.

All entries must be of original design and any picture(s) or graphic(s) used must belong to the artist. Only 2D mediums will be accepted, including: drawing, painting, mixed media, photography, crayon, marker, original graphic art, etc. The finished poster size is 11 x 17 inches.

Please Note:

- Artists who are not chosen are able to pick up their entries April 26, 2017. All entries not picked up by May 11, 2017 will be recycled as appropriate.
- Of the entries submitted one (1) will be chosen for production. The City of Moscow will order five hundred (500) posters to be distributed throughout the community. The artist of the winning entry will be awarded $100.
- To view previous Market posters, please visit: www.ci.moscow.id.us/arts/Pages/Market-Poster.aspx
- For additional information regarding the Moscow Farmers Market please visit: www.ci.moscow.id.us/arts/Pages/Farmers-Market.aspx
  www.facebook.com/MoscowFarmersMarket
  www.localharvest.org/moscow-farmers-market-M1943
- Any questions regarding this call to artists may be directed to the City of Moscow Arts Department at (208) 883-7036 or by email to dscallorn@ci.moscow.id.us or kburns@ci.moscow.id.us.
Requirements:

Entry Requirements / Information:
• All entries must be of original design and any picture(s) or graphic(s) used must belong to the artist.
• The finished poster may be in any 2D medium and must conform to the following:
  ▪ The finished print size must be 11 x 17 inches and will include a 2.5 inch band at the bottom for logos and Market information. (See diagram 1 for details.) This band may include color or images(s) in its design, but the color or image(s) must not be distracting or overpower the logos and Market information that will be included later. The poster may be oriented either vertically or horizontally.
  ▪ Artwork is to be flush mounted on black foam core with a completed application firmly attached to the back.
  ▪ All entries must include the following text:
    ○ “Moscow Farmers Market” *Please note that there is no apostrophe in Farmers*
    ○ “May through October 2017”
    ○ “Every Saturday 8:00 a.m. to 1:00 p.m.”
    ○ “Downtown on Main Street and Friendship Square”
    ○ “Fresh produce, plants & flowers, handmade crafts, local food”
    ○ “Live music 9:30 a.m. to 1:00 p.m.”
• Artwork must portray a Moscow Farmers Market theme, such as a farm setting, Moscow Farmers Market setting, fresh fruits and/or vegetables available at the Market, and/or the social culture of the Market. Please do not include items that are not available at the Moscow Farmers Market in your design.
• The contest jury will look for bright colors, creativity, and clear readable text.
• Incomplete entries will not be considered.
• The artist of the winning entry will be asked to sign posters on the opening day of the Moscow Farmers Market on Saturday, May 6, 2017.

Submissions must include a mounted poster and a digital file:
1) Mounted Poster. Mounted poster may be in any 2D medium and must conform to the following:
   a. Mounted artwork must be 11 x 17 inches.
   b. Artwork is to be flush mounted on black foam core with a completed application firmly attached to the back.
2) Digital File. Digital file on CD must conform to the following:
   a. For all posters without a bleed [there is a 1/4 inch band of white space on all sides of the poster], make sure all text / images are placed at least 1/4 inch away (on all sides) of the poster edges. This will make your final print ready image 11 x 17 inches.
   b. For all posters with a bleed [image(s) continue to the edge(s) of the poster], make sure all text is placed at least 1/4 inch away (on all sides) of the poster’s final edges and allow an extra 1/8 inch bleed on all sides of the design to allow the image to go off the page. Text may not go off the page. This will make your final print ready image 11.25 x 17.25 inches. (See diagram 2 for details).
   c. Submit your final print ready design as a PDF.
   d. Convert all images to CMYK color mode.
   e. File size should be less than 30MB.
   f. For computer generated files:
      ○ Convert all fonts to outlines / curves, or rasterize all text layers.
      ○ Save all images in 300 DPI (Dots Per Inch) resolution.

Submit completed entries (pick one):

DIRECT MAIL
Arts Department
PO Box 9203
Moscow, ID 83843

HAND DELIVER
Arts Department
Moscow City Hall – 1st Floor
206 East Third Street
Moscow, ID 83843
Diagram 1

Diagram 2

The dashed lines in this diagram represent the poster’s final printed size of 11 x 17 inches. Keep all text at least 1/4 inch away from this dashed line.

All images that continue to the edge of the poster’s final printed size must be included in the area outside the dashed line. This area will be cropped away during the printing process.
Moscow Farmers Market 2017 Poster Contest
Call to Artists Application

This call to artists is to find a design for the Moscow Farmers Market 2017 Poster. Designs are due April 3, 2017. Designs submitted must meet the attached criteria.

Application (please print)

By completing this entry form, I acknowledge that I understand the contest rules and instructions and I agree to abide by them. I represent that the attached work qualifies for submission to this contest. I further represent that I own all rights to the attached work and that the attached work does not infringe any copyright, trademark, trade name, service mark, or patent. I give permission to be photographed, filmed, quoted, and/or to have my statements recorded for any editorial, promotional, advertising, trade or other purpose that the City of Moscow chooses. The City of Moscow, and those whom it may authorize, shall have all rights to reproduce, distribute and display my work publicly, including on the Internet and in photographs, film, videotape, statements and quotes covered by this release, and to prepare derivative works. I understand that the City of Moscow is not responsible for unauthorized publication or use by third parties on the Internet.

Full Name: ___________________________________________
Mailing Address: ___________________________________________
City: ___________________________ State: _______ Zip: _______
Phone: ___________________________ Email: ___________________________
Website or Blog: ___________________________________________
Description of Artwork: ___________________________________________

THE WINNING ENTRY BECOMES THE PROPERTY OF THE CITY OF MOSCOW
AND WILL NOT BE RETURNED

For more information contact the City of Moscow Arts Department at:
(208) 883-7036 dscallorn@ci.moscow.id.us kburns@ci.moscow.id.us
Moscow City Hall – 206 East Third Street Moscow, ID – 1st Floor

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Core Service: Moscow Farmers Market Programs .......... 10

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Core Service: General Market Operation Management .......... 13
Mission:
To celebrate life on the Palouse by providing the community with the opportunity to buy and sell locally farmed and/or created produce (i.e. crops, meat, cheese, wine, etc.) and distinctive handmade goods. This venue is meant to encourage and support sustainable economic, social and environmental practices.

Values:
Access
Providing access to locally grown produce, foods, unique hand-made goods and their producers.

Economic Opportunity
Contributing to the greater Moscow economy with emphasis on assisting local, small, independently owned, and start-up enterprises.

Community
Building community by welcoming all residents and visitors, and providing a safe space and opportunity for community engagement, interaction, entertainment, and cultural enrichment.

Information
Increasing awareness of and providing education about, and in support of, health and wellness practices, regional agriculture, sustainability, and sound environmental practices.
Core Service: Administrative Management

Provide for management and direction of the Moscow Farmers Market, a 37 year old market, the oldest operating market in the State of Idaho, which is a 26 week special event operation. The market runs on Saturdays from 8-1 p.m. May through October. The Market boasts several types of vendors: season, walk on, children and music/performance buskers as well as scheduled/contracted music concerts each week. There is an average vendor base of about 100 each week. The customer/visitor shopping attendance is on average of 7,000+ people a Saturday, upwards of 160,000+ a Market season. The average vendor in the Market is within a 100-mile radius of Moscow, Idaho. The Market went through a strategic planning process in 2013 and works continues to incorporate recommendations from the Plan. The vendor base and customer base has doubled within the last two seasons, this can be attributed to the national growth of farmers markets in popularity, the local food movement, and the Market moving to Main Street.

Key Service: Supervision of Staff

- Hiring and Training
- Supervision
- Time Sheets
- Scheduling Work
- Approving Projects
- Contracts, PAF’s, AMPs, etc.
- Vacation/Leave schedules
- Evaluations
- Coordinating weekly meetings & Agenda Content
- Contract closing
- AmeriCorps paperwork
- Yearly Timeline Work Schedule

Key Services: Budget

- Budget Planning Process
- Budget Workshops
- Budget Tracking and projection
  - High Five Budget
  - Music Performance Budget
- Signing invoices, contracts
- Track other department budget expenses effected by market: IT, P & R Facilities, Streets, Police, etc.
- Finances
- Fee Resolution
- Year End Report of Market Expenses
Key Services: Policy Development, Implementation, and Enforcement
- MFMC monthly meeting policy work
- Work with legal on finalizing and updating policies
- Present policy changes to City Council for adoption
- Implementation of policies
- Enforcement of Policies
- Tracking violations
- Record Keeping
- Evaluation and Assessment
- Year End Surveys
- Cost, Time, and Resource Assessment at end of Market Season, what to keep, repeat, discontinue
- New policy updates and needs

Key Services: Local, Regional, National Networking
- MFM participates in a variety of projects that Measure the value of the market by quantifying and qualifying its importance on a National level
  - Member of American Farmland Trust (national Farmers Market Contest) 1/year
  - Farmers Market Coalition (Poster Contest, Best Practices) 1/year
  - Idaho Farmers Market Association (chair/vice chair) Monthly
  - Palouse Food Coalition participation and monthly meeting attendance,
  - Know Your Farmer Know Your Food 1/year, regional
  - Eat Local Week: September 11-17th
  - National Farmers Market Week (USDA)
  - Idaho Preferred State Ag Organization
  - Washington State Farmers Market Association & Conference
  - Integrity Project WSFMA

Key Services: Administrative
- Process musician / performer payments
- Schedule vendors of the week
- Purchase supplies
- Stock vendor paperwork copies in office
- Stock / order supplies and equipment
- Customer service (answer questions over the phone and in person, provide / accept paperwork, take payments, etc.)
- Process receipts and code payments
- Market deposit
- Create staff meeting agenda
- Communicate with staff (emails, phone calls, in person)
- Administer Poster Contest
Create / send poster contest application
Collect poster contest submissions
Schedule / facilitate date for selecting poster contest finalists
Upload images of poster contest finalists to city website
Promote vote to select winning poster (press release / social media / email)
Compile votes and select winner for poster contest
Have artist sign art purchase agreement for winning poster / notarize
Work with winning artist to create print ready version
Work with Allegro to have market poster printed
Update social media profile pictures to new poster

Post season
Vendor sales reporting
End of year reports
  ▪ Vendor attendance
  ▪ Fee collection
  ▪ Day sheets
  ▪ Vendor sales reporting

Key Services: Code Compliance
- Developing relationships with many State of Idaho agencies to make sure the MFM is in compliance with a variety of codes.
  - Idaho State Tax Commission
  - North Central Idaho Health Department
  - State of WA Health & Welfare
  - USDA
  - State of Idaho Nursery
  - State of Idaho Department of Agriculture; Egg, Organic, Seeds, Dairy, Bees, Poultry, Meat,
  - ISDA Weights and Measures
  - University of Idaho Extension Small Farms
  - Idaho Secretary of State; Business Licensing
  - Moscow Volunteer Fire Department
  - Site Visits
  - Food Safety
  - Vendor Conduct: Compliance
    ▪ Permits
    ▪ Business Licensing,
    ▪ Policy
    ▪ Sales reporting
    ▪ Product verification

Key Services: Market Staff Meetings and Internal Communication
- Report on volunteers, programming, demonstrations, and week’s events
• Develop ideas to continuously improve market operations
• Develop promotional ideas to improve the market experience for participants
• Report on activities from each market
• Market Staff Meetings and Internal Communication
• Report on music and social media developments to staff
• Develop ideas to continuously improve market operations
• Develop promotional ideas to improve the market experience for participants
• Report on activities from each market
• Present information to City Council Committees as needed

Key Services: AmeriCorps Correspondence and Record Tracking
• Complete monthly reporting form for AmeriCorps including all activities
• Keep track and record all hours accrued each month
• Participate in monthly and quarterly phone conference meetings
• Complete all necessary paperwork for AmeriCorps and opportunities within as needed (i.e. Health Care, Food Stamps).

Key Services: Grant Management & Facilitation
• USDA RBEG Grant
• USDA FMPP Grant
• High Five
• Food Savor
• Ball Canning Grant
• Select 25
• HEAL; Blue Shield of Idaho

Core Service: Social Media, Newsletter, Web Presence, and Other Publications
Publicize the market by contributing to social media, the weekly newsletter, and other publications. Create photo and video content to use in public relations efforts. Make changes to the public website. Analyze outreach in order to determine potential improvements.

Key Services: Photography & Videography
• Photograph and record video of market events programming (music, High Five Passport Program, cooking demonstrations, etc.)
• Photograph and record video of vendors, food, and patrons enjoying the market
• Photograph and record videos pertaining to market policies, capital projects, safety concerns, and other topics to aid in internal communication
• Transfer photos and videos from each market to the M:drive for use in City publications
Key Services: Social Media

- Using photographs, schedule Facebook, Twitter, and Instagram posts throughout the market day, focus on market programming, food, vendors, and market news
- Track trends and statistics for social media
- Explore methods of engaging market participants online
- Schedule Facebook posts pertaining to vendor news, current events, recipes, and other food and/or Market news
- Share details of cooking demos along with chef bio and picture for our Facebook events page
- Explore methods of engaging market participants online
- Keep up with Facebook and Twitter comments and posts while Arts Assistant is away
- Check social media and update info as needed (Local Harvest, Soil Mate, Agrilicious, Foursquare, etc.)
- Schedule social media music, events, and vendor of the week posts (Facebook and Twitter)
- Social media (respond to questions, post vendor spotlights, like/comment, etc.)

