

2017

Moscow Farmers Market Operational Overview



City of Moscow

1/1/2017

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Moscow Farmers Market

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.

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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 Allegra 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
 - Take minutes for MFM Commission
 - Report to Commission on special events happening and programming
 - 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
 - Each week, contact performers to identify any needs or accommodations they will need at the event
 - Maintain a form email with frequently asked questions for performers to ensure that small details are not overlooked
 - Determine whether any logistical issues will occur and create diagrams of each performance to simply morning setup and the 30 minute transition period
 - 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
 - Create / send / collect musician and performance group applications
 - 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
 - Collect data from each event to be used for an end of year progress report (i.e. how many kids participated)
 - Purchase goods for program needs (i.e. cooking classes, movement activities, first aid)
 - Organize equipment and keep track of inventory
- Speakers Wall Education & Coordination

- Community Group Participation
 - Human Rights Task Force
 - Food Drive
 - UI Chess Club Chess
 - International Bird Day; Fish & Wildlife
 - Palouse Paws
 - Sustainability Fair
 - Bike Maintenance
 - High Five Kids Program
 - Cooking Demo's
 - Pea & Lentil Commission Year of the Pulse
 - Smoothie Demo's
 - Need Feed Seed Surveys
 - Rapid Market Assessments
 - Economic Impact Analysis
 - Market Waste Audit with WSU Center for Civic Engagement/UI
 - Serving Your New Community, University of Idaho
 - Palouse Plain Air
 - City of Moscow Commission Events i.e. Arbor Day, Water Summit
 - Passport Program
 - Apple Crunch: UI Homecoming

Key Services: Program Management

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

- 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
 - 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
 - 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, 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
 - 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
 - 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
 - Play the market playlist over the main speakers to set the mood for the day
 - Begin when the market opens at 8:00 AM and end before the beginning of the first performance
 - Be mindful of the City's noise ordinance
 - Run a sound check for the morning performer
 - Operate sound system for the morning performer; equalize audio and set levels as needed throughout the performance
 - 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
 - Once everything is in place and labeled, run a sound check prior to 11:00 a.m.
 - Operate sound equipment for the afternoon performer; equalize audio and set levels as needed throughout the performance
- Other Audio Operations
 - 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
 - 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
- 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 acts to invite to the following market season
 - 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