



MINUTES OF THE SACKVILLE FARMERS MARKET
2017 ANNUAL GENERAL MEETING
12:30pm, February 24, 2018
Sackville Commons, 64 Main Street, Sackville NB
29 people in attendance

1. **Call for Members:** Motion to amend the Agenda and accept the Agenda as amended: Item 9 “Call for Members” will be moved to the beginning of the meeting to allow all present to vote at the meeting, after paying their membership. Also item 5, ‘Motion to receive the 2017 Financial Statements’ will take place in the Treasurers report in 7b. Moved by Janice Melanson. 2. Seconded by M.A. Capper. No Contrary minded. Motion passed
Draw for two free memberships: Winners: Hans-Dieter Esser and Heidi Zappler.

2. Introduction of the Board and Manager:

Explanation of the timing of this meeting as a way to reach the membership. The meeting was held directly after a Saturday Market in order to make it convenient for some members to attend. Proxy votes were available for members unable to attend.

- a. Tanya Becker, President
- b. Janice Melanson, Vice-President
- c. Margaret-Ann Capper, Secretary
- d. Wayne Harper, Treasurer
- e. Heidi Savoie, Director
- f. Adam Cheeseman, Director
- g. Paul Merrigan, Manager

3. Approval of the Minutes of the Special Meeting held July 20, 2017. Moved by M.A. Capper Seconded by Margie Allen. No contrary minded. Motion passed.

4. Approval of the proposed amendments to the Bylaw Proxy voting, “ It is hereby moved that the proposed amendments to the Sackville Farmers’ Market General Bylaws include instructions to permit proxy voting at meetings of Voting Members.” under Bylaw #8.5 & 8.5.1, 8.5.2, 8.5.3 a,b,c,and d. Moved by Michael Freeman, Seconded by Melody Petlock. No contrary minded. Motion passed.

5. Financial Statements Moved to Section 7b.

6. Ratification Motion: Be it resolved that the decisions and actions taken by the Board of Directors of the Sackville Farmers Market in 2017 be hereby ratified. Moved by Janice Melanson. Seconded by Sandy Harper. No contrary minded. Motion passed.

7. Reports:

A. **Annual Report:** Tanya Becker and Paul Merrigan, Manager.

We had another big year. We focused quite a bit on Board governance after a weekend retreat with Michele Wolff in March 2017. We reviewed financials and discussed policy strategy. Some of the highlights of the year were: the hiring of a new market manager and support of Vendors in the new public health regulations so all vendors have the necessary licensing. We developed language around defining what local means. Much policy work was done including a. the role of Directors and Officers and their Code of Conduct, b. The Community Benefits Policy, c. rewriting of the Sackville Farmers' Market Bylaws, d. Vendor accountability and Eligible Product Policy e. Election and Orientation of New Board Members Policy, f. Complaint Resolution for Voting Members Policy and the g. Financial Condition Policy. Grants applications were made and some were successful [see minutes of Board meeting for March]. New market location at the Commons this winter has worked out well having the inside and outside Vendors in the same location. Janice Melanson and all the Board wishes to acknowledge all the hard work of Tanya Becker over the past three years in her role as Chair of the Sackville Farmers' Market.

Report of the Manager, Paul Merrigan for 2017. Moving to new location at the Commons has been working pretty well. Revenue streams have been created by selling books, and running a weekly 50/50 draw for the vendors at the weekly Market. Three extra Craft markets prior to Christmas were a revenue stream as well. Virtual tours on facebook of the Market at 10 am on Facebook have been generating interest. We are working to become an adjunct member of the NS Farmers' Market Association. Explanation of the upcoming Vendor Fee Structure: Membership will remain at \$25. One time vendor: \$10 and have higher table fee \$20. Electrical services will have a one time fee of \$10 per annum. Table fee is \$15, Oversized space will have a \$20 charge per week [this will include a 10/10 tent.] Two parking spots will have a \$25 fee. Charity booth will be \$10 and \$5 depending on size of the table. New: table rental and storage fee. \$5 per week. Incentivize: Pay by month \$5, Pay annually and you will actually pay for 47 markets instead of 52 markets. This has yet to be voted on by the Board.

h. **Treasurers Report and presentation of the 2018 Budget** - Wayne Harper

The report was presented electronically in order to save paper. For much of the year, it looked like we may have a loss in the \$5k area. In the last 2 months, this projection was halved due to some revenue generation initiatives and managing and monitoring spending.

Revenue for the year 2017 was \$672 short of the budget and \$1,771 less than 2016. The largest contributor to this shortfall stemmed from a very wet and cold May, June and first two weeks of July. With less vendors willing to brave the weather, rentals were down as well as memberships (16 less for the year).

Expenses for the year exceeded budget by \$1,736 and \$2,752 over 2016.

The largest contributor to this excess was payroll. This was due to a couple of factors – an overlap of staff while the new market manager was trained and the additional 5 hours per weeks now worked by the current market manager over his predecessor. The insurance looks out of line as the amount that should have been paid in 2016 was paid in 2015, making a comparison difficult.

Once it appeared that a deficit was likely, we looked at ways to curb our spending. Advertising was one such area and we reduced our spending by \$4,355 in 2017 over 2016.

Consulting was not budgeted and not present in 2016. While it looks excessive, the expense of \$2,200 was offset by a grant of a similar amount under revenue.

The balance of the expense items are relatively small mounts with many of the overages being offset by similar savings.

Income then was down from budget by \$2,409 and down by \$4,523 over 2016.

The 2018 budget was presented emphasizing the Board's commitment to growing the business of Sackville Farmer's Market Inc. Accordingly, the 2018 budget, while looking aggressive, is attainable.

