



# SACKVILLE FARMERS MARKET INC. SPECIAL ALL MEMBER MEETING MINUTES

January 9, 2023, via Zoom

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

**MEMBERS:** Crystal Simpson (Crystal Lotus Creations), Skip Fred Mills (Turnings by Skip), Alice Cotton (Deus Ex Machina), Wayne Williams (Little Shemogue Oyster Company), Pam Ibbitson and Deanne Doiron (Bee'n a Blossom), Cheryl Ward (Sisters by Nature), Mary Gillespie (Ketchup with That Kitchen), Tanya Becker (Portage Pork)

Agenda Item	Comments
1 Call to order (Requires Quorum) and Approval of Agenda- Chair	Kent calls meeting to order.  Skip motions to approve agenda; Alice seconds; All in favour.
2 Introductions and Discussion about market's purpose	Discussion was held about market's purpose: <ul style="list-style-type: none"> <li>- Permanent location - not only for Saturdays, a place to loiter, an attractive stop along the highway</li> <li>- Town should be lead for permanent location</li> <li>more balance between agricultural producers and artisan/craft producers</li> <li>- "prop" the market up more</li> <li>- get word out and and advertise to the NB South region to draw more people in to the Sackville market from outlying areas</li> <li>- More student/university involvement</li> <li>- More reach/ promotion in the Memramcook region ( focus on larger communities near by without an existing market)</li> <li>- Using the market to bridge the gap between divisions in town</li> <li>- Collaborations with town businesses (ex. partner with theatre for cheap movies after market, discounts at local cafes and restaurants on Saturdays) Aim to make it an experience or destination day trip that encompasses all that Sackville has to offer.</li> <li>- Community outreach (broaden market appeal- encourage the community to shift to the market over a conventional grocery store- aim to explain benefits of supporting local</li> </ul>



# SACKVILLE FARMERS MARKET INC.

## SPECIAL ALL MEMBER MEETING MINUTES

	<p>producers and cost benefit)</p> <ul style="list-style-type: none"> <li>- need more winter space (more comfortable space)</li> <li>- Promote more farm and agricultural specific primary producers and local nourishing food</li> <li>- More action over discussion</li> <li>- Seek more town support- infrastructure and engagement</li> </ul> <p>To work other business and organizations to make our community and market a Saturday destination</p> <ul style="list-style-type: none"> <li>- Outreach: Meet the vendor: activities to talk about what they do and offer</li> <li>- PROMOTION &amp; EXPANSION (requires funding, possible structural changes, be able to grow into the markets mandate, currently have limited resources: (volunteer board &amp; part time manager)</li> </ul>
<p>3 Review existing and past vision and mission statements</p>	<p>Discussion about vision and mission</p> <ul style="list-style-type: none"> <li>- collaborate with town and businesses to create destination</li> <li>- hone in on promoting authentic products</li> <li>- social aspects: bring community together</li> </ul> <p>Discussion about importance of vision/mission statements</p> <ul style="list-style-type: none"> <li>- important to have broad vision to align with town</li> <li>- amalgamation is opportunity for clean slate</li> <li>- good balance between flexible and specific. Reads well.</li> <li>- important to not spend too much time on statements - and to act</li> </ul> <p>Final vision and mission statements to be presented at AGM:</p> <p>Vision Statement: To nourish a healthy, vibrant, and resilient community</p> <p>Mission Statement: To provide a market venue for locally produced food and crafted items that inspires and enriches our community.</p>
<p>4 Review mandate</p>	<p>Discussion about mandate and additions/changes:</p> <ul style="list-style-type: none"> <li>- to work with municipality and other local businesses to make our community and market a destination</li> <li>- outreach: selling ourselves, promotion</li> <li>- acknowledgement of our limitations with volunteer board and part time manager</li> <li>- mandate: striving to reach beyond our current reality</li> <li>- other local groups would benefit from permanent venue and would help with community buy-in</li> <li>- town completed Class-D estimate, work on hold due to</li> </ul>



# SACKVILLE FARMERS MARKET INC. SPECIAL ALL MEMBER MEETING MINUTES

	<p>amalgamation</p> <ul style="list-style-type: none"> <li>- having market as centre of vision for Saturday business</li> <li>- how do other local markets with permanent venues interact with town, how did they get their venues? Dieppe was priority of citizens - building owned and run by town</li> <li>- proceed with caution: a location will resolve some issues but will present new ones</li> <li>- need someone to work full time on location project</li> <li>- goal is for town to run the facility, and for the market to be a user who manages the market</li> </ul> <p>Final mandate to be presented at AGM:</p> <p>The Market exists to:</p> <ol style="list-style-type: none"> <li>a. Promote food that is grown and/or produced in the Maritime Provinces</li> <li>b. Provide accessibility to locally grown and healthy products</li> <li>c. Provide accessibility to both traditional and culturally diverse products</li> <li>d. Create local food systems connecting consumers with farmers, fishers, bakers, cooks and prepared food vendors</li> <li>e. Promote artisan vendors who make quality products</li> <li>f. To act as a business incubator</li> <li>g. Provide a community space where people can mingle, socialize and find support; to build community connections</li> <li>h. 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</li> </ol>
<p>5    Review name and expectations for role in new municipality</p>	<p>Discussion about changing name to reflect amalgamation:</p> <ul style="list-style-type: none"> <li>- not a priority</li> <li>- would add to confusion</li> <li>- extra work and cost</li> <li>- market is community constant offering community mindedness centred on local food and artisan products</li> <li>- can be considered regional hub</li> <li>- market itself not changing, open to people from surrounding regions.</li> <li>-bringing people in and keeping people in Sackville is part of mandate.</li> </ul>



# SACKVILLE FARMERS MARKET INC. SPECIAL ALL MEMBER MEETING MINUTES

	Name to remain Sackville Farmers Market.
6 Adjournment	Meeting adjourned by Judi at 8:30pm.