



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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