Revenue – We have budgeted for a \$11,352 increase in revenue for 2018.

- We will aggressively pursue an increase of 40 new members. This raises the table fees and portions of the Miscellaneous revenue.
- Public grants are increased this year as we aggressively pursue new areas to seek grants.
- A planned Vendor/Public dinner in conjunction with the Fall Fair should net us \$7,000 in additional grants and ticket sales.
- A full year of weekly vendor 50/50 draws and an increase in speciality Sunday markets will contribute to an increase in Miscellaneous Revenue

Expenses – It is said that to make money you must spend money. Thus, expenses are forecast to increase by \$8,943 over 2017 levels.

- Payroll is up slightly, due to Paul's 1st quarter salary higher than Michaels last year. (same rate/hour, just more hours).
- Advertising is doubled this year as we feel we will need to attract new members and new customers to the market. The marketing committee will determine how and when this is spent.
- Rent will be reduced this year, a benefit of one central location.
- Supplies will increase. The market manager will have his own space at the outdoor markets to sell market items, to liaise with vendors and customers. This will require a market canopy to protect from heat and inclement weather. Additional rental tables are budgeted for purchasing as the market moves to standardize the display area of vendor booths.
- Consulting a la 2017's retreat will not be repeated in 2018. Moneys have been budgeted for professional development for both the market manager and board members, should the availability present itself.

· The Harvest Banquet expense of \$7,000 is offset in revenue by grants and ticket sales as previously discussed.

Income – The opportunity to show a profit exists with the current budget and an execution of the Board’s plan for growth. However, we have indicated a balance approach which is conservative.

i. **Committee Reports:**

- i. Policy Committee - Janice Melanson included in Tanya’s report.
- ii. Marketing Committee - Wayne Harper, We are looking to engage the membership in committee work. Four members are on the committee now.
- iii. Location Committee - Wayne Harper, Initial meeting March 25, ’17. Identified 14 different locations where we could have the market in the event of a strike by town workers.

2. **New Business: Letter from Kent Coates.**

The letter from Kent Coates read at the meeting by Michael Freeman, Nature’s Route Farm, is copied here in its entirety:

23 February 2018

Sackville Farmers’ Market AGM

To the members of our community, the Sackville Farmers’ Market Members and the board of directors;

Unfortunately, I am unable to attend the SFM AGM due to the date and time of the meeting. I would like to convey some of my thoughts about the market in my absence.

First, I respect the board of directors, their passion, their dedication and the work that they have vested in our market on OUR behalf. Thank you. Without your work the market would have ceased to exist over the last four or five years. Our vendors, our customers and our community at large have all of the board to thank for keeping the market alive, trying new ideas, and working with the town hall and other stakeholders in the community.

Second, I would like to thank our clientele; especially those who are interested enough to attend our AGM. Regardless of vendors, the town council and our board of directors, the market would not exist without customers.

Third, I am worried about the vitality of the SFM. We have a supportive Clientele and passionate people who have dedicated countless hours to its success. That said, our vendor interest is soft, our meetings have dwindled from 70 people to two. Our sales are doing OK, but, is that because there is less competition now than 5 years ago? If so, I think that our increase in sales is really a warning sign for the market.

I want to see the market continue to grow and flourish. I want the market to be a cultural cornerstone of our community where people come together to socialize, meet friends and neighbours, meet local businesses and of course, buy local products. Not everybody is always going to agree on where we are, what we sell, how we do business... That said, it is time for us to work together to embrace change, stabilize a venue and have it supported by both the town and ALL the vendors.

I envision a market and a market manager that help its vendors to be better. To provide opportunities for us to be better vendors. To take on new and engaged vendors and encourage more involvement from vendors who have not demonstrated the pizzazz we need our market to have. I envision a market that is managed with a vision of success and growth. Maybe our market should provide, perhaps insist upon us participating in professional development to improve our displays, market etiquette and presentation. If there is resistance to this should we not ask ourselves why these vendors are at our market? We are all too busy; but, I believe that the Sackville Market can be spectacular. I envision a market with many vendors selling complementary items; a market that has several vegetable producers, several meat producers, and several bakers. I know that in the short term this might have a negative effect on our sales (in a similar way that lack of competition is good for them); but, competition makes the products better, gives the customer choices and encourages them to ask what makes different products different. It fills the space and provides a great sense of festivity to our market. I envision a small town market that draws people out of the city to experience a country market. Something like Masstown has accomplished, or so many small towns in New England that attract thousands of people from Boston and New York to explore their countryside. Some people do not go to Dieppe or Moncton because they are too crowded and busy. Let those people come to Sackville. Draw in the people who travel from Cumberland County to Dieppe on Saturday to go to market. Bring them into Sackville where they will come to our market, maybe they will stay for lunch or dine out. Maybe they will go to our bookstore or art galleries...

As you know, I expressed my disappointment that the AGM was once again during a time when I was not able to come. I hope that I stirred the pot enough to garner more interest in the market and that many discussions were had. I appreciate the time and attention the board dedicated to addressing my concerns. I am not going to put a motion on the table to tie the board's hands with respect to meeting dates and times. It is our job to support our board and I support their decisions. I also look forward to working with the board to contribute to realizing the components of my vision the board sees fit to support. I have some input and look forward to meeting with the board in person to discuss my ideas.

Sincerely,
Kent Coates

3. Nominations/election of 2018 Board of Directors:

a. Nominees:

- i. Margaret-Ann Capper
- ii. Adam Cheeseman
- iii. Wayne Harper
- iv. Rachel Mathis. Moved to nominate. 1. Janice Melanson
- v. Janice Melanson
- vi. Heidi Savoie
- vii. Call for nominations from the floor

4. Adjournment: 1. Sandy Harper.