Key Services: Newsletter

- Add contacts to newsletter email distribution list
- Create newsletter and send / post (Facebook, Twitter, email, website)
- Add walk-on, season, child, and performance art vendor emails to distribution list
- Put together an article for the weekly newsletter. When asked, performers will often provide a short bio and photo. Otherwise, research the performers and write an article.
- Procure musician photographs for the newsletter. If we don’t have any photos of prior market performances, secure permission to use an online photo.
- Put together Events and More article for the weekly newsletter sharing what we have programmed for the week
- Procure demonstrator photographs and bio for the newsletter

Key Services: Website

- Add new pages, sections, and features to the Public Website when needed
- Upload Market yearly report to website
- Update Market webpage with new information (update policies, how to be a vendor, walk-on vendor information, links, Jury dates, news, etc.)
- Update home page on City’s Website with weekly info

Key Services: Video Production

- Using market photos and video recordings, edit a promotional video at the start of each season. Videos have high rates of engagement on Facebook.
Key Services: Other Promotional

- Connect with Tri-State to have image of special events and weekly Market Poster on Reader Board
- Walk Market poster to every willing business in the downtown area and then some, to hang in the establishment
- Connect with Market poster creator to sign posters at the Market and additionally in the office if more signed posters are needed
- Create graphics for events
- Draft vendor of the week bios and communicate with vendors on bio changes
- Communicate with videographer of scheduled vendor of the week so pictures can be taken
- Press release (music, events, weekly vendor, etc.)

Key Services: Public Presentations, Engagement, Networking and Membership

- Rotary Club of Moscow
- Lions Club of Moscow
- Chamber of Commerce board
- League of Women Voters
- American Legion
- Association of Idaho Cities
- Idaho Hunger Summit
- Farmers market Coalition
- Idaho Farmers Market Association
- Washington State Farmers Market Annual Conference
- Palouse Food Coalition
- Know Your Farmer Know Your Food
- National Farmers Market Week (USDA)
- American Farmland Trust Market Contest

Core Service: Moscow Farmers Market Commission Support

Provide operational services to include decision making and planning as appropriate to the Moscow Farmers Market Commission. Assist the Commission in their role to provide overall visioning for the Market.

Key Services: Coordinating Moscow Farmers Market Commission Support

- Recruit good representation on Commission
- Update commissioners on changes to market
- Keep Commissioners apprised of market planning and work
- Maintain communication with members
- Schedule presentations to City Council
• Address market Concerns monthly
• Research and Share market best practices and trends nationally and regionally
• Listen to suggestions for changes to market practices
• Recruit members for volunteer opportunities
• Report work plans and future planning for market
• Remind Farmers Market Commission Chair and Vice Chair of agenda posting to meet deadline
• Post Farmers Market Commission agenda
• Send digital packet to Farmers Market Commission
• Prepare printed packet for Farmers Market Commission
• Stamp / upload / submit approved Farmers Market Commission minutes
• Moscow Farmers Market Commission
  o Take minutes for MFM Commission
  o Report to Commission on special events happening and programming
  o Edit minutes and correspond with members on needs regarding changes and/or documents that need to be added

Core Service: Vendor Recruitment, Selection and Retention
Work to recruit and retain vendors as appropriate each Market season.

Key Services: Vendor Recruitment, Selection and Retention Processing
• Application and Agreement
• Product Declarations
• Documentation and insurance requirements
• Adherence to policy
• Product Quality
• Food Safety
• Product Balance
• Seniority
• Market Needs
• Artisan Quality
• Labeling & Packaging
• Geographical proximity between vendor and market (200 miles)
• Ingredient Sourcing
• Production and distribution practice
• Keeping Vendors pleased with market experience

Key Services: Vendor Jury Process
• Create / send / Jury application
• Compile submitted Jury applications
• Compile Jury results / contact participants
• Create Season / Walk-On meeting agenda
• Schedule speakers for Season / Walk-On meeting
• Compile / Mail vendor application packets
• Update Manage My Market online application (vendor categories, linked documents, questions, etc.)
• Compile list of Jury participants to be notified of future Jury dates
• Notarize vendor release and hold harmless

Core Service: Moscow Farmers Market Programs
Seek out various community and City organizations and Commissions to share current projects with the public and get the word out about their organization. Connect with local chefs to host cooking demonstrations at the Market. Work closing with University Clubs (i.e. UI Chess Club) to host games or other activities at the Market. Provide quality live entertainment for patrons of the Moscow Farmers market. Ensure that logistics of each act are suitable for their performance. Mix audio so that the end result is pleasing to the audience.

Key Services: Program Inventory
• Backyard Harvest: EBT/SNAP
• State of WA Health & Welfare: WIC & SFMNP checks
• Music Contracts and Scheduling for 26 markets x 2
• Music Coordination
  o Each week, contact performers to identify any needs or accommodations they will need at the event
  o Maintain a form email with frequently asked questions for performers to ensure that small details are not overlooked
  o Determine whether any logistical issues will occur and create diagrams of each performance to simply morning setup and the 30 minute transition period
  o If logistical issues are likely (not enough electricity available, too few microphones, making sure the sword swallower is a safe distance from the audience, etc.), find and implement solutions
  o Create / send / collect musician and performance group applications
  o Contract musicians and performers for two time slots at Friendship Square
• High Five Programming - Provide education and activities around nutrition for the families of the Palouse
  o Collect data from each event to be used for an end of year progress report (i.e. how many kids participated)
  o Purchase goods for program needs (i.e. cooking classes, movement activities, first aid)
  o Organize equipment and keep track of inventory
• Speakers Wall Education & Coordination
• Community Group Participation
  o Human Rights Task Force
  o Food Drive
  o UI Chess Club Chess
  o International Bird Day; Fish & Wildlife
  o Palouse Paws
  o Sustainability Fair
  o Bike Maintenance
  o High Five Kids Program
  o Cooking Demo’s
  o Pea & Lentil Commission Year of the Pulse
  o Smoothie Demo’s
  o Need Feed Seed Surveys
  o Rapid Market Assessments
  o Economic Impact Analysis
  o Market Waste Audit with WSU Center for Civic Engagement/UI
  o Serving Your New Community, University of Idaho
  o Palouse Plain Air
  o City of Moscow Commission Events i.e. Arbor Day, Water Summit
  o Passport Program
  o Apple Crunch: UI Homecoming

Key Services: Program Management
  • Program Creation
    o Discover what I would like to see at the Market and what the community members can benefit from (i.e. cooking demonstrations)
    o Partner with local organizations to promote their initiative, help with program funding, and assist in getting the word out (i.e. USA Dry Pea and Lentil Council)
    o Create information packets and agreements for demonstrators to participate at the Market
    o Seek out potential demonstrators and continue dialogue to ensure their commitment
    o Correspond with and attend City Commission(s) meetings so I may invite them to host a table at the Market
    o Connect with Idaho Health Department and update the Market on cooking demo permits and safe food handling license needs
  • Programming Coordination
    o Each week, contact programs to identify any needs or accommodations they will need at the event
    o Maintain and form emails with frequently asked questions for Demonstrators, Commissions, and other programming to ensure that small details are not overlooked
    o Work with Market Manager to ensure space for programing

11
• **Programming Set-Up**
  - Unload all Market equipment from trailer and bring to designated locations
  - Set up two to three canopies for City Tent and participating programming sharing the space (i.e. Backyard Harvest, demos)
  - Set up any tables Backyard Harvest, City, and/or demonstrators need
  - Put out City Programming materials (i.e. banner, recipe rack, information, register, etc.)
  - Put together demonstrator station (i.e. handwashing station, tent walls, cook wares, audience chairs)
  - Put together High Five Programming station (i.e. banner, tent walls, participants chairs, cooking materials and ingredients)
  - Collect wagons with chess pieces from City Hall and bring to Market
  - Assist Chess Club with set-up if needed
  - If Commissions or other tabling organization are present, assist them in getting table and chairs set-up

• **Program Purchasing**
  - Pre-season purchasing of Market cooking equipment (i.e. blender, pots & pans, etc.)
  - Plan ahead and purchase needs for demonstrations (i.e. chef demo, cooking demo, High Five Programming) at the grocery store (i.e. sample wares, recipe needs, etc.)
  - Shop the Market the morning of demonstration and purchase needs from participating vendors

• **Programming Take Down**
  - Put away materials from demos, take down tent walls, collapse tables and canopies

• **Maintain Programming Materials**
  - Make note of any equipment that isn't working and coordinate repairs
  - Test equipment during the off-season
  - Make recommendations for replacements or new purchases
    - Assemble new equipment (i.e. wagons)

• **Seasonal Planning**
  - Take attendance of audience members for record keeping, update spreadsheet with each week's data, use this information to aid in deciding which programming to continue with for the following market season
  - Develop plans for demonstrations and contact those needed to be involved
  - Create calendar for scheduled programming, important dates and events
  - Organize Market materials in basement and review inventory
Core Service: Volunteer Coordination

Work closely with intermediate schools, Universities and other community organizations to engage members to volunteer at the MFM and share information regarding our event.

Key Services: Recruitment and Coordination

- University of Idaho
  - Participate in events at the University for the MFM (i.e. UISC Bike Fix, Get Involved Fair)
  - Attend Sorority/ Fraternity meetings to engage students in volunteering at the Market
  - Held meetings with the ASUI President to get information on how to reach students to attend and volunteer at the Market
  - Connect with OrgSync operator to have the MFM volunteer opportunity circulate with other through students e-mail distribution
  - Sign the Market up as a host location for events such as UI SYNC (serving your new community) Day to have volunteers come to the Market
  - Connected with the UI Eat Smart Idaho to assist with High Five Kids Programming

- Washington State University
  - Participate in events on campus to engage students to volunteer at the Market and share information regarding our events (i.e. Coug Sync Connect)

- Moscow High School
  - Corresponded with teachers to attend Sustainability Club meeting(s) to reach out to students about volunteering

- Media outlets
  - Create events on WSU’s CougSync and UI’s OrgSync for the Market and other events: Know Your Farmer, Know Your Food, and Idaho @ Play in the hopes of having volunteers sign up through the program

- Other Outlets of Outreach
  - Contact Latah County Youth and Probationary Services to have the Market listed as a community service site, weekly correspondence needed to check availability of youth
  - Contact and correspond with local chefs to volunteer for cooking demonstrations
  - Contact and correspond with University departments to assist with leading programs (i.e. High Five Passport Program and cooking demonstrations)

Core Service: General Market Operation Management

Ensure that vendors and patrons have an excellent experience by assisting with “behind the scenes” labor and communication, and by addressing and responding to the needs of the public. Assist with market operations. Ensure that vendors and patrons have an excellent experience by assisting with “behind the scenes” labor and communication, and by addressing and responding to the needs of the public.
Key Services: Weekly Market Management

- Short Market Recap if needed (Monday)
- Market Deposit (if Administrative Assistant is absent)
- Review Market request emails
- Check Market voicemail
- Staff meetings
- Write script for radio promo
- Record radio promo
- Market mapping
- Field inquiries from vendors, admin and public received in the form of: office visits, scheduled and unscheduled, emails, phone calls and texts
- Review emails, correspond as necessary
- Create email list based on the vendors attending that week
- Email stall assignments
- Create vendor directory for the downtown kiosk
- Create vendor ledger for receipt tracking
- Mapping adjustments/problem solving
- Additional office work/ market assessment & tracking
- Deploy downtown signage: panels for no parking & handicap reservations
- Update downtown kiosk
- Office duties/ last minute market changes problem solving
- Schedule load in & drop off of market supplies
- Email forms to Fire & Streets
- Weekly Interdepartmental communications:
  - Fire Marshal Joe Williams (ICS form 202)
  - Street Supervisor Steve Schulte
  - Parks and Rec Supervisor Calvin Macy
- Policy Enforcement
- Market tracking

Key Services: Day of Market Management; 5:00am – 2:30pm

- Pick up gator at City Hall at 4:55am
- Close ingress at 3rd and Main St, 6th and Main St, 5th and Alley way (between Washington St and Main St) at 5:00 am
- Create Handicap Van Accessible Bays in handicap parking zones
- Set out Market Today signs (17)
- Set up graywater station in Jackson St. parking lot
- Usher in vendors between 5:30am – 7:15am
- Assist in unloading of the market trailer
- Load Gator with signage
• Deploy signage
• Deploy picnic tables/umbrellas/umbrella stands (11)
• Assist setting out chairs in music area
• Direct Parks and Rec employee(s) and volunteer(s)
• Close egress at 3rd and Main St, 6th and Main St, 5th and Alley way (between Washington St and Main St) by 7:30am
• Assist in final set up of City of Moscow Information Tent
• Collect vendor payments
• Patrol market, problem solve the at least 20-30 individual challenges to arise any given market
• Manage relations with vendors, participants, public, admin/commission and staff
• Enforce various policies that pertain to the market
• Begin Market/ City of Moscow Information tent breakdown at 12:30
• Open egress at 3rd and Main St, 6th and Main St, 5th and Alley way (between Washington St and Main St) at 1:00pm
• Collect signage
• Usher in/out vendors
• Watch public safety as vendors are loading
• Collect Market Today signs (17)
• Close grey water
• Collect picnic tables/umbrellas/umbrella stands (11)
• Open ingress at 3rd and Main St, 6th and Main St, 5th and Alley way (between Washington St and Main St) at 2:00 pm
• Assist in packing the trailer
• Return the gator to city hall
• Customer Service
  o Assist market vendors and patrons as needed. Offer directions, information, and clear communication. The customer/visitor shopping attendance is on average of 7,000+ people a Saturday, upwards of 160,000+ a Market season.
• Policy Enforcement
  o Inform and/or redirect any people violating market policy. This includes redirecting dogs and their owners out of the market boundary.
• Assist Other Market Staff
  o Prior to the opening of the market, help close the streets, set up signage, set up the City Tent, set up tables, electrical configurations, or any other pre-market tasks as needed
  o Take down equipment, if able, help take down equipment throughout the market (demo stations, City Tent, tables, signage, etc.) near the end of the day
  o Pack market equipment into the trailer, take care to organize it so the market manager can access signage the following Friday
Key Services: Daily Market Booth Operations

Key Services:

