



Annual General Meeting

(Covering the 2023 Financial Year)

April 14, 2024

AGENDA

1. Welcome and Introductions
 - a. Board and staff
 - b. Membership and attendance
2. Review and approval of agenda
3. Review and approval of minutes of 2023 Annual General Meeting
4. Report from Chair - Kent Coates
5. Report from Market Manager - Danielle Latour
6. Treasurer's Report - Judith Cane
 - a. Review and approval of 2023 year-end financials
 - b. Presentation of 2024 budget
7. Report from Location Committee - Anthony Maddalena
8. Report from Marketing Committee- Danielle Latour
10. Election of new board members (2 vacant seats)
11. Draw for two free 2024 memberships
12. AGM Round Table
13. Adjournment



SACKVILLE FARMERS MARKET INC. ANNUAL GENERAL MEETING MINUTES

March 26th, 2023 at the Bill Johnstone Memorial Park Fieldhouse

Board: Kent Coates, Judith Cane, Anthony Maddalena, Pete Stephenson, Gregory Burton, Jessy Wysmyk, Danielle Latour

Absent: Crow Robichaud

Members: Skip Fred Mills (Turnings by Skip), Ted Doncaster, Matt and Amanda Hol(Holstead Farms), Mary Gillespie and Ross Williams (Ketchup With That Kitchen), Darren Wheaton (3 B's Honey), Alice Cotton (Deus ex Machina), Pam Ibbitson and Deanne Doiron (Bee'n a Blossom), Elita Rahn (Jolicure Farm), Macx MacNichol (Eco Container Co/ Cheese for Charity)

Agenda Item	Comments	Outcome or Action Required
1 Call to order (Requires Quorum of 8)	Kent Motions; Anthony seconds. Call to order at 7:05pm.	Call to order.
2 Round-Table Introductions - Chair		
3 Approval of the Agenda	Judi motions to approve agenda; Pete seconds.	Agenda approved.
4 Review 2022 AGM minutes - Jessy	Mary motions to approve minutes; Skip seconds.	2022 AGM minutes approved.
5 Chair's Report - Kent	2022/23 was a good year for the market. Board works well together, discusses issues from diverse perspectives, arrives at consensus. Minor changes proposed to Vision,	



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	<p>Mission, and Mandate statements that came out of Special All Members meeting in December. Chages to be voted on later in meeting.</p> <p>Significant changes in region with formation of new Tantramar Municipality. Market well placed to serve new municipality. Presentation to new council was well received and publicised; relationship between market and municipality continuing to build.</p> <p>For market to flourish, vendors must support eachother and have collaborative approach. A diverse group of vendors working together to engage the community will enable the market to grow.</p> <p>Danielle has done an excellent job as manager over the past year.</p>	
<p>6 Market Manager Report - Danielle</p>	<p>Post-pandemic changes in consumer habits, including limiting social interactions and streamling shopping. Public markets encourage social interaction and more direct engagment between vendor and customer. Vendors committed to market.</p> <p>Market benefits from rent free use of park for Spring/Summer market, which is ideal summer location with good infrastructure support. Vendor number remained consisted through summer season, and new vendors</p>	



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	<p>joined market with diverse product offerings.</p> <p>Market returned to Sackville Commons for Winter season. Vendor numbers are consistent and filling space to capacity. Unfortunately there is no room for growth at this location.</p> <p>Wayfaring signs were put up around Sackville to help direct customers to market.</p> <p>Joint project was undertaken with support from CAP program and in collaboration with town to upgrade electrical infrastructure at Bill Johnstone Memorial Park. Upgrades will provide adequate infrastructure with consistent electrical access for current and additional vendors.</p> <p>Market hosted two holiday artisan markets - both were successful.</p> <p>SFM coordinated 53 holiday food boxes for the Town of Sackville, supporting vendors and SFM. Plan to extend project in 2023 and offer boxes to additional businesses within Tantramar.</p> <p>Harvest dinner was cancelled in 2022 due to labour and funding challenges. Hope to resume in 2023.</p> <p>Marketing Committee formed in October 2022. Goals for 2023 include building a strong relationship with Tantramar</p>	
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	<p>Municipality, increasing vendorship, implementing marketing strategies identified by committee, and collecting data on patronage and general market earnings to make case to Municipality about market's contribution to economy.</p>	
<p>7 Financial Report - Judith</p>	<p>2022 Financial Report was presented.</p> <p>Market reported a loss in 2022 due to expensive electrical upgrades at park.</p> <p>Food box and Moolight madness were both profitable ventures.</p> <p>Current winter rental is high. Vendor numbers need to increase in summer to offset high winter costs.</p> <p>Discussion was held about alternatives to current winter location.</p>	
<p>8 Budget - Judith</p>	<p>2023 Budget was presented.</p> <p>Budget includes increase in vendor numbers, increase in membership dues by encouraging public membership in SFM, decrease in advertising - will need to be creative and find in-kind advertising opportunities.</p> <p>Danielle has received SEED grant to hire summer student - focus will be on marketing.</p> <p>Holiday food box purchase by Tantramar uncertain following</p>	



