

## Agenda:

### Sackville Farmers Market Board Meeting

April 11, 2018

6:36 to 8:42 pm Sackville Commons

In Attendance: Janice Melanson, Wayne Harper, Heidi Savoie, Adam Cheeseman, Margaret Ann Capper, Rachel Mathis, Paul Merrigan [Market Manager]

Please note SFM means Sackville Farmers' Market. 1. Means first approved. 2. Means seconded.

### Board Meeting:

Called to order 6:36 pm Janice Melanson

**1. Welcome and approval of the Agenda:** 1. Margaret Ann Capper 2. Adam Cheeseman

**2. Approval of the minutes of February 12<sup>th</sup>, 2018:** As sent by Margaret Ann Capper via email that includes the email voting that took place following the February 12<sup>th</sup> meeting. 1. Adam Cheeseman 2. Margaret Ann Capper

Action: MA will add the Minutes of the February 12<sup>th</sup> meeting containing the email voting that took place following that said meeting to the SFM minutes folder.

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### Operations meeting:

- Used Books Storage: Paul will approach one of the vendors to build shelves that are more efficient to move and display for the summer Market in the park.
- Update on Winter Market Economic Impact Study: 100 surveys were done. Lowitt will do a presentation of the results to the board.
  - Action: Paul will ask Lowitt to do a comparison of this data with the data of previous surveys. If Lowitt cannot do it, Adam will take the lead on this task.
  - Paul will ensure that the board gets the results of the surveys (raw and comparison) before the presentation takes place.
- Food Pantry/Eco Lunchbox Update: Market Dollars were given to Melanie with the food pantry this year. Looking at the possibility of distributing Market Dollars to other organizations in Sackville for the upcoming year.
- Meeting with Town (BJMP):
  - Action: Paul will be meeting with Matt (from town council) to have, in writing, expectations, access to panel/toilet paper, Saturday schedule, etc. for the move of the Market to the park. Wayne and MA to attend meeting.
- Move to Summer Venue: Moving date is May 5<sup>th</sup>. Everything is clear to move to summer venue in the park.
- Mother's Day Market: Will be on May 6<sup>th</sup>. The town grant will pay for rent. Market will be held at the commons from 10-2.
- Harvest banquet Update: Received \$1000 of grant money. The committee has not met yet. Committee members are: Sarah Evans, April MacKinnon, Michael Freeman, Tanya Becker. The date of the banquet is planned for the Sunday of the Fall Fair weekend.

- Action: Paul will look into getting more money from renaissance.
8. Policy Interpretations: Vendors are responding well with the change of fees and the process is more streamlined, will be setting up a market info booth or tent at the Summer venue, will be establishing a volunteer base, in the process of organizing a food truck rally that would coincide with Sappy Fest, suggestion to have participation of a Mount Allison student on the board (untapped pool of revenue), dot surveys (snapshots)  
Financial conditions: monitoring report
- Action: Paul to write down in a document his interpretations of the policies in order to have a tangible document for reference. The interpretations should be points of what success looks like and serve as a basis of evaluation for performance.
  - Action: Adam will reach out to 2 Mount Allison students (Laura and Andrew) and ask if they would be interested in sitting on the board as liaisons/informants between Mount Allison students and the SFM.

Set next meeting date before Paul leaves **Wednesday May 9<sup>th</sup> 6:30** – Paul will book Commons

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### **Board Meeting (continued):**

- 3. Financial Report [Treasurer, Wayne Harper]:** Looking at March and April's financial reports. In comparison to last year, we are in a better financial position; in comparison to the budget, we are down slightly; however, this is not a concern. There are concerns with the downward trend of table fees. Wayne Discussed with Paul getting Amherst vendors over to increase table fee revenues.  
Wayne got investment options from the bank for rates. They offered GICs. Janice suggests looking into a non registered investment account. It has better returns than a GIC.

Action: Wayne to check with Scotiabank for non registered investment account.

- 4. Committee Reports, Marketing Committee:**  
Reviewed the vendor survey and looked at different marketing approaches. Working on developing a mission statement, brand and how to encourage focus on shopping local in Sackville. Discussed standardization of the market.  
Wayne is working on writing a vendor booth standardization document.  
Discussing new potential locations for next fall as there is a concern for the number of tables/vendors and how this affects the atmosphere of the Market. Possible locations: Kitty corner, Train Station. Marketing Committee is working on other potential locations around Sackville in the hope of finding a permanent location.

Action: Janice will talk to Chris Ward about a potential location for the Market.

### **5. Unfinished Business** None

### **6. Business Arising :** Board positions.

Motion: Adam Cheeseman to take the Vice-chair position and Heidi Savoie to take the Secretary position for 2018. 1. Margaret Ann Caper 2. Rachel Mathis

Action: Succession policy to be written by the policy committee.

**7. In Camera Session:** See Dropbox

Adjournment: 8:42 pm. MA

Next Meeting: **Wednesday May 9<sup>th</sup>, 6:30 at the Sackville Commons**

Respectfully submitted: Heidi Savoie, Secretary