- Market Set-up
  - Unload all contents of Market trailer and bring to designated areas
  - Set-up City Tent and other programming needs
- Customer Service
  - Assist market vendors and patrons as needed using clear communication
  - Offer Q & A about vending, busking, directions, information, and more
  - Direct EBT and Snap benefit users
  - Collect Market vendor and busker payments
- Policy Enforcement
  - Inform and/or redirect any people violating market policy, this includes redirecting dogs and their owners out of the market boundary
- Assist Other Market Staff
  - Prior to the opening of the market and after closing, assist staff with needs if needed
  - Pre-write walk-on vendor payment receipts prior to Market for easy collection
- Market Tear Down
  - Pack up City tent and demo equipment
  - Wipe down picnic tables and assist in taking them down
  - Assist in gathering Audience chairs from Main Stage
  - Load up all Market equipment back into trailer with careful precision

Key Services: Program Equipment

- Pre market prep
- Events & Coordination
- High Five Program Coordination

Key Services: Market Music Operations

- Music Set-Up & Take Down
  - Set up two canopies, sound system, and about 40 chairs
  - Set up any microphones, stands, monitors, or other accommodations needed by the morning performer; label audio channels to correspond with the matching microphone or instrument
  - Maintain a market playlist; add or remove songs from the market playlist as needed to establish a fun, family-friendly environment for market participants.
  - Communicate with vendors, businesses, and patrons to determine what changes to implement
  - Put away microphones and stands, collapse canopies, wrap cables, remove speakers, power down the sound system, and replace bollard covers
• Music Operations
  o Play the market playlist over the main speakers to set the mood for the day
  o Begin when the market opens at 8:00 AM and end before the beginning of the first performance
  o Be mindful of the City's noise ordinance
  o Run a sound check for the morning performer
  o Operate sound system for the morning performer; equalize audio and set levels as needed throughout the performance
  o Transition between acts; remove equipment from the morning performance and replace with equipment for the afternoon performer; label audio channels to correspond with the matching microphone or instrument
  o Once everything is in place and labeled, run a sound check prior to 11:00 a.m.
  o Operate sound equipment for the afternoon performer; equalize audio and set levels as needed throughout the performance
• Other Audio Operations
  o Set up sound equipment for demos. If a demonstration (i.e. Chefs at the Market) needs a PA system, set up speakers and microphones. Make sure audio levels are appropriate, then put away equipment after demo.
• Maintain Sound Equipment
  o Make note of any equipment that isn't working and coordinate repairs
  o Test equipment during the off-season
  o Make recommendations for replacements or new purchases
• Seasonal Planning
  o Take attendance of audience members for record keeping; update spreadsheet with each week's data; use this information to aid in deciding which acts to invite to the following market season
  o Meet with commission members to determine each season's musical acts; decide which previous acts to invite back to the market and which new acts to consider
The Moscow Farmers Market is a continued community tradition. Since its inception as a small, grassroots gathering nearly 40-years-ago, it is now recognized as the number one farmers market in the state of Idaho. Celebrating local farmers, artists, craft
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Message from the Moscow Farmers Market Commission

The Moscow Farmers Market is a treasured and vibrant part of our community. It serves to provide locally grown produce and quality wares, as well as bringing the community together in ways no other event or service does. Whether one is there to purchase their weekly groceries, or simply to enjoy the music and socialize, the experience of the Market promotes a sense of place and helps citizens feel tied to their community.

The Moscow Farmers Market is unique in its ability to stay rooted to the original purpose and charm of a local market, while growing and progressing with trends and needs. The variety of stakeholders invested in the Moscow Farmers Market means that each decision can have great impact on our residents, vendors, local business, city staff, and more.

This strategic plan will provide a framework to approach the existing needs of the Market and help navigate new challenges and opportunities as they arise. The Farmers Market Commission identified key values which reflect the vital components of what makes our Market so wonderful: access, economic opportunity, community and information. These values are woven throughout the strategic plan to ensure that each decision protects the essential components of our market.

Thank you Moscow City Staff for taking on the strategic planning process and investing your time into the Market’s future. Thank you vendors. We are immensely grateful for the variety and quality of service you bring to the Market. Lastly, thank you Moscow residents and all participants of the Market. We hope this plan serves your Market well and that you continue to enjoy this beautiful piece of our community for years to come.

Commission Photo or Photos Here 😊
Preface and Acknowledgements

Jen Pfiffner, Assistant City Supervisor – City of Moscow

Developing the strategic plan for the Moscow Farmers Market has been a true labor of love for all involved. The Market’s importance as a community institution is seen in the passion of the entire community, but perhaps most fervently in the members who volunteer their time to serve on the Market Commission. As noted many times throughout this process and document, the Market is a thriving, vibrant, terrific community experience that is a hallmark of Moscow. This plan was developed in order to maintain its vitality for many years to come.

Integral partners in this planning process included the Administration and Arts Departments as professional staff and technicians, as well as the Moscow Farmers Market Commission as representatives of the many facets of the Market itself. The resulting plan ensures mutual interests of a diverse group to better support and foster partnerships and relationships for the Market. The process included group decisions throughout that were based on research, data, thoughtfulness, and an agreed upon sense of the future growth of the Market. Organizationally, this plan provides direction to technicians and professional staff to allow them to assist in achieving the organization’s mission as determined by the stakeholders of the Market.

This process has established clear long-term goals that are vital to sustaining and improving the Market’s vitality and prosperity. The Major Challenge Areas identified herein are the result of a professional staff-driven process. Staff will continue to provide information and feedback to the Commission in a realistic and objective manner that allows Commission members to provide informed guidance as we move forward to address some very complex challenges.

We look forward to continuing to serve the Commission in their work and to ensure the continued success of the Moscow Farmers Market!
Overview of the Strategic Planning Process

Strategic planning is considered an excellent tool for an organization to develop a clear path into the future with checkpoints allowing for course corrections and celebrations of success along the way. To determine this path for the Market, several steps were established to develop a mutually agreed upon focus that considers carefully where the Market is today, as well as available resources and tenets it embodies and desires to pursue.

The planning process consisted of a review of present Market conditions including all previously gathered data and reports. Further, an examination of the resources available to the Market and the challenges it faces was conducted to determine potential opportunities or obstacles.

The group looked to the Market’s current mission and values statement and determined that those sentiments truly encapsulate the Market. This information was used to then identify the Major Challenge Areas (MCAs) the Market faces at this time. To address those MCAs, the group worked to develop forward thinking long-term goals, supported by shorter-term objectives, and annual actions/strategies designed to further the mission of the Market.

This plan will provide a helpful guide for the organization to assist in future decision making processes. It is a valuable guide for considering unanticipated opportunities or challenges. The plan will also provide for regular reports of measurable successes given the outline of annual, 1-5 years, and 5+ year benchmarks. In addition, the document will provide for the continuity of planning as individuals move in and out of roles within the organization.

- **Resources**
  - NEED, FEED, SEED, Manage My Market, Economic Impact Report, Zaretsky 5-Year Plan, City of Moscow Strategic Plan

- **Mission Statement**
  - Brief, general description of the direction an organization is taking

- **Long-Term Goals**
  - Measurable accomplishments related to the mission
  - 5+ years

- **Objectives**
  - Work to support the achievement of long-term goals
  - 1 to 5 years

- **Actions/Strategies**
  - Specific tasks to support strategies
  - Annual tasks
Driving Forces and Trends Shaping the Market

There are a number of converging variables and driving forces that impact the Moscow Farmers Market, which have been identified in the planning process. In order to develop the Market’s strategic plan, staff took time to consider the issues they see from a professional standpoint, analyze how those could impact the community, and then worked to develop initiatives and strategies that can reduce or eliminate harmful outcomes, while increasing beneficial outcomes.

Several variables are problematic as the City of Moscow plans for the future. The Market faces issues of unclear policies and expectations, inequitable and inefficient allocation and distribution of resources, safety and growth concerns, and significant infrastructure needs.

The most important drivers faced by the Moscow Farmers Market include:

The Market as an Economic Driver...

The Market serves as a community business incubator encouraging entrepreneurship and fostering new business innovations. Many local firms found their start with the Market, and there are over 25 individual firms with close connection to the Market. Many of these firms might not exist if it were not for the Market.

As noted in the 2016 Economic Impact Study conducted by Steve Peterson, Economist at the University of Idaho\(^1\), the Market has an estimated economic impact that includes 94 annual jobs with wage and salary payments of $1,684,591 contributing to a total output of $3,940,260. Output is the broadest measure of the economic multiplier impacts of which wages and salary impacts are a subcomponent. Of the total visitors to the Market approximately 35% are from out of town, bringing new money to the Moscow economy.

Service Delivery and the Market...

The Market has an annual average visitor growth rate of approximately 7%. This is reflected in the Rapid Market Assessments conducted by the University of Idaho Extension. In 2003 estimated visitors were 84,084 as compared to the 2013 visitor estimate of 164,892\(^2\). One of the key factors to maintaining such a growth rate is management and planning to enhance service, balance the variety of products, effectively maintaining the overall value of the Market.

The Market’s Role in Placemaking...

The Market is a key Moscow feature and is considered an important part of the community. It now plays a major role in contributing to the overall brand of Moscow, which in turn attracts more shoppers to Moscow, makes Moscow a more desirable place to live and work, and facilitates entrepreneurship and new business creation within the region.

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\(^1\) 2016 Report on the Economic Impacts of the Market – authored by Steven Peterson, Research Economist and Clinical Assistant Professor, Economics & Stephen Pool, Research Economist; College of Business and Economics – University of Idaho

Moscow Farmers Market History & Accomplishments

As discussed throughout the planning process, the Moscow Farmers Market is a vibrant and healthy event that serves and upholds its mission and values. Given its tremendous success and the great importance both as an economic driver as well as a social community-building activity, planning was taken on to ensure the Market’s vibrancy and health well into the future.

Moscow Farmers Market’s Inaugural Year – 1976

The Market began as a Moscow Food Co-op venture in 1976. The Market began with a few farmers and was located in the parking lot behind the current City Hall building. Co-op volunteer Dorothy MacEachern was the initial organizer of the Market in 1976. She and other volunteers recruited the first season’s vendors. In 1977, Moscow Citizen Linda Pall joined the City Council and helped transition management of the Market to the Moscow Arts Commission in 1978.

Entertainment at the Market – 1978

Music is a wonderful component of the Market that the citizens of Moscow love and enjoy. The Market has provided live entertainment since 1978. For the past 20 years the Market has compensated musicians based on the size of the group. Solo musicians are paid $50 while larger groups or bands are paid as much as $150. Additionally, the Market contracts on a non-paid basis with local musicians and performers who are allowed to play for tips.
Farmers Market Advisory Board – 1978
Beginning in 1978, the Market was overseen by the City Council, with the coordination of the Market designated to the Moscow Arts Commission (MAC). Shortly thereafter a vendor elected and driven group was organized by Market vendors to provide input into general policy oversight which became the Farmers Market Advisory Board (FMAB). This group was a champion for the Market and helped to establish foundational policies, procedures, and practices that still inform decision making today.

The Market Moves Downtown – 1980
With the development of Friendship Square in 1980 the Market found a new home in the Jackson Street Parking Lot.

Market Manager Hired – 2004
In 2004, the City of Moscow authorized hiring a part-time Market Manager to assist the Moscow Arts Commission and Arts Department in running the annual event. Since that time several individuals have contributed in that role that has become a key position for maintenance and organization of the event.

Information Tent Established at the Market – 2007
The City of Moscow Information tent was established in 2007 and offers a number of services at the Market. It is a place where patrons can obtain information about the Market, locate their favorite vendors, find directions to the closest bathroom or ATM, pick-up information, find recipe cards, sign up for the Market newsletter, turn in and pick-up lost and found items, and receive first aid. The tent offers table space for the Shop the Market program. With Shop the Market, area families can use EBT or SNAP benefits to purchase fresh fruits, vegetables, bread, meat, eggs, honey, plant starts, and other food items from Market vendors. By visiting the City
Tent patrons receive "Market Money" which vendors will accept for approved purchases. The tent offers a place for vendors to pay fees, receive stamps on their WIC (Women, Infants, and Children) and SFMNP (Senior Farmers Market Nutrition Program) checks, and receive reimbursement for Market money. The tent is a place where staff can congregate while between tasks, interact with the public, and provide information on that Market day’s events.

Policies Introduced to the Market – 2008
Since the first drafted Market policies in 2008, market policies have been a key topic of discussion for the Market. As the organization has evolved over time from the Farmers Market Advisory Board to the Moscow Farmers Market Commission in 2013, so have policies. In part, the purpose of the Commission was to review Market policies, keep abreast of trends and opportunities for advancing Market interests, products, standards, and offerings. In keeping with the mission and values of the Market, the policies are drafted from input sent to the City Council, recommendations by the Moscow Farmers Market Commission and from public and City staff input. In 2011, the Market policies included Market location and schedule, as well as food labeling requirements and expectations for vendor conduct. The 2016 Market policies have grown to include various other guidelines and regulations. Due to the growth and development of the Market, these policies are updated annually to meet the values of the Market while ensuring success and compliance with national, state, and local level regulations.

Shop the Market – 2008
Shop the Market began as a pilot program designed to expand local consumer choices for low-income families across the Palouse. Starting in September 2008 and continuing today, families in the region have been able to use their food stamp benefits at the Market. The program provides access to nutritionally sound locally grown food sources for local residents and provides a sense of belonging and an inclusive atmosphere for a group that otherwise may be overlooked at the Farmers Market.

The Market was the first to establish a food stamp benefits program and has assisted many other markets in establishing similar programs.

Food Jury/Craft Jury – 2008
Beginning in 2008, a jury process was developed to evaluate all new craft and food applicants interested in becoming Market vendors. This process has grown and become more formal since it began in 2008.

The jury process allows for vetting of vendors and guarantees that each vendor will meet the policy requirements and standards necessary for their product type, while also ensuring high quality items that are compatible with the Market.
Farmers Market Promotion Program FMPP – 2010

The purpose of the Farmers Market Promotion Program (FMPP) is to increase domestic consumption of, and access to, locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets by developing, improving, expanding, and providing outreach, training, and technical assistance to, or assisting in the development, improvement, and expansion of, domestic farmers markets, roadside stands, community-supported agriculture programs, agritourism activities, and other direct producer-to-consumer market opportunities.