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	<p>amalgamation; will try to sell to other large businesses.</p> <p>Discussion was held about need for increased customers to support increase in vendors.</p> <p>Discussion about possibility of involving SHAD summer business students with SFM marketing project.</p> <p>Discussion about weekday commission shop for market items.</p>	<p style="color: blue;">Danielle to contact Peter Hess about possibility of SHAD collaboration.</p>
<p>9 Location Committee Report - Anthony</p>	<p>Seasonal location to be operational matter henceforth. Committee to focus on finding permanent location.</p> <p>Presentation to new council on February 14th was well received. Request made for municipal liaison to strengthen communication and collaboration.</p> <p>Committee followed up on permanent location leads, revisiting past ideas and new opportunities. Will work closely with municipality to secure land/infrastructure, and partner with complimentary community groups where necessary to leverage additional funding.</p> <p>Committee working hard and collaboratively in the interest of the vendors to secure a permanent location.</p>	
<p>10 Introduction to new SFM Rules and Procedures Handbook</p>	<p>Committee reviewed rules and procedures from seven markets. Handbook more in depth than previous version - provides clarity.</p>	



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Discussion about need for Equity, Diversity, and Inclusion policy.

Board to work on EDI policy.

11 Vote on new Vision, Mission, and Mandate Statements

Vision Statement: To nourish a healthy, vibrant, and resilient community

Motion to adopt new Vision, Mission, and Mandate statements approved.

Mission Statement: To provide a market venue for locally produced food and crafted items that inspires and enriches our community.

The Sackville Farmers Mandate:
The Market exists to:

- a. Promote food that is grown and/or produced in the Maritime Provinces
- b. Provide accessibility to locally grown and healthy products
- c. Create local food systems connecting consumers with farmers, fishers, bakers, cooks and prepared food vendors
- d. Promote artisan vendors who make quality products
- e. To act as a business incubator
- f. Provide an inclusive community space where people can mingle, socialize and find support; to build community connections
- g. To collaborate with our municipality and other businesses in our community to make our region a destination for those from outside our community and a home for those within our community

Gregory motions to adopt vision, mission, and mandate statements; Judith seconds.



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<p>12 Elections - Jessy</p>	<p>Jessy not renewing.</p> <p>Kent Coates nominates Anthony Maddalena.</p> <p>Anthony Maddalena nominates Kent Coates.</p> <p>Judith Cane nominates Ted Doncaster.</p> <p>Pete Stephenson nominates Pam Ibbitson.</p> <p>All in favour.</p>	<p>Kent and Anthony to remain on board, Pam to join board, and Ted to serve on committee.</p>
<p>13 Resolutions - Kent</p>	<p>Kent motions: Be it resolved that the decisions and actions taken by the Board of Directors of the Sackville Farmers Market in 2022 be hereby ratified. Judith seconds; approved unanimously by the membership.</p>	<p>Ratification motion approved.</p>
<p>14 Draw for two free 2023 memberships</p>		<p>Matt Hol and Ted Doncaster win free 2023 SFM memberships.</p>
<p>15 AGM Round Table Discussion</p>	<p>Discussion about marketing. Ideas include:</p> <ul style="list-style-type: none"> - using free Tantramar newsletter - advertising on kijiji, - “who’s on your plate?” cross promotion between vendors, - sourcing ingredients/items from other vendors where possible, - providing targeted discounts (eg. 10% off for students) - free online resource: How to Grow Your Business from Farmer’s Markets of Nova Scotia <p>Brief discussion about simplifying food safety info for new prepared food vendors.</p>	



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16 Adjournment	Pete Stephenson motions to adjourn; Meeting adjourned at 9:10pm	
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Chair's Message - 2023 Sackville Farmers' Market AGM
14 April 2024

The last year has been a good one for our market. The board has worked hard on our members' behalf and remains committed to the overall improvement of the market. The board's work is made a lot easier by the hard work of our market manager Danielle. Unfortunately, due to a number of family and work related issues I will not have the focus nor capacity to commit to our market leadership this year and must resign from the board for now. This has been a very difficult decision for me because I believe in our market, its mission, our members, vendors and clients.

