

Sackville Farmers' Market Board Meeting

August 21, 2018

6:33pm to 8:21pm, Sackville Commons

In Attendance: Janice Melanson, Wayne Harper, Margaret Ann Capper, Heidi Savoie, Garth Zwicker [Market Manager], Andrew Linton [Mount Allison representative and counsel to the board]

Regrets: Rachel Mathis

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

Board Meeting:

Called to order 6:35pm Janice Melanson

- 1. Welcome and approval of the agenda:** 1. Margaret Ann Capper 2. Wayne Harper
- 2. Approval of the minutes of July 24th, 2018 Meeting:** Draft minutes were not ready and will be tabled until our next board meeting.
- 3. Financial Report [Treasurer, Wayne Harper]:** Year to date, we have \$213 in profit, very well on budget. Refund of \$400 coming to us from our insurance. Payroll is down for this period. New schedule of pay period was established on a 2 week cycle ending on a Sunday night. In comparison to last year, we are up significantly by almost \$5 000. We are averaging 12-15 members down in our membership compared to what was budgeted. We are down on budget with certain items like Market supplies (new tables, skirting/table cloths). Now that we have stability with a new Market Manager we can establish guidelines and policies for that. We have \$10 000 in the bank and are in much better shape than last year. View reports in Dropbox.

Action: Wayne to prepare guidelines/policy for vendor booth standardization to be potentially ready for our move to the winter location.

4. Market Managers' Report:

10 vendors did not come to the Market on Saturday (poor weather conditions) without giving notice that they would not be there.

Action: Garth to send a reminder email to all vendors in regards to rules for cancelling their booth at the Market.

Garth is settling into the position and getting to know all the aspects/dynamics of the Market before making any big changes.

Key ideas/observations:

- Examining vendor locations and asking if it is the best location for them.
- What vendor types are missing at the SFM
- Making sure the Market Manager is easily visible (purchasing an item of clothing that the Market Manager would be comfortable wearing)
- SFM merchandise table (t-shirts, bags, bottles, etc.)
- Market Dollars Program: growing this program. Potential of selling Market Dollars as gift certificates. Getting \$5 coupons in addition to the \$10 Market Dollar coupons.
- Had preliminary discussion with the assistant director of Main street development in regards to potential partnerships.
- Last Saturday in October is our last Saturday in the park.
- Permanent Market Location is a high priority
- Change the atmosphere of the Market (live music, buskers, Mount Allison music students, etc.)
- Radio remote from the Market to feature the vendors

Action: Wayne to look for Market Dollar log in Dropbox in order to log in new Market Dollars coming in.

Motion: To expand Market Dollar Program to include gift certificates for public purchase.

1. Margaret Ann Capper
2. Heidi Savoie

5. Unfinished Business:

Community Development Project: Meeting of organizations and interested parties to discuss community development project happening in the next 2 weeks.

Tantramar Radio Advertisement: Wayne went to the radio station to meet with the contact person and he was on vacation.

Action: Wayne and Garth to coordinate and meet with radio to discuss advertising opportunities for the SFM.

New SFM Website: Andrew showed us the work that has been done so far on the new website. It has not been published yet. Andrew anticipates getting the website done within the next couple of weeks.

Action: Andrew to look up who owns the domain of our current website in order to transfer to the new website.

SFM Advertisement Cards for orientation packs of Mount Allison students is ready, and approved to be printed.

6. Business Arising:

Sackville Commons Membership: Past Market Managers used the Commons as an office space for printing, etc. Garth prefers to work from his home office.

Actions:

- Wayne to follow-up with Rachel to cancel the membership at the Sackville Commons and only pay the storage fee.
- Garth to make an assessment of the current SFM laptop and to determine if the board needs to purchase a new one.
- Garth to determine specific office hours and to communicate them with the board and vendors.

We discussed archiving the Dropbox files and begin using Google drive as our main SFM document storage.

7. In Camera Session

See Confidential Dropbox Folder.

Adjournment: 8:21pm. Janice

Next Meeting: **Tuesday, September 18th, 2018, 6:30pm at the Sackville Commons**

Respectfully submitted: Heidi Savoie, Secretary