A Farmers Market Promotion Program (FMPP) grant received in 2010 enabled the Market to provide vendor training, establish Market cooking classes, conduct a Rapid Market Assessment and purchase supplies.

Collaborative and coordinated trainings were developed to help vendors, all agencies involved, and City staff guarantee compliance. The trainings for vendors have increased over time with the increase in required permits, licenses and inspections. In order to accommodate compliance requirements, the Market staff have compiled contact lists for permits and licensing which includes 14 different agencies, while also providing vendor training on a regular basis.

University of Idaho dieticians were hired to provide cooking classes at the Market. These classes promoted healthy dishes and featured vendor products that continue to this day.

This grant also allowed the Market to purchase equipment including tables, chairs, tents and more, including the customer favorite red wagons. These wagons are beloved by Market patrons and provide easy transport of fresh fruits, vegetables, and other Market purchases.
Idaho Farmers Market Association – 2010

Established in 2010, IFMA was created to support and promote the sustainability of farmers markets in Idaho through education, outreach and advocacy to ensure healthy food access for all Idahoans. The Market was involved in the creation of the IFMA. City of Moscow staff served as the first chair of the IFMA board and in 2016-2017 held the vice-chair position as well.

Social Media – 2011

The Market joined Facebook on May 13, 2011. By the end of that season the page had 50 ‘fans’. Since this initial launch, the Market Facebook page has grown to 4,632 (as of November 28, 2016). The page is used to reach customers, vendors, and fans of the Market. The Market Twitter page was created in October 2012. This page has grown to 270 followers (as of November 28, 2016) and includes 1,266 tweets and growing. The Market has an online presence on a number of pages, including: Yelp; TripAdvisor; Foursquare; Local Harvest; Visit Idaho; Soil Mate; Idaho Preferred; and the USDA Agricultural Marketing Service.

The Market moves to Main Street – 2012

Due to its overwhelming success, the Market more than doubled its available vendor space from 42 to 99 spaces, when it relocated from its original location within the Jackson Street parking lot to the entirety of Main Street between third and sixth, including Friendship Square. Based on RMA\(^3\) data, Market attendance grew from 5,017 visitors per day in 2009 while in the Jackson Street lot, to an average of 6,342 per day after the move to Main Street. Attendance is projected to continue growing in due to community popularity and vendor participation.

Manage My Market Software – 2012

In 2012 the software Manage My Market was researched as a tool for processing vendor paperwork. In 2013 the program was used primarily to track season vendor applications and paperwork. Manage My Market was an improvement over using multiple excel spread sheets and other programs and allowed staff to track and process vendor paperwork in a single program. Beginning in 2014 the system was utilized Market wide and staff began tracking vendor payments in the program. In 2016 vendors began using Manage My Market to report their annual gross sales.

\(^1\) Rapid Market Assessments [RMA] – authored by Larry Lev and John Potter (2003) and authored by Cinda Williams, University of Idaho Extension, Moscow, ID (2009, 2011)
USDA Rural Business Enterprise Grant – 2012

The City of Moscow took on a comprehensive planning process for the Market with the assistance of a USDA Rural Business Enterprise Grant. The process for development of the plan included several public meetings, Market site visits, vendor meetings and public meetings. While the project did not result in an adopted strategic plan, the work conducted through the process recommended and resulted in the expansion of the Farmers Market Advisory Board into a full City Commission and provided for much needed data collection that was integral to future planning efforts, including this plan.

Market Poster – 2012

The annual Market poster contest began in 2012 and commemorated the 35th anniversary of the Market. The call for submissions was open to everyone regardless of age or experience. The selected artist was Becca Derry and her design was used to promote the Market on social media and in print. Since the initial call, the yearly contest has been restricted to a 200 air mile radius of Moscow, Idaho with exemptions made for University of Idaho and Washington State University students. In 2014 the selection process was amended to a jury selecting two finalists. The poster designs for these finalists are posted on the City of Moscow’s website for a limited time where the public voted to select their favorite. By the end of this selection window, the poster design with the most votes is selected as the Market poster.

First Amendment Resolution Adopted – 2012

The City is committed to the multiple uses of Friendship Square including U.S. Constitutional standards for First Amendment Freedom of Speech. Friendship Square has been traditionally used for various public purposes and functions, in part, as a downtown meeting place, a place for arts performances, playground and visiting uses, protests and demonstrations, and the presentation to the public of various messages, ideas, and public
expressions. This space is also used for the Market which is an integral part of various downtown Saturday activities during the months of May through October annually.

An increased use of this public space resulted in multiple individuals and groups seeking to access the Market audience and participants by utilizing a portion of Friendship Square on Market days. The City of Moscow passed Resolution No. 2012 – 05, to recognize the importance of this shared space and allow for the coordination between the public activities in Friendship Square. Friendship Square is available to individuals and groups who seek to present their messages, ideas, opportunities, and information during the Market Season. The use of Friendship Square for pedestrian, music, arts and other performances, visiting, emergency access, playground uses, recreation, and other uses and access to the Market and Main Street through coordination and accommodation of such multiple uses in Friendship Square on Market days are consistent with the law, City goals and values.

Moscow Farmers Market Commission Established – 2013

The Commission was created March 18, 2013 with a charge to suggest ways to promote and improve the Market; propose and/or review Market policies; keep abreast of trends and opportunities for advancing Market interests, products, standards, and offerings; and to otherwise act in an advisory role to the Council. Membership for the Commission includes three Market vendors, a Chamber of Commerce representative, a representative from the University of Idaho Extension, and four at-large community positions.

Site Visits – 2013

The Commission and City staff began conducting site visits to learn more about vendors and farmers and their products, to improve communication, and to verify that products sold at market are accurately represented. The site visit process was outlined through Market policy, providing an opportunity to educate and address any concerns among market vendors, customers, and the community about the validity of the vendors’ product quality and production practices. During the site visits a review of what vendors are growing and producing is conducted and inquiries about production practices are made. Like the jury process for food and crafts, site visits are designed to ensure high quality items that are compatible with the Market.

Canning Grants – 2013

In 2013 the Market was one of thirty markets throughout the United States to receive a grant from Jarden Home Brands to offer canning demonstrations. The Discover You Can Learn, Make, ShareSM program was designed to teach at-home canning and support awareness of the benefits of canning for healthy, sustainable living while bringing communities together to make and
share farm fresh recipes. In 2013, the grant provided the Market with a $1,200 stipend for conducting demonstrations (raspberry jam; apricot jam; peaches; dilly beans/pickling; tomato sauce; and salsa); a variety of Jarden products to raffle, equipment; and promotional items. With the stipend, a temporary University of Idaho dietetic student was hired to assist with the canning demonstrations. Also, the Market partnered with the University of Idaho Extension and various vendors to lead demonstrations.

In 2014, the Market was provided with a $1,200 stipend for conducting demonstrations; raffle items, additional equipment, and promotional materials. Market staff and vendors led a variety of demonstrations using Market products. In addition to the stipend offered by this grant, the Market was awarded an additional $550 in prize money from Jarden.

In 2015, the Market was provided with a vacuum sealing system and tools; food saver bags; and banners. The Market featured demonstrations on marinating meat; food saved berries; food saved cheese; and salad in a jar. During the Market season a food sealing station was also made available for patrons to use and learn about vacuum sealing.

**High Five Program – 2013**

The High Five Children’s Health Collaborative, powered by the Blue Cross of Idaho Foundation for Health awarded $750,000 to four Idaho cities to combat childhood obesity in 2013. The Collaborative also awarded an additional $30,000 to three cities as part of an Ambassador Program, including the City of Moscow.

Through this grant, the City implemented the High Five program to develop opportunities and incentives for youth to improve their healthy eating habits and physical activity behaviors. The program includes a passport system for free fruits and vegetables for walking/biking to the Market and free kids cooking classes and fruit and veggie tastings at the Market based on a fruit/vegetable calendar.
AmeriCorps – 2013

Beginning in September 2013 the City of Moscow Arts Department began utilizing the services of an annual AmeriCorps service members. In 2013, AmeriCorps members assisted by planning and implementing Market Umbrellas data collection programs, NEED, FEED and SEED. These studies assess the economic and social value of the Market and provided key data on the impact of the Market. In 2014, the AmeriCorps member presented to various groups and organizations information about the Market; planned and helped develop the Know Your Farmer, Know Your Food program, and assisted at the Market. In 2015, the position was designated the AmeriCorps volunteer coordinator for the Market and helped generate a volunteer base for the Market; organized the Love Your Farmer, Love Your Food program; developed a Chefs at the Market program; and was an integral part of the running and operations of the Market. In 2016, the AmeriCorps member will continue planning and development of Market events, management of the High Five Passport Program, and continued work on volunteer coordination.

Highway Banners Installed – 2014

A partnership with the Idaho Transportation Department allowed the installation of three over the street Market banners on Highway 95 north and south as well as Highway 8 to the west. The banners help to direct visitors to the community to the Market in its current location on Main Street.

Beer and Wine Sales – 2014

In 2014, the Commission recommended to the Council a proposal for craft beer and wine at the Market. With the Palouse and LCSC Valley rich in local craft wineries and breweries, the Commission viewed such a proposal as a great opportunity to enhance the local branding of Moscow. The City of Moscow unanimously passed Resolution 2014-18 allowing for the sale and sampling of beer and wine at the Market. With three Saturday Markets left in the year, local brewers and vintners took advantage of the opportunity to showcase their product at the Market.
In 2014, the Market was ranked 42 out of 100 most celebrated Farmers Markets in the nation by American Farmland Trust, a national nonprofit dedicated to saving farmland for the next generation.

In 2015 and 2016, the Market was rated the number one farmers market in the State of Idaho and one of the top 20 farmers markets in the nation by American Farmland Trust.

These celebrations encourage market customers, family farmers, and community members – anyone who believed they had the best farmers market in the country – to endorse their market in four unique areas: Focus on Farmers, Healthy Food for All, Pillar of the Community, and Champion for the Environment.

In 2016, the Market rankings are:

- People’s Choice: 1st in Idaho and 15th Nationwide
- Focus on Farmers: 1st in Idaho and 16th Nationwide
- Healthy Food for All: 1st in Idaho and 16th Nationwide
- Pillar of the Community: 1st in Idaho and 14th Nationwide
- Champion for the Environment: 1st in Idaho and 16th Nationwide

City of Moscow Adopts Strategic Plan – 2015
The City of Moscow continually works to improve service to citizens and in 2015 revised its approach to managing the community challenges faced by local government through a comprehensive strategic planning process.

As the City began developing the FY2016 budget, the organization undertook the very important process of identifying the major challenges the City faces. These major challenge areas more directly illuminate the underlying issues the City is always conscious of and works to mitigate. Issues include topics such as streets, public safety, infrastructure, recreation, customer service and more. Of course, they also address internal services and how the City can improve its basic operation as it provides a broad range of services while planning for a challenging future.
Included in that process, as a City service, the Market was recognized as facing challenges in the coming years. Given the importance of the Market’s inclusion in that planning process, the Commission and staff recognized the importance of conducting and crafting a strategic plan specific to the Market.

**Washington State WIC and SFMNP Benefits – 2016**
The Market began accepting Women, Infants and Children (WIC) and Senior Farmer Market Nutrition Program (SFMNP) benefits from Washington State on July 11, 2016. The WIC program provides benefits to lower income families and the SFMNP provides benefits to lower income adults over 60.

**Select 25 – 2016**
The Select 25 program supports those who promote health and wellness; assist individuals with special needs; create safe environments; and build strong communities. Each year, they award $2,500 to 25 winners throughout Idaho. The donations are to be used to help individuals and organizations make a healthy difference in Idaho communities. The City of Moscow was selected as an award winner in 2016 for their work involving the High Five program.

**Community Branding Study Recognizes Market Importance – 2016**
The City of Moscow in partnership with the Moscow Chamber of Commerce and the University of Idaho conducted an in-depth branding research and development project that was completed in 2016. Research was focused on determining the specifics that make Moscow, Idaho the unique community it is. Of the common themes revealed, the Market ranked in the top twenty topics that were most frequently mentioned in surveys and during stakeholder interviews. The mentions spoke to the important contribution the Market makes to Moscow’s community and culture.
Moscow Farmers Market Economic Impact Study – 2016

In April of 2015, the City of Moscow undertook development of an economic impact study of the Market. The City partnered with Steve Peterson, University of Idaho, Department of Business and Academic Faculty to conduct the study. The study is designed to determine the economic impact the Market contributes to our local economy on an annual basis. The study is completed and is available on the City’s website as of October 13, 2016.

The study concluded that the Market contributes significantly to the local and regional community through development of new businesses, as well as, the draw and positive impact it has on local tourism. Findings from the study also include confirmation of the recent Community University Strategic Partnership’s community branding project that identifies the Market, among several other unique Moscow features as highly important to the community in a social sense.

Downtown Restrooms Approved – 2016

After several years of discussions and attempts to plan and construct a downtown restroom facility, in 2016 a facility design was approved and construction began. Construction began in November of 2016 in the Jackson Street Parking Lot. The facility will serve not only the Market, but other downtown events and visitors as well.

Market Celebrates 40 Years – 2017

With the completion and adoption of this document in January of 2017, plans are already underway to celebrate the 40th year of the Moscow Farmers Market. The Moscow Farmers Market Commission and the City of Moscow look forward to celebrating the Market, its traditions and its importance to our community throughout the 2017 season.
Desired Legacies for the Market

Moscow is a community rich in history and proud of its rural heritage and affiliation with Idaho’s only land-grant university. The City’s vision reflects its history and its deep commitment to the preservation of those attributes that make it a successful place to live and work. The Commission and staff have taken time to consider this dedication and agree upon a collective vision for Moscow and the role of the Market in the Moscow community. That vision is characterized for enhanced access, bolstering economic opportunity, building community, and increased information for the Market and its patrons. The mission and values are vital to that vision and will remain essential guideposts for future planning.