It is hard to believe that this will be my 18th year at the Sackville Farmers' Market. I would like to take a moment to remember these years and share with you my memories and perhaps shed some light on how I feel we can continue to move forward. There have been a lot of changes to the market since I started coming in 2007. When I started at the Sackville Farmers' Market Kathy and Mike Keeling who owned the Bridge St Café hosted and took on all aspects of the management. It was smaller and super easy as we just had to show up and follow Kathy's instructions. They continued to manage the market when it moved into Bridge Street in 2008. This move, championed by Virgil Hammock, gave us so much more space and Kathy and Mike really stepped up, filling up the street and making it a party. They created so much buzz the market, its vendors, its clients along with a group led by Michael Fox from MtA started the conversation of how to manage the market collectively. The Town stepped up as well forcing us to get organized and create an entity for them to work with. The Sackville Farmers' Market Inc a "Non-profit" emerged and with it a board of directors that has been working at keeping the market going and a permanent location ever since.

It has been difficult to manage our year round needs for a big space 4 hours per week with limited financial resources. This has resulted in many summer and winter locations and makes creating a dedicated space extremely difficult. The Town has certainly been supportive with the use of the street at first and later the use of the park during the summer months along with operational grants and consistent communication. Our relationship with the Municipality has steadily improved over the years. Unfortunately, winter months remain a challenge as we require shelter and have to balance paying rent with finding a space for our vendors and clients. In my memory we have sold in Ducky's, empty shop fronts on Bridge Street, the Bridge St Café, The Black Duck, the parking lot behind the Painted Pony, Cranewood, Bagtown, The Commons in the old firehall and the Commons in its currently location; I am sure I missed a few!

The role of our Municipality cannot be understated but is complicated by competing and always finite resources. Our relationship is better than ever; but, our needs are unique, our resources limited and the responsibilities of Tantramar broader than in the past. Our vision is to one day have a permanent location that would include a large indoor area as well as outdoor space to enable the market to continue to grow. Realistically, this would be a shared use space owned by the Municipality. This is a huge undertaking and will require an effort from the Market, the Community and the Municipality itself. We must champion the services we offer, how important we are to our community, our diversity and the cultural experience that we bring to

Tantramar. Somehow we must assert our importance and vitality to this new Council and the public at large. We must create political will as it does not come by itself. Every vendor and member has a responsibility to be an ambassador for the market. This will take big picture thinkers, outside the box ideas and collaboration. While I am stepping down from the board, I look forward to offering my perspectives less formally.

In closing I would like to thank Danielle Latour our market manager. I have complete trust in Danielle who is managing the market with a long term and impartial bias. I feel that Danielle's work has brought so much to the market and that her continued engagement will let our market continue to grow. Danielle is doing amazing work, thank you Danielle. I wish every vendor the best as we all try to build our businesses and the market in the coming years.

Kent Coates (Chair of the Sackville Farmers' Market)

Market Manager's Report: Annual General Meeting 2024 April 14,2024

If I were to use one word that best described the market in 2023 I would use:

GROWTH

Spring/Summer 2023

The Sackville Farmers' Market grew substantially in 2023 reaching an all time high of 50+ vendors during the peak of the summer season. This is an increase of 20+ vendors some weeks over the fairly consistent vendor numbers the market saw in both 2021 and 2022 in the high 20's to low 30's. The completion of the electrical project at Bill Johnstone Memorial Park at the end of 2022 played a significant role in the markets continued growth in 2023. During our first season with an additional 8 new exterior outlets we were able to accommodate all existing vendors and attract new businesses that would not have been able to attend otherwise and by the end of the season we were able to utilize all existing exterior infrastructure. It however wasn't just our market attendance that grew in 2023, patronage was up considerably as well, with the community coming out to support our local producers even during some of the worst weather. Several vendors reported record breaking sales numbers as well that they then beat again later in the summer season, this is great as it shows that the community is not only showing up they are also shopping.

The market welcomed many new vendors that helped to continue to round out our offerings, with new vendors supplying things such as international hot food, artisanal products, and speciality snacks. The market also saw new buskers, small plays, kids yoga, and other family oriented activities during market hours over the summer months that helped contribute to an atmosphere that fostered social connections and cemented the SFM as a community hub on Saturday mornings in Tantramar.

The market spent a lot of time focusing on supporting existing vendors and recruiting new vendors in 2023. Fostering an atmosphere where vendors feel included and supported is crucial to the success of the market as a whole. During the summer season workshops and tutorials were created to assist market members with creating and growing an online presence and preparing to sell at market through merchandising. A series of videos called 'meet the vendors' was created to showcase individual vendors and array of other videos were uploaded to the markets socials to encourage community engagement. Consistency on Instagram also helped significantly with both market attendance and vendor recruitment through out the Mount A and student community.

The market faced some very challenging weather during the Spring and Summer season with it being considerably wetter then in previous years making for some rather uncomfortable markets. Although the market is rain or shine, high winds, heavy rain, and stormy weather affected attendance on a fairly regular basis due to lack of sufficient interior or protected spaces for vendors. That being said however we did continue to see fairly decent community support on these stormy Saturdays from regular market goers that chose to show up because the vendors showed up for them.