Mission

To celebrate life on the Palouse by providing the community with the opportunity to buy and sell locally farmed and/or created produce (e.g. crops, meat, cheese, wine, etc.) and distinctive handmade goods. This venue is meant to encourage and support sustainable economic, social and environmental practices.

Values

Access
Providing access to locally grown produce, foods, unique hand-made goods and their producers.

Economic Opportunity
Contributing to the greater Moscow economy with emphasis on assisting local, small, independently owned, and start-up enterprises.

Community
Building community by welcoming all residents and visitors, and providing a safe space and opportunity for community engagement, interaction, entertainment, and cultural enrichment.

Information
Increasing awareness of and providing education about and in support of health and wellness practices, regional agriculture, sustainability, and sound environmental practices.
Mission & Values

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Increasing awareness of and providing education about, and in support of, health and wellness practices, regional agriculture, sustainability, and sound environmental practices.

Major Challenge Areas
The objective of this report is to establish a clear vision for the future of the Market. Over the next five to ten years, the City of Moscow in conjunction with the Moscow Farmers Market Commission, will use this strategic plan to ensure continued market viability, sustainability, and overall success. By defining the most important issues faced, and establishing goals, objectives, and strategies to address each issue, the Market’s actions and activities will be better focused so as to continue the positive impact it has on the Moscow community.

After careful consideration and analysis, five issues, dubbed Major Challenge Areas having the greatest impact on Market operations have been identified. The five areas are:

Duties in Regards to Advisory and Operational Expectations are Unclear and Lack Boundaries  
Page 23

Market Integrity Threatened by Lack of Clear Policies  
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Inequitable and Inefficient Allocation and Distribution of Market Costs  
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The Market Faces Immediate and Severe Infrastructure Needs  
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Market Layout is Unsafe, Restrictive and Limits Growth Decisions  
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The City of Moscow strives to improve access and quality of service in order to meet the growing needs of the Market. Clearly defined and well communicated expectations will ensure efficient use of resources available to the Commission. Increased understanding of the Market’s policies by vendors will lead to an enhanced perception of operational integrity between the City, Commission, vendors, and downtown businesses. Further infrastructure investment will also create a safer Market environment, and allow for less restrictive limits on future growth.
Major Challenge Area

Advisory and Operational Expectations are Unclear and Lack Boundaries
A lack of clear and well communicated expectations for the Commission (advisory) and staff (operational) has resulted in an inefficient model for making the most efficient use of resources, primarily operations planning and reporting for the Market. A considerable amount of operational planning and decision making has been shifted to the Commission that should reside with staff. This shift has resulted in the Commission’s time being spent focusing on operational activities, while their role is more appropriately suited to providing overall vision to staff in a long term planning capacity, and staff in turn should be managing the operations within that vision.

Goals:
- To maintain optimal, efficient and sustainable levels of service delivery through strategic planning efforts.
- To increase clear expectations for the Commission and for staff.

Objectives:
- To increase the planning tools available to the Commission.
- To increase the efficiency of the operational structure the Market.
Actions/Strategies:

- Conduct an analysis of alternative organizational structures that could better serve the Market and the Commission by February 2017.
  - To include cross-department opportunities for improved efficiency.
  - Administration to analyze:
    - Staffing levels
    - Current positions
    - Current duties and tasks (Operational Overview)
    - Fit within the City of Moscow as an organization
- Implement operational (staff-level) performance measurement with objective metrics in order to accurately gauge the operational performance of the Market by March 2017.
  - Develop metrics based on organizational structure determined by February 2017.
- Develop Commission (advisory) training, education and resources to better assist members by March 2017.
  - Open meeting guidelines
  - Commission philosophy and roles (commissioners vs. staff)
- Develop guidelines for Market volunteer needs and expectations by December 2017.
  - To include review of process to be a volunteer at the Market.

Staff Performance Measures & Deliverables:

- Strategic Planning reporting process established by March 2017.
- Staff recommendation regarding organizational structure to Commission by May 2017.
- Annual Commission training held by May 2017.
- Volunteer procedures handbook proposed by December 2017.
Major Challenge Area

Market Integrity Threatened by Lack of Clear Policies
Market integrity is threatened by a perceived lack of transparency, understanding, compliance and consistency of the policies of the Market and in the recommendation and decision making functions of the Commission and staff due to unclear criteria and reasoning for policies. With demand for space at a premium, outpacing supply of viable space in the Market, the balance of vendor and product mix is also threatened. A lack of clear operational criteria guiding staff’s interaction with different types of vendors creates inefficiency and a perception of unfair treatment for many vendors. Animosity is created without clear and well-reasoned definitions, guidelines and policies, decision regarding resale, vendor type and mix, product distance limits and product representation.

Goals:
- To increase the clarity, quality, consensus and consistency of policies.
- To increase the resource available for predictability and planning in regards to Market decisions.

Objectives:
- To increase the clarity, consensus and agreement in policies:
  - Resale
  - Vendor representation (family vs. employee)
  - Vendor category (walk on vs. seasonal)
  - Vendor type and mix (produce, prepared food, craft, etc.)
  - Local
  - Eligibility
- To increase the reasoning and understanding of the definitions and descriptions of vendor types and requirements.
- To increase understanding of the basis and foundation for discussions and decision making in regard to Market product mix as relates to Market growth.
Actions/Strategies:

- Develop a vendor guideline document to support mission, values and policies for Market by February 2017.
  - Create a glossary/definitions of Market terms and concepts.
- Development of more understandable and comprehensive policies with clear and fair outcomes for non-compliance. Commission to engage in consensus building workshops to discuss and achieve a decision to be upheld by all Commission members and staff on policy improvements for the following Market season by January 2017:
  - Resale
  - Vendor Representation (family vs. employee, etc.)
  - Vendor Category (walk-on vs. seasonal, etc.)
  - Vendor Type (produce, prepared food, craft, assembled vs. handcrafted, etc.)
  - Definition of “local”
  - Recurring eligibility (reevaluation, inspections, etc.)
- Develop a communication and education plan for annual policy update by March 2017.
- Research and prepare a report for Commission discussion on Market product mix by December 2017:
  - Poll regional Markets on their product mix.
  - Review history of product mix at the Market.
  - Determine matrix for consideration of each vendor type in regards to:
    - Value to Market
    - Draw to Market
    - Contribution to meeting the mission and values of the Market
    - Fit with policies, mission, vision, value
- Refine jury process and education to better support Market product mix guidelines, by March 2018.
- Review Market boundary options and implications to clarify Market vendors vs. street vendors by December 2018.

Staff Performance Measures & Deliverables:

- Vendor guidelines and updated policy documents developed for Commission consideration by February 2017.
- Policy communication and education plan for annual policy update by March 2017.
- Research and submit a report on Market product mix consideration by December 2017.
- Refine jury process based upon determined vision of Commission regarding Market Product mix by March 2018.
- Research and submit a report on Market boundaries and options by December 2018.
Inequitable and Inefficient Allocation and Distribution of Market Costs

Since 2009, the Market has grown from 6500 square feet to 16,335 square feet and the number of individual vendors’ spaces has grown from 42 to 99 in the same time period. This extraordinary growth has added additional staff responsibilities to service the Market, without a proportionate increase in staff numbers. The resulting disparity requires increased support from the City Arts Department functions, as well as support from other City departments. Costs include staff expense, program expense, and City service expenses that include public safety (police and fire), water, streets, engineering, and parks and recreation. These cost considerations also limit the Market’s ability to implement and enhance services the Market could provide including expanded programming, such as compost programs, and the like.

The extreme importance of the Market has been documented in the 2016 Community University Strategic Partnership branding initiative as well as University of Idaho Professor Steve Peterson’s 2016 economic impact study of the Market. The tremendous economic and social value identified by that study further concludes that the current operational and cost structure of the Market is inadequate to maintain its current model. The lack of a sustainable operational model jeopardizes the character and viability of the Market as it does not efficiently allocate City resources nor does it equitably allocate costs to those who rely upon the Market. The City and Commission desire to maintain the Market as an important community institution.

Goals:
- To increase the efficiency of operating the Market taking into account all competing needs.
- To increase the reliability of the operational and cost structure for the Market to ensure the economic and social benefits for the community.
- To increase the effectiveness and understanding of the Market financial needs and stakeholder commitments.
- To increase the understanding and planning for revenue for the Market.
- To maintain or increase the viability and vibrancy of the Market.
- To increase the level of annual data-driven, targeted budgeting and fund allocation.

Objectives:
- To reduce inefficiencies in use of resources.
- To increase knowledge of the basis and justification for vendor fees.
- To increase the understanding and basis for the fee structure based on Market costs and services provided.
Actions/Strategies:

- Conduct an analysis of the use of resources and revenues associated with the Market by January 2017.
  - Services provided
  - Backstage work to provide services
  - Reporting required by AmeriCorps and grants
  - Operational Overviews data
  - Service needs not being met.
  - Staff health and safety
  - Determine overhead costs associated directly and indirectly with Market
- Determine an allocation model to capture a fair representation of the economic and social value of the Market to include City support and vendor fees by January 2017.
- Adjust and implement fee changes as directed.

Staff Performance Measurements & Deliverables:

- Research and submit a report on historical and current resources and revenues associated with the Market by January 2017.
- Research and submit an allocation model to capture and represent stakeholders for both economic and social value by January 2017.
- Develop and present fee proposal for Commission recommendation and City Council consideration by February 2017.
Major Challenge Area

The Market Faces Immediate and Severe Infrastructure Needs
The Market faces severe and immediate infrastructure needs. Needs include vehicle and bike parking, power throughout, improved access, storage, power, lighting, restrooms, drinking water fountains, gray water disposal, Wi-Fi, shade, etc. Unintended use of the Fountain also creates significant concerns in regards to the ability to provide cooling in a safe and intended manner for Market patrons. Without these infrastructure improvements, retention of current vendors and attraction of new vendors is increasingly difficult. These infrastructure needs negatively impact the number of visitors to the Market and its value to the community.

*See City of Moscow Strategic Plan—Aging Downtown Infrastructure in the Center of Community Social and Cultural Activity

Goals:
- To increase the understanding of infrastructure needs in the downtown corridor in regard to Market activities.
- To increase the safety and access to the Market.
- To increase the overall economic, social and commercial activity the Market generates in downtown Moscow.
- To increase the amount of commerce being transacted as a function of the Market in the downtown area.
- To increase the number of citizens and businesses that consider the downtown an inviting venue for commerce, recreation and community activities.

Objectives:
- To right-size the number of vendor spaces with appropriate infrastructure needs in line with Market product mix determinations.
- To decrease the number of safety issues due to infrastructure.
- To increase the amenities sought by Market patrons (cooling, shade, benches, linger longer areas, education programs, etc.).
- To reduce the percentage of Market-related fixtures (benches, light fixtures, planters and signage) that are deficient, outdated, and non-compliant with current infrastructure standards.
- To increase the efficiency of waste management in the downtown core.
Actions/Strategies:
- Develop a plan to address waste audit findings, including compost program for the Market by May 2017.
- Conduct an inventory of infrastructure needs on Main Street for operations, vendors and patrons in the Jackson Street Parking lot by December 2017.
- Develop a model of future needs based on estimated or desired growth as determined through Market product mix, layout considerations, etc. by December 2018.
- Develop a needs assessment of patron amenities sought by Market visitors by December 2017.

Staff Performance Measures & Deliverables:
- Research and submit a report of infrastructure needs by December 2017.
- Research and submit a report of potential future needs by December 2017.
- Research and submit a report of patron amenities desires by December 2017.
- Research and submit a plan to address waste audit finding and potential compost program by May 2017.
Major Challenge Area

Market Layout is Unsafe, Restrictive and Limits Growth Decisions
The current configuration of the Market creates challenges for necessary and required ADA access and compliance. It is necessary to identify and remedy access limitation issues in order to allow meaningful Market participation for all stakeholders and members of the public. The current layout also creates confusion of space allocation among vendors and patrons, which results in occasions of animosity and a perception of unfair treatment and a lack of planning and organization. Additionally, the current configuration can be perceived as a barrier for downtown patrons between the Market and brick and mortar businesses on Main Street, limiting what could be a more enhanced and engaging experience for all stakeholders.

The Market is a public event held on public right of way and the City has a duty to maintain a fair and equitable use of that public space for as many citizens as possible, including hosting the Market. The Market has evolved since 1977. Visitors to the Market were estimated to be 164,892 during 2013, up from 84,084 in 2003. This cumulative increase of 96% is 4.4 times the population of Latah County (37,244) in 2003 or 6.7 times the population of Moscow (25,060). It's important to note the Market moved from the Jackson Street lot parking lot to Main Street in 2012 increasing available vendor spaces from 42 to 99. Total vendors during that time has increased from 116 to 125. Without layout improvements designed to address these issues, potential growth and enhancement of the Market from both a visitor and a vendor perspective will be limited.

Goals:
• To increase awareness of the basis and understanding for preferred Market growth patterns to include vendor mix, type, and size and layout of the overall Market.

Objectives:
• To decrease by the number of complaints each season for:
  o Market layout being too long.
  o Wayfinding for patrons and vendors can be difficult.
  o Shade and other layout factors are impeding business or shopping.
  o Brick and mortar businesses feel “left out”.
• To increase the information to better understand the implications of potential growth opportunities for the Market.
Actions/Strategies:

• Conduct a needs assessment to capture the issues associated with Market layout by May 2018.
  o Market layout being too long.
  o Finding vendors is difficult.
  o Shade and other layout factors are impeding business or shopping.
  o Brick and mortar businesses feel “left out”.
  o Safety concerns in closing and opening streets.
  o Handicap parking requirements and ability to maintain.
  o Traffic patterns and effect on surrounding streets (e.g. traffic lines on Washington, blocking PD parking area while waiting to load and unload).
  o Desire to promote a “linger longer” atmosphere.

• Collect regular data on the items identified in the needs assessment beginning May 2018.

• Participate in planning discussions with City of Moscow stakeholder departments to provide input to the needs of the Market as relates to downtown infrastructure and Market layout needs, ongoing.

• Conduct a needs assessment on potential and desirable growth patterns for the Market by December 2018.

• Conduct an analysis of day sheets to determine and prioritize safety risks and develop a plan for mitigating the top three risks prior by May 2018.

Staff Performance Measurements & Deliverables:

• Research and submit a needs assessment on Market layout needs by May 2018.

• Be available as a resource for planning discussions as needed.

• Research and submit a report for potential and desirable growth options taking into account decisions regarding Market product mix and the like for the Market by December 2018.

• Report to the Commission the results of the analysis of day sheets to determine and prioritize safety risks and develop a plan for mitigating the top three risks prior by May 2018.
## Summary of Staff Performance Measures & Deliverables

The following performance measurements and deliverables are a summary of the items that will be undertaken and delivered to address the MCAs in order to achieve progress towards the long-term goals and objectives in the next one to two years. As with all significant activities, these initiatives encompass a range of sub-actions and strategies that staff will undertake in order to deliver the necessary information to the Commission for its long-term planning efforts. As these tasks are completed and provide the information necessary to impact the goals and objectives, the Commission and staff will then have the ability to look toward the next iteration of strategies/actions to continue to make additional progress in future years.

<table>
<thead>
<tr>
<th>Month</th>
<th>Deliverables</th>
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</thead>
<tbody>
<tr>
<td><strong>January 2017</strong></td>
<td>• Research and submit a report on historical and current resources and revenues associated with the Market by January 2017.</td>
</tr>
<tr>
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<td>• Research and submit an allocation model to capture and represent stakeholders for both economic and social value by January 2017.</td>
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<tr>
<td><strong>February 2017</strong></td>
<td>• Develop and present fee proposal for Commission recommendation and City Council consideration by February 2017.</td>
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<td>• Vendor guidelines and updated policy documents developed for Commission consideration by February 2017.</td>
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<tr>
<td><strong>March 2017</strong></td>
<td>• Strategic Planning reporting process established by March 2017.</td>
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<tr>
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<td>• Policy communication and education plan for annual policy update by March 2017.</td>
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<tr>
<td><strong>April 2017</strong></td>
<td>• Staff recommendation regarding organizational structure to Commission by May 2017.</td>
</tr>
<tr>
<td></td>
<td>• Annual Commission training held by March 2017.</td>
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<tr>
<td></td>
<td>• Research and submit a plan to address waste audit finding and potential compost program by May 2017.</td>
</tr>
<tr>
<td><strong>November 2017</strong></td>
<td>• Develop a multi-year plan and approach to fee recommendations by November 2017.</td>
</tr>
<tr>
<td><strong>December 2017</strong></td>
<td>• Volunteer procedures handbook proposed by December 2017.</td>
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<td></td>
<td>• Research and submit a report on Market product mix consideration by December 2017.</td>
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<tr>
<td></td>
<td>• Research and submit a report of infrastructure needs by December 2017.</td>
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<tr>
<td></td>
<td>• Research and submit a report of potential future needs by December 2017.</td>
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<tr>
<td></td>
<td>• Research and submit a report of patron amenities desires by December 2017.</td>
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<tr>
<td><strong>March 2018</strong></td>
<td>• Refine jury process based upon determined vision of Commission regarding Market product mix by March 2018.</td>
</tr>
<tr>
<td><strong>May 2018</strong></td>
<td>• Research and submit a needs assessment on Market layout needs by May 2018.</td>
</tr>
<tr>
<td></td>
<td>• Report to the Commission the results of the analysis of day sheets to determine and prioritize safety risks and develop a plan for mitigating the top three risks prior by May 2018.</td>
</tr>
<tr>
<td><strong>December 2018</strong></td>
<td>• Research and submit a report on Market boundaries and options by December 2018.</td>
</tr>
<tr>
<td></td>
<td>• Research and submit a report for potential and desirable growth options taking into account decisions regarding Market product mix and the like for the Market by December 2018.</td>
</tr>
</tbody>
</table>
References


Five-Year Strategic Plan – authored by Aaron Zaretsky, Public Market Development, Waterville, NC

Annual Vendor Questionnaires – developed and implemented by City of Moscow Arts department staff via applications and managemymarket.com

Sticky Economy Evaluation Device [SEED] – developed by marketumbrella.org, New Orleans, LA; coordinated and compiled by Amanda Argona, AmeriCorps Volunteer Coordinator

Neighborhood Exchange Evaluation Device [NEED] – developed by marketumbrella.org, New Orleans, LA; coordinated and compiled by Amanda Argona, AmeriCorps Volunteer Coordinator, Shopper Exit Interview survey, Resident Interview survey (implemented at downtown businesses on Market day), Vendor survey

Food Environment Evaluation Device [FEED] – developed by marketumbrella.org, New Orleans, LA; coordinated and compiled by Amanda Argona, AmeriCorps Volunteer Coordinator

2016 Report on the Economic Impacts of the Market – authored by Steven Peterson, Research Economist and Clinical Assistant Professor, Economics & Stephen Pool, Research Economist; College of Business and Economics – University of Idaho

Uncovering the Moscow Mystique – authored by BHW1, LLC; Spokane, WA; a joint project between the Moscow Chamber of Commerce, University of Idaho and City of Moscow
MISSION STATEMENT

To celebrate life on the Palouse by providing the community with the opportunity to buy and sell locally farmed and/or created produce (e.g., crops, meat, cheese, wine, etc.), and distinctive handmade goods. This venue is meant to encourage and support sustainable economic, social and environmental practices.

I. MOSCOW FARMERS MARKET CORE VALUES ARE:

A. Access. Providing access to locally grown produce, foods, unique hand-made goods and their producers.

B. Economic Opportunity. Contributing to the greater Moscow economy with emphasis on assisting local, small, independently owned, and start-up enterprises.

C. Community. Building community by welcoming all residents and visitors, and providing a safe space and opportunity for community engagement, interaction, entertainment, and cultural enrichment.

D. Information. Increasing awareness of and providing education about and in support of health and wellness practices, regional agriculture, sustainability, and sound environmental practices.

MARKET POLICIES

These Market Policies shall apply to the Moscow Farmers Market and its Vendors during the Market Season. These Market Policies have been developed from input sent to City Council by the Farmers Market Commission and from public and City staff input.

Farmers Market ("Market") Policies will be enforced by the on-site Market Manager and/or in consultation with the City's Arts Director, depending on circumstances. Market Vendors are expected to be selling their own wares (produce and products) and to be in attendance at all times, except in emergency situations. Immediate family members of Market Vendors may assist with sales in the absence of designated Market Vendor. Immediate family members include spouse, partners, parents, step-parents, children, and step-children of the Market Vendor.

Those who participate in the Market include Season Vendors (selling produce, nursery products, hot and cold food, and crafts); Child Vendors; and Walk-on Vendors, (all as defined within these policies). Such Vendors shall produce the food, produce, and/or crafts offered at the Market in a location not more than two hundred (200) air miles from Moscow City limits.

All Market Vendors agree to abide by Market Policies upon signing the Market application form. All Market Vendors will be evaluated for compliance with Market Policies. Failure of Market Vendors to follow Market Policies will result in actions set out in Appendix 4.
The Market does not currently charge a percentage of Gross Sales or an annual membership fee but reserves the right to do so.

Because the Market is located entirely on public right-of-way or City controlled property, the City reserves its right to regulate activities which occur within such public property.

II. THE MARKET

A. Market Location.

The Market is located generally on Main Street south of Third Street and north of Sixth Street in downtown Moscow, and east of Main Street on the 4th Street right-of-way (west) of the cul-de-sac, east on 5th Street from Main Street to the alley, and Friendship Square, unless temporarily located or extended elsewhere when found to be in the best interest of the City. See Appendix I (map of Moscow Farmers Market).

B. Market Vendor Space

Without compromising quality, preference will be given to the most local grower/producer when a Market Season space becomes available.

With some exceptions, resale or the sampling (give-away) of resale items at the Market is prohibited. This includes bulbs, plants and produce not specifically grown at the time and expense of the Market Vendor.

C. Resale Produce Vendors

NO wholesale or resale products of any kind.

All produce and products must be grown or produced by the seller. Any Market Vendors bringing produce or products to sell other than those grown on their farm or made by such Market Vendor, with the following exception, will be processed pursuant to Appendix 4, Farmers Market Penalties.

Exception: If approved in advance by the Arts Director and/or Market Manager, current Produce Vendors may resell blueberries and/or asparagus grown within the two hundred (200) air mile radius. The Arts Director has discretion for Vendors to provide for resale of blueberries and/or asparagus grown outside the two hundred (200) air mile radius. Such Vendors must display a sign eleven inches by seventeen inches (11” x 17”) saying they are authorized to resell these items and state the name and location of the farm where the items are obtained. Farms supplying blueberries and asparagus will be held to the same site visits, standards and guidelines as current Produce Vendors.

D. Market Schedule

Market Season is every Saturday in the months of May through October, annually. Market sales occur between the hours of 8:00 a.m. and 1:00 p.m. each Market day during the Market Season.

E. Animals Prohibited in the Market. With the exception of a “service animal” (as defined in the Americans with Disabilities Act 2010 final regulations), dogs and other animals and pets are not allowed in the western portion of Farmers Market (as shown in Appendix 1).
F. Regulation of Certain Activities During the Market

Because it is important for the continuing success of the Market to preserve its character and appearance and because the Market was established and remains primarily a local growers Market, certain activities that otherwise occur during non-Market hours are regulated in the public right-of-way during the Market hours as follows:

1. “Cart” Vendors. Vendors who are licensed pursuant to Moscow City Code Title 9, Chapter 11 shall not be allowed in the Market Location during Market hours unless they qualify as a current authorized Farmers Market Vendor, independently of their Vending license. See M.C.C. § 9-11-13(6).

2. Licensed Sidewalk Cafes. The possessor of a current, valid sidewalk cafe license from the City may operate a sidewalk cafe in the Market during Market hours pursuant to regulations contained within Moscow City Code Title 9, Chapter 12. Council recognizes and reaffirms that the purpose of the sidewalk cafe license is to allow the contiguous storefront restaurant to extend its typical and customary service into the portion of the public right-of-way shown in the license. Independent contractors, sub-contractors, sub-lessees, agents, or others who are not part of the day-to-day business of the contiguous restaurant owner shall not be allowed to sell or promote in the Market, unless they otherwise qualify as a Farmers Market Vendor and meet all of the Farmers Market Vendor’s requirements in this Policy. See, M.C.C. § 9-12-6(B).

3. Downtown Businesses Other Than Sidewalk Cafes. Downtown businesses may continue their operations during Market hours. The areas in the Market that are contiguous with non-retail business(es) or business(es) that are closed during Market hours are not to be used for the display or sale or promotion of produce, products, goods or services by such business(es) or by any person or group other than as specifically authorized by the Council or by this Policy. Sales, promotions tables, displays placed contiguous with the front of downtown business(es) are allowed as long as those sales or displays are an extension of what is available for sale or promotion by and within the contiguous business and such sales or promotions are carried out by the owners or their employees. No activity which directly interferes with or competes with Market and/or its Vendors shall be allowed within the public right-of-way during Market hours unless that activity occurs by and within the contiguous business on a day-to-day basis as an integral part of such business. Independent contractors, sub-contractors, sub-lessees, agents, or others who are not part of the day-to-day business of the contiguous owner shall not be allowed to sell or promote in the Market unless they otherwise qualify as a Farmers Market Vendor and meet all of the Farmers Market Vendor’s requirements in this Policy. Sales tables, clothes racks, free-standing displays, etc., shall be placed contiguous with the storefront in a manner that allows the preservation of an unobstructed pedestrian access on the sidewalk of not less than four contiguous feet (4’) and as approved by the City Fire Marshall.

4. Universities, Colleges or Other Educational Institutions Participation in Farmers Market. Universities, colleges, or other educational institutional departments and retail outlets are not allowed to apply as Market Vendors. Student organizations, if qualified, may participate.

5. First Amendment Activities. Because of the importance the City places on First Amendment rights and activities, the Council has adopted specific regulations relative to downtown First Amendment activities during Farmers Market hours. The City has established reasonable time, place, and manner restrictions and has designated Friendship Square as the location for such activities in the downtown area during Farmers Market hours. See Resolution No. 2012-13. No separate, additional, or expanded First Amendment activities shall be allowed within the Market during Market hours, unless specifically authorized by Council or required by the United States or Idaho Constitutions.
III. GENERAL POLICIES FOR ALL VENDORS

A. Vendor Conduct

1. Smoking. Smoking by Market Vendors during Market hours (7:00 a.m. – 2:00 p.m.) is prohibited.

2. Hawking. Hawking (to offer for sale by calling aloud in public) is prohibited.

3. Non-approved items. The sale of non-approved items is not allowed and the Market Manager may confiscate such items. Distribution by Vendors of literature, information or signage not related to Vendor's products or services is prohibited.

4. Items prohibited from being sold or used in the Market:
   a. No brand name items. The sale of brand name items (such as canned or bottled water and soda) is prohibited.
   b. Styrofoam containers.

5. Cleanliness. Market Vendors are responsible for the set-up, clean-up and safe operation of their Market Vendor's space. State and local health and safety requirements, particularly those in the food area of the Market, will be enforced by the Market Manager and/or the Health Department. Market Vendors should have their own trash receptacles/bags to take with them at the end of the Market day. Failure by a Market Vendor to remove trash will result in the revocation of Market Vendor's Season Pass; or if a Walk-on Vendor, then Walk-on Vendor shall be prohibited from participating in Market for three (3) years. The trash receptacles in the Market are for use by Market customers and should not be used by Market Vendors for trash at the end of the Market day. The dumpsters in the Jackson Lot are privately owned and are not for Market use. Food Vendors are required by Idaho State law to deposit grey water waste in the receptacle provided at the Market. No grey water or other waste water, fat, grease, oil, or other liquid shall be placed in the gutter or in a City stormwater catch basin or other City water collection system. Note: the City will provide grey water dump stations for use by Vendors.