Fall/Winter 2023-4

The SFM returned for its third winter season at the Sackville Commons, allowing the market to continue to host between 20-30 vendors during the colder months of the year. The market hosted 2 holiday artisan markets again this year, highlighting local crafters and artisans that

was well received and attended. The market did however see considerable issues with exterior electrical this winter season and made the decision to invest in a portable electrical panel to ensure our exterior vendors are able to continue to operate affectively and safely. This panel will allow the market to access 6 additional exterior outlets not only at our winter location but at the park during the summer season. Continuing to add to the markets existing infrastructure will help facilitate growth in the future. Vendor 50/50's were started towards the end of 2023 to help facilitate quarterly vendor socials. The first vendor social was in January 2024 and had a great turn out where vendors were able to get together outside of market hours and have a chance to chat, get to know each other better and build a stronger sense of community.

2024 Goals

We want to:

- Continue to build a strong relationship with Tantramar and work towards finding a permanent location for the SFM
- Establish protocols to collect data on patronage while also increasing patronage
- Continue to build on our current momentum and increase our vendorship and community support

The Sackville Farmers Market continues to show the Tantramar region week after week that we are a vibrant, resilient and growing source for local products and an important contributor to the local economy.

Here's to the Sackville Farmers Market continuing to thrive in 2024!

SFM Location Committee Report 2024

The location committee is tasked with addressing the location needs for the SFM on a primarily long-term basis. I (Anthony Maddalena) chair the committee and Shelley Dixon, Florence Mazerolle, Peter Hess, Crow Robichaud, and Danielle Latour are the current members.

The Committee ended last year off by assisting the board in making a presentation to the new Town Council in February. A key outcome of that presentation was the appointment of a municipal liaison to the SFM. Mayor Black stepped up and has filled that role throughout 2023 and into 2024.

Having a direct line of communication to the Town is paying dividends as the board and committee continue to work towards a permanent venue solution. We were able to gain insight from the mayor on when and how to best approach the council with an ask regarding a permanent venue. This is where much of the committee's time was focused during the last year. Here's a breakdown of our process:

March – July

- Explore, review, and assess potential locations.

August

- Mayor suggests we aim to present in September or October while the council is considering the 2024 budget.
- Committee meeting to discuss and rank location options ahead of joint Board and Committee meeting.
- Joint Meeting: Bill Johnstone Memorial Park and area identified as favoured location.

September - Presentation Prep.

October

- Presentation to council on Oct. 10th.
 - o Ask: Form a committee of SFM members, councilors, and town staff that would meet regularly to discuss making a permanent market building a reality in the next 2-3 years.
- Follow up to council with SFM information package (stats, impact study, building concepts, clarification).

November

- Notice of motion by councilor Goguen.
- Board members tasked with one-on-one conversations with assigned councilors.
 - o Purpose to gauge/gain support.

December

- Motion passed by council as follows: That council form a committee with local groups and municipal staff on a permanent multi-use facility for the purpose of housing multiple activities and community groups, including a permanent full-time location for the Sackville Farmers Market.

February 2024

- First meeting with the Town regarding a committee.

We still have a lot of work to do but this remains the chosen path forward to achieving our goal of establishing a permanent and sustainable market venue. It continues to involve working closely with the municipality, and key community groups when necessary. We have successfully executed the first steps of this plan and remain confident that we will have a permanent market venue soon.

I'd like to thank all members of the committee, current and past, for the time they have committed, and their expertise offered.

Anthony Maddalena
Vice-Chair & Location Committee Chair

Marketing Committee Report 2023

The Marketing committee was established in November of 2022 and had its first meeting in January 2023. The marketing committee was established to provide recommendations on marketing strategies to promote the market's activities with the local community and broader region. As well as to act as a sounding board for developing ideas and to provide feedback on existing and future marketing initiatives. Current members include Peter Stephenson, Mary Gillespie, Wayne Williams, Mandy Da Costa, Cheryl Ward and Danielle Latour.

The marketing committee had a very productive first year! The committee created strategic goals for 2023 that focused on promoting and supporting vendors. A comprehensive list of project goals was created to focus on during the Spring and Summer season ranging from vendor support workshops on creating an online presence, to videos promoting individual vendors, to increasing Mount A engagement and creating cohesive templates for social media posts. The goal for 2023 was really to focus on highlighting all of the great vendors, products, activities, and social opportunities the market has to offer and I think that we really accomplished a lot of what we set out to do.

The marketing committee's goal for 2024 is to focus on projects that will increase patronage to the market and community support. Our goal is to increase our patronage by 20% in 2024.

Thanks to everyone for their continued dedication to the success of the Sackville Farmers' Market!