6. Decorum. The Market requires and expects considerate, polite, common sense and friendly cooperation among all Market Vendors. Market Vendors shall respect the authority of the Arts Director and the Market Manager and the rights of the other members of the Market. If a Market Vendor feels that he or she is being treated unfairly or in an unprofessional manner by the Market Manager, such a complaint shall be made only to the Moscow Arts Director.

7. A written explanation of any fine or other discipline of a Market Vendor for failure to abide by Market rules shall be given to the Market Vendor by the Arts Director or Market Manager within fifteen (15) days of the action. Upon receipt of the written explanation, the Market Vendor will be provided an opportunity to be heard by the Farmers Market Commission orally or in writing before any expulsion or termination of Market Vendor Season Pass occurs.

8. Participation in Market Promotion. Each Market Vendor gives permission to the City to publish the Market Vendor's name, business name, address and phone numbers in a Market publication. Market Vendors will be asked to give permission for posting of promotional materials on a City website hosting the Market. This is intended for promotional purposes and for publication by print media, video or motion picture. Participation in the Market acts as a grant of permission to the City to use photographs and other images of Market Vendors for promotional purposes without compensation.
98. Signage. All Market Vendors must post signage identifying Vendor’s business during operation of the Market.

109. Annual Gross Sales Reporting. All Market Vendors are required to report their Annual Gross Sales by November 15th, immediately following the current Farmers Market Season, utilizing “Manage My Market” software. Failure of Market Vendors to report Annual Gross Sales, as required under this Policy, will result in said Vendor being disqualified to participate in the following Market Season. This confidential and anonymous information will be used for future grant proposals and economic impact data collection.

110. Idaho Sales Tax Reporting. Market Vendors must include an Idaho Sales Tax Form ST-124 with their Market Vendor application as required by the Idaho State Tax Commission. A Market space will not be assigned if Form ST-124 is not received by the third Friday of March, each year, (the Market Vendors’ Season Pass application deadline). If you have questions, contact the Department of Revenue and Taxation, Idaho State Tax Commission (208) 799-3491. The State Tax Commission will be checking for tax compliance throughout the Market Season. All Market Vendors (whether Walk-on or Season Vendors) are required by law to have a copy of Form ST-124 in their Vendor space at all times.

B. Agreement to Hold Harmless, Defend, and Indemnify

In order to participate in the Market, every Market Vendor (Seasonal and Walk-on) shall sign agreement that holds the City harmless for any and all actions or inactions of every Market Vendor or person associated with such Market Vendor and that agrees to defend and indemnify the City for any claim filed against the City related to any and all activities which are associated with the Market Vendor, the Market, or the Market Vendor’s business.

C. Use of Vendor Spaces

1. Most Market Vendor spaces will be marked as an eleven feet by fifteen feet (11’ x 15’) space. A Market Vendor’s business must be conducted within Market Vendor’s assigned space. Market Vendors may not extend beyond the limits of the assigned space or into the pedestrian area at the entrance of the Market Vendor space. Canopies and umbrellas cannot extend outside a Market Vendor space. Requests for larger Market Vendor space will be granted at the discretion of Market Manager, where possible. The Moscow Fire Department will check for compliance with relevant fire regulations throughout the Market Season to assure fire safety and emergency vehicle accessibility. Market Vendors who use tents must comply with Fire Department tie down regulations. See Appendix 3.

2. Season Market Vendors who apply by the deadline (the third Friday of March, each year) may request the same space as the previous year. Such request (and the reasons for that request) will be taken into account when spaces are allocated; however, the City reserves the right to make the final decision on space allocation based upon Market needs. Priority for the remaining Market Vendor spaces will be given to Market Vendors new to the Market whose goods complement the Market and help “round out” what is presently available (as determined by the Arts Director and the Farmers Market Commission selection process). Reasonable efforts will be made to accommodate all who apply. Season Passes are non-transferable and cannot be “rented” or loaned to another party.

3. Use of a Market Vendor space for purposes other than those outlined in the application is prohibited, unless specifically authorized.

4. Any proposal by Market Vendors to share Season Market Vendor space must be approved prior to the Market Season and during the application process.
5. Permits and Licenses. All Vendors shall provide, at the time of application, current copies of any permits and licenses applicable and necessary for the sale of their products. Specific requirements related to the Fire Department, sampling, and other common permits, can be found in Appendix 3 and 5.

D. Market Vendor Attendance

1. All Season Vendors are required to attend the mandatory annual Market orientation meeting prior to start of Market Season, at date and time set by Moscow Arts Director.

2. Approved Market Vendor Substitution. Where a Market Vendor receives approval of the Arts Director or Market Manager, such Market Vendor will be allowed to have someone else operate their business for up to two (2) Market days per Market Season.

3. Non-Attendance. Season Market Vendors are required to call in to the Market telephone or to send an email to the Market Manager before an upcoming Market day that will be missed. For contact information see Appendix 4. If illness or emergency forces non-attendance, the Market Vendor must contact the Market Manager at the numbers and locations provided by the City. Season Market Vendors who do not notify the Market Manager of their imminent absence will be penalized in violation of Market Policies and subject to penalties as provided in these Market Policies. Season Vendors may only be absent eight (8) Market days. More than eight (8) Market days missed will result in the revocation of Market Vendor’s Season Pass.

E. Setup and Take-down

1. Setup. Large vehicles should arrive early to allow sufficient time for unloading during setup. Vendors are to pull into their space, unload their items, park their vehicle away from the Market (parking is available at Moscow City Hall), and then return to their space to begin setting up for the Market. 5th Street will be closed to all vehicles at 7:15 a.m. Market Vendors must be in their assigned Market Vendor space and be unloaded by 7:30 a.m. on Market day. If not in compliance, the assigned Market Vendor space may be forfeited. All vehicles must be off Main Street by 7:30 a.m., unless otherwise specifically allowed by the Market Manager. All tents must be placed as close to the adjacent curb as is physically possible, unless specifically authorized by the Market Manager or Arts Director (on a case-by-case basis).

2. Take-down. Market Vendors may stay in their Market Vendor’s space until 1:00 p.m. The City requires that the Market Location be completely vacated by the Market and its Market Vendors by 2:00 p.m. (so that the Market Location and parking can be available to the public). Market Vendors should use extreme caution when exiting. Market Vendors requiring early departure must inform the Market Manager of plans for early departure and must carry goods out of the Market Location without using a vehicle. Once the Market has opened for business at 8:00 a.m., no vehicle may enter or leave the Market Location until after 1:00 p.m. unless directed to do so by the Market Manager, a peace officer, or an emergency services provider in the course of their employment.

F. Business Site Walk-Through.

All Vendors, Seasonal and Walk-on, are subject to an on-site business walk-through by the Moscow Arts Director, Market Manager and/or members of the Farmers Market Commission. The purpose of the on-site walk-through is to ensure all Vendors are current on required permits and licenses and also to inspect Vendor goods. Vendors will be notified of any policy and/or procedure violations and will be required to correct any violation as directed by the Moscow Arts Director. Failure to allow an on-site walk-through is grounds to revoke Vendor’s ability to participate in Moscow Farmers Market.
IV. SPECIFIC VENDOR EXPECTATIONS

A. Season Vendors. Season Vendors shall commit to attend minimum twenty two (22) Market days. If Season Vendor does not participate in twenty two (22) Market days, then the Season Vendor will not be guaranteed a spot in the following Market Season.

Season Vendors selling agricultural products (produce, livestock, and value added) shall be a priority for Market space. Moscow Farmers Market’s goal is to have fifty percent (50%) of Market Vendors be agricultural products.

B. Walk-on Vendors. Walk-on Vendors are not guaranteed a particular location in the Market. There are no requirements or minimum of Market days for participation. A Walk-on Vendor may be considered for a Season Vendor space after Walk-on Vendor has participated in prior Market Season, and has had good interaction with Market Staff, other Vendors, and customers. Walk-on Vendors product must be a reliable, quality product that fills a need in the Market.

AC. Labeling. All packaged food products (e.g., jams, jellies, salsa, nuts, etc.) must be labeled. Labels must include the Market Vendor’s name; Market Vendor’s address; ingredients listed in order of volume (most to least); and potential allergenic ingredients. Market Vendor’s phone number on the label is recommended.

Prepared and Value-Added. Value added or processed foods include preserves, jams, jellies, ciders, syrups, salsas, smoked meats or fish, dried fruits and herbs, and flours. All such value added or processed foods must be made in accordance with relevant State of Idaho regulations. (All commercial kitchens must be used to prepare certain foods, as required by relevant State Codes.

Local ingredients. All prepared and Value Added Vendors must use local ingredients as part of any product. Market Vendors must list and identify the source of the re-utilize local ingredients, and post visible signage identifying the local ingredients.

Pricing. Food Market Vendors shall post a clearly visible menu with pricing.

All Value Added Food Market Vendors must be juried prior to being eligible to participate in the Market. Established Market Vendors desiring to introduce new food product shall preview new food product to City’s Market jury annually prior to new Market Season.

Originality. All food items should be largely original and made from scratch. Food Vendors must minimize container waste.

BD. Fresh Produce and Nursery Vendors. Market Vendors who bring fresh produce, herbs, grains, fruits and vegetables, cut flowers, potted plants, and other plants, seeds, shrubs, and tree and vine starts to the Market are encouraged to utilize hygienic and sustainable standards in the planting, growing, cultivating, transporting, and offering of such items for sale.

Organic Certification. All Market Vendors presenting products as “organically grown” shall include the certification form with their Market Vendor application, unless otherwise exempt under Idaho Code. Certification will be checked for compliance by the State that granted certification. Certification shall be posted in the Market Vendor’s space at all times. See Appendix 5.

GE. Meat/Poultry Vendors. The majority of products sold at my Meat/Poultry Vendor’s booth during the Market Season are meat, milk, eggs, etc.

DF. On-Site Prepared Food. The majority of products sold at my On-Site Prepared Food Vendor’s booth during the Market Season are ready-to-eat foods that are made on site on Market day,
or prepared in advance. All On-Site Prepared Food Vendors must use local ingredients as part of any product. On-Site Prepared Food Vendors must list and identify the source of the local ingredients, and post visible signage identifying the local ingredients. Such foods include sausages, hamburgers, kettle corn, burritos, tamales, combination plates, barbeque, skewers, etc. Moscow Farmers Market encourages all vendors to utilize local ingredients. All customer service utensils (forks, spoons, knives, plates, bowls, napkins, or other disposable service-ware) shall be compostable products.

G. Forager Vendor. Requirements to qualify.

FH. Craft Vendors

1. Originality. All Craft Vendors must certify that they are making their product by hand or with the appropriate tools and that the product for sale is not the result of a kit assembly, commercially available plan or transfer, or the direct resale of an imported or other commercially available product. Concerns about compliance with this policy may result in a site visit to the Vendor’s studio, farm, shop, or other place of business by a committee composed of City Management and Farmers Market Commission members. All Craft Vendors (including Walk-on Vendors) will need to preview new products to the City’s Market jury annually prior to the Market Season. All Craft Vendors will be restricted to one (1) space but exceptions may be made at the direction of the Arts Director for large craft items, such as furniture.

2. Cosmetics are considered crafts and include creams, lotions, shampoos, and some soap products. Cosmetics must be in compliance with the Federal Food, Drug, and Cosmetic Act, the Fair Packaging and Labeling Act, and must follow rules set by the FDA. Soap products consisting primarily of alkali salts and of fatty acids and which make no label claim (other than the cleansing of the human body) are not considered cosmetics for purposes of these Market policies.

FJ. Child Vendors

The Children’s Market is intended to encourage and support early interest in farming, gardening, crafts, growing, and selling. The general rules of the Market apply to the Children’s Market (e.g., pay appropriate fee(s) as determined by City Council; produce must be grown, cultivated, and harvested by the child; crafts must be made by the child; and all items must be pre-approved by the Market Manager). In addition:

1. Children must be younger than twelve (12) years of age to participate in the Children’s Market.

2. Children must be supervised by an adult at all times during the Market.

3. Groups of four (4) or more children will be treated as Walk-on Vendors.

4. Children Vendors should request Market space prior to Market day.

GI. Performance Vendors (Busker)

Any person or group of persons who plays musical instruments, sings, dances, speaks, offers face painting, balloon tying, or otherwise provides entertainment in the Market, other than in designated Vendor spaces, and seeks tips or donations for such performances. Commercial vending of products is not considered a “performance” and, as such, does not qualify as “performers” under Market Policy.

HK. Walk-on Market Vendors.

Several walk-on spaces are available each Market. Additional space may be available to others when Season Market Vendor space becomes available due to Market Vendor absence. Any
person interested in walk-on opportunities should contact the Market Manager at (208) 883-7132. Walk-on Market Vendors will be given walk-on Market Vendor space after availability is determined. Idaho State Sales Tax Form ST-124 and a short application must be completed utilizing electronic “Manage My Market” program prior to setting up as a walk-on Market Vendor. Walk-on Market Vendor information will remain on file with the Market Manager and will remain in effect through the end of the Market Season. See Fee Schedule Appendix “2”.

V. MARKET SPACE FEES

For information about fees for Market Vendors for the Market Season, please refer to Appendix “2”. The City Arts Director will advise Market Vendors in advance of any public hearing where an increase of fees of more than five percent (5%) is to be considered.

VI. EFFECTIVE DATE.

This Policy shall be effective upon approval by the Moscow City Council.
APPENDIX 1

Farmers Market Location

Dogs Prohibited During Market Hours
### APPENDIX 2

**MARKET SPACE FEES**

<table>
<thead>
<tr>
<th>Space / Location</th>
<th>Price per Day</th>
<th>Price per Season</th>
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<tbody>
<tr>
<td><strong>REGULAR MARKET VENDOR SPACES</strong></td>
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<tr>
<td><strong>SEASON VENDOR</strong></td>
<td>$294.00</td>
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<td><strong>ANNUAL MANAGE MY MARKET</strong></td>
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<td>$15.00</td>
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<td><strong>REGISTRATION FEE</strong></td>
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<td><strong>SURCHARGES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ELECTRICAL HOOKUP</strong></td>
<td>$6.00</td>
<td>$139.00 Per Unit/Outlet</td>
</tr>
<tr>
<td><strong>TRUCK PARKING</strong></td>
<td>$11.00</td>
<td>$260.00</td>
</tr>
<tr>
<td><strong>CORNER SPACES</strong></td>
<td></td>
<td>PER SEASON FEE AS STATED ABOVE PLUS $105</td>
</tr>
</tbody>
</table>

**FOR WALK-ON MARKET VENDORS, CHILD MARKET VENDORS**

<table>
<thead>
<tr>
<th></th>
<th>Day Fees</th>
<th>With Truck Space</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ANNUAL MANAGE MY MARKET</strong></td>
<td>$15.00</td>
<td></td>
</tr>
<tr>
<td><strong>REGISTRATION FEE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CHILD VENDORS ARE EXEMPT FROM</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MANAGE MY MARKET</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>REGISTRATION AND FEE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WALK-ON FEE (11' x 15')</strong></td>
<td>$32.00</td>
<td>ADDITIONAL $32.00 PER DAY</td>
</tr>
<tr>
<td><strong>HALF SPACE</strong></td>
<td>$19.00</td>
<td></td>
</tr>
<tr>
<td><strong>TABLE SPACE (3' x 3')</strong></td>
<td>$13.00</td>
<td></td>
</tr>
<tr>
<td><strong>CHILD VENDOR (5' x 5')</strong></td>
<td>$6.00</td>
<td></td>
</tr>
<tr>
<td><strong>PERFORMANCE ART</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MAXIMUM LIMIT 4 PER MARKET DAY</strong></td>
<td>$7.00</td>
<td></td>
</tr>
</tbody>
</table>

Total space fee for Market Season Vendors is due in Moscow City Hall by 5:00 p.m. local time on the third Friday of March, each year. If a Market Season Vendor cannot pay the total fee due by the deadline, then such Market Season Vendor shall make arrangements for a payment plan with the City of Moscow Arts Director.
APPENDIX 3

MOSCOW VOLUNTEER FIRE DEPARTMENT
INSPECTION REQUIREMENTS

The following items will be inspected by the Moscow Fire Department on an irregular basis. Each Market Vendor must follow all requirements at all times.

1. Fire Extinguishers
   a. A minimum of one (1) five pound (5 lb.) ABC type portable fire extinguisher is required for each Vendor with any type of cooking device or warming plate.
   b. A class K rated portable extinguisher is required for deep-vat fry cooking equipment involving vegetable or animal oils and fats.

2. Portable Cooking devices
   a. Each Vendor with a cooking device under a canopy or tent shall provide the Moscow Fire Department with a certificate executed by an approved testing laboratory certifying that the canopy or tent is composed of material meeting the flame propagation performance criteria of NFPA 701 or shall be treated with a flame retardant in an approved manner and meet the flame propagation performance criteria of NFPA 701.
   b. No combustible material shall be within five feet (5') of any cooking device.
   c. If the portable cooking device has a smoke stack the stack shall be a minimum of five feet (5') from any combustible material.
   d. All compressed gas cylinders shall be secured by an approved method, including chained to a stable structure or item, to prevent tipping-over and damaging its stem and/or regulator.

3. Electrical cords.
   a. All electrical cords shall be U/L Approved.
   b. All electrical cords shall be covered to prevent a tripping hazard.

4. Fire Lanes
   A minimum fire lane of twenty five feet (25') shall be maintained at all times

5. Vendor Tents
   a. All tents, umbrellas or coverings are required to be weighted to prevent blow down. Each canopy leg must have no less than twenty four pounds (24 lbs.) anchoring. Weights should be secured in a manner that does not create its own safety hazard or cause a tripping hazard. The weights should: be tethered with lines that are clearly visible, have soft edges (to avoid causing cuts and scrapes), be securely attached, and be on the ground (and not above people’s heads).
   b. Tentpoles in walkways shall have red or florescent tape applied in order to prevent tripping hazards.
The purpose of penalties imposed upon those who do not conform with Market Policies is to encourage communication between Market Vendors and the Market Manager and to correct the activity so that the Market Vendor, where possible, can continue to sell goods within the Market.

Nothing related to Farmers Market penalties shall affect, in any way, other laws and/or regulations with which Market Vendors must comply (e.g., health, tax, police, fire, etc.).

Upon receipt of any penalty, the Market Vendor shall be required to communicate with the Market Manager and/or Arts Director in order to consider ways to change the activity made the basis of the penalty to one that complies with the Market Policies. Where the Market Vendor believes the penalty imposed is based upon inaccurate or incomplete information or would constitute an unfair action if imposed, the Vendor may use the following appeals process.

Note: No Market Vendor will be allowed to participate in the Market after receiving any penalty until the Market Vendor communicates with the Market Manager and/or Arts Director.

Any aggrieved Vendor who has been penalized for an alleged violation of the Farmers Market Policies by Market Manager and/or Arts Director may appeal the decision within three (3) business days of violation as follows:

If Vendor has been found in violation of Farmers Market Policies by the Market Manager, said Vendor may appeal the Market Manager's decision to the Arts Director by filing a written contest containing a detailed statement of the alleged violation and a detailed reasoned statement as to why the subject of the violation did not violate the Farmers Market Policies.

If the Arts Director found Vendor in violation of Farmers Market Policies and imposed the Farmers Market penalties, said appeal process as stated above would be forwarded or delivered to the Moscow City Supervisor or designee.

Any decision on the appeal will be rendered within two (2) business days. Vendor can only appeal the alleged violation one (1) time, and the decision rendered by the Arts Director or City Supervisor shall be final.

Consequences of the Penalty:

1. First Penalty. A verbal and written warning shall be given to the Market Vendor and Market Vendor shall meet with the Market Manager to review the deviation from Market Policies and to discuss a change in activities to avoid further deviations;

2. Second Penalty. Prohibition of the Market Vendor from selling goods for at least one (1) Market day (commonly the Market day immediately following receipt of the Second Penalty).

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th>Date of Penalty:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Penalty</td>
<td>2nd Penalty</td>
<td>3rd Penalty</td>
<td></td>
</tr>
</tbody>
</table>

Vendor: __________________________ Date of Notice to Vendor: ____________

Explanation of Infraction (reference to specific Farmers Market Policy):

__________________________________________________________________________
__________________________________________________________________________

Vendor's response/explanation (optional):

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

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### APPENDIX 5

**CONTACT INFORMATION - PERMITS AND LICENSING RESOURCES**

Market Manager’s email is farmersmarket@ci.moscow.id.us.
Market telephone number is (208) 883-7132.

<table>
<thead>
<tr>
<th>Role</th>
<th>Address</th>
<th>Phone Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts Director</td>
<td>City of Moscow 206 East Third Street</td>
<td>(208) 883-7036</td>
</tr>
</tbody>
</table>
| Idaho North Central District      | 333 East Palouse River Drive Moscow, ID | (208) 882-7506 | 897-3100  
| Health Department (food)          | 83843                                  | www.agri.idaho.gov |
| Idaho State Tax Commission        | 800 Park Blvd, Plaza IV Boise, ID 83701 | (800) 972-7660  | (208) 334-7660  
| State of Idaho Alcohol Beverage Control | Idaho State Police 700 S. Stratford Dr., Ste. 115 Meridian, ID 83642 | (208) 884-7060  
| Moscow Fire Department            | 229 Pintail Lane 603 South Main Moscow, ID 83843 | (208) 882-2831  
| State of Idaho - Nursery          | Plant Industries Division PO Box 790 Boise, ID 83701 | (208) 332-8620  
| State of Idaho - Department of Agriculture (ISDA) Egg handler / dealer | 2270 Old Penitentiary Road P O Box 790 Boise, ID 83701-0790 | (208) 332-8500  
| State of Idaho - Department of Agriculture (ISDA) Organic | 2270 Old Penitentiary Road P O Box 790 Boise, ID 83701-0790 | (208) 332-8673  
| State of Idaho - Department of Agriculture (ISDA) Bedding plants, landscape plants, fresh or cut flowers | 2270 Old Penitentiary Road P O Box 790 Boise, ID 83701-0790 | (208) 332-8620  
| State of Idaho - Weights and Measures | P O Box 790 Boise, ID 83701-0790 | (208) 332-8620  
| Idaho State Seed Lab (ISDA) Seeds | 2240 Kellogg Lane Boise, ID 83712 | (208) 332-8630  
| Idaho Secretary of State Latah County Court Clerk Business licensing | 700 W. Jefferson, Ste. 205 P O Box 83720-0080 Boise, ID 83720 | (208) 334-2300  
| University of Idaho Latah County Extension Small Farms Educator Iris Mayes | 227 E 5th St., #336 P O Box 8068 Moscow, ID 83843 | (208) 883-2267  
| State of Idaho - Department of Agriculture - Dairy Bureau Marv Patten | 2270 Old Penitentiary Road P O Box 790 Boise, ID 83701-0790 | (208) 332-8550  
| Idaho Secretary of State Latah County Court Clerk Business licensing | 700 W. Jefferson, Ste. 205 P O Box 83720-0080 Boise, ID 83720 | (208) 334-2300  
| University of Idaho Latah County Extension Small Farms Educator Iris Mayes | 227 E 5th St., #336 P O Box 8068 Moscow, ID 83843 | (208) 883-2267  
| State of Idaho - Department of Agriculture - Dairy Bureau Marv Patten | 2270 Old Penitentiary Road P O Box 790 Boise, ID 83701-0790 | (208) 332-8550  

APPENDIX 5  PAGE 6 OF 8
APPENDIX 6

The following is not an exhaustive list, and is provided for user education purposes.

Miscellaneous information concerning Permits and Licensing for selling at the Moscow Farmers Market:

<table>
<thead>
<tr>
<th>Category</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bees (Apiary)</td>
<td>Idaho Bee Inspection Program. All Beekeepers are required to register their bees with the Idaho State Department of Agriculture (ISDA) and pay a registration fee as well as a honey advertising tax on each colony of bees.</td>
</tr>
<tr>
<td>Dairy</td>
<td>Selling raw milk; information on small herd exemptions and selling shares of raw milk - Idaho State Department of Agriculture, Dairy Bureau (208) 332-8550</td>
</tr>
<tr>
<td>Organic</td>
<td>The Idaho State Department of Agriculture’s Organic Certification Program is an accredited certifying agent of the USDA’s National Organic Program. We provide certification services for crops, wild crops, livestock, and handlers/processors. We also provide material registration for manufacturers who produce inputs used in organic production.</td>
</tr>
<tr>
<td>Nursery, Florists and Landscaping</td>
<td>Anyone who engages in, conducts, or carries on the business of propagating, growing, selling, dealing in, or importing into Idaho, for sale or distribution, any nursery or florist stock, or engages in the installation of landscape plants, or acts as an agent, salesman, or solicitor for any nurseryman, florist, landscape contractor, or dealer in nursery or florist stock, must first obtain a license to do so from the Idaho State Department of Agriculture. Pursuant to Idaho Code § 2305(2), sellers with less than $500 gross annual sales are exempt from licensing.</td>
</tr>
<tr>
<td>Eggs</td>
<td>It is a requirement under Title 37, Chapter 15, Idaho Code, &quot;Egg and Egg Products&quot; and IDAPA 02.02.11 &quot;Rules Governing Egg and Egg Products&quot; to comply with the laws and rules if you are a distributor of egg and/or egg products or if you have three hundred (300) or more birds. If an individual has less than three hundred (300) birds, the eggs can be sold without complying with the requirements; however, the eggs must be clean and the container must be labeled with the individual's name, address, phone number, and the words &quot;UNGRADED EGGS&quot;.</td>
</tr>
<tr>
<td>Poultry</td>
<td>Poultry sales and processing regulations fall under Idaho Health and Welfare, but your local Health Department (Idaho North Central Health District) is your contact for making sure you are in compliance at (208) 882-7506 or (208) 799-3100.</td>
</tr>
<tr>
<td>Meat</td>
<td>Idaho does not have any State inspected meat processing facilities so all meat sold by the cut at the Farmers Market needs to be processed in a USDA approved facility. Contact your local Health Department at (208) 882-7506 for any food license requirements and additional information on best practices for selling meat in the Market.</td>
</tr>
<tr>
<td>Soil and Plant Amendments</td>
<td>Registration with ISDA is required in order to distribute soil or plant amendments in the State of Idaho.</td>
</tr>
<tr>
<td></td>
<td>[<a href="http://www.agri.idaho.gov/Categories/PlantsInsects/FFSP/indexFeedFertSPHome.php#soil">http://www.agri.idaho.gov/Categories/PlantsInsects/FFSP/indexFeedFertSPHome.php#soil</a> plant](<a href="http://www.agri.idaho.gov/Categories/PlantsInsects/FFSP/indexFeedFertSPHome.php#soil">http://www.agri.idaho.gov/Categories/PlantsInsects/FFSP/indexFeedFertSPHome.php#soil</a> plant)</td>
</tr>
<tr>
<td>Weights and Measures</td>
<td>ISDA W &amp; M requires any weighing or measuring instrument or device used for commercial purposes in the State of Idaho to be licensed annually. This includes scales to measure produce at the Market.</td>
</tr>
</tbody>
</table>
Vendor is required to disclose where product was harvested (disclose area to within a five (5) square mile description), provide all required State or Federally issued permits, sign disclosure that no laws were violated in harvesting or selling of wild mushrooms, plants, or berries, under penalty of perjury.