



SACKVILLE FARMERS MARKET INC.

BOARD OF DIRECTORS MEETING MINUTES

July 13, 2022, via Zoom

Present: Gregory Burton, Kent Coates, Pete Stephenson, Jessy Wysmyk, Judith Cane, Danielle Latour

Present but unable to connect: Crow Robichaud

Absent: Anthony Maddalena

Agenda Item	Comments	Outcome or Action Required
1 Call to order (Requires Quorum) and Approval of Agenda- Chair	Kent calls meeting to order. Judith motions to approve agenda; Gregory seconds; All in favour.	Meeting called to order at 7:35pm Agenda approved.
2 Review Meeting Minutes	Gregory motions to approve the June minutes; Pete seconds; All in favour.	8 June 2022 minutes approved.
3 Market Manager Update - Danielle Latour	Vendor numbers decreased in June. Cancellation policy reminder was sent to vendors and consistent weekly attendance was encouraged. Discussion was had about why vendor numbers might be decreasing. Ideas include: insufficient power supply for vendors, misconceptions about market's focus with potential customers/ vendors, challenges with recruiting new vendors. Suggestions: encourage new vendors on social media, increase messaging around vendor diversity, encourage interested vendors to visit market and discuss needs, create marketing strategy with goals and baseline. Survey was sent to market vendors.	Danielle to review strategic plan.



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	<p>Survey had 50% response rate. Majority of respondents were interested in a vendors only fb group and internal contact list, an online sales platform, more frequent invoices and receipts, and more community engagement (live music, fundraising). Mixed opinion on extending market hours either by starting earlier or ending later. Concerns raised about insufficient power, increased vendor fees.</p> <p>Discussion was had about online sales platform. Board had investigated in 2020, and had decided not to proceed due to complexity.</p> <p>Files transferred from Dropbox to Google Drive.</p> <p>Food bank has been in touch with market manager about opening community fridge and pantry. Food bank would like to distribute market dollars to food bank users.</p> <p>Market manager to engage with Mount Allison to connect with students prior to return in fall 2022.</p>	<p>Jessy to locate notes from online platform research in 2020.</p> <p>Danielle to organize files on google drive and present to board.</p>
<p>4 Harvest Supper Update</p>	<p>Live Bait has confirmed that the supper can take place in the Fall Fair tent and must incorporate a heritage component. Live Bait to read from play. Heritage Trust has book about foundry, contact info for former employees. Committee formed to work on harvest supper details. Mount A. Students, Rotar-act identified as possible volunteers.</p>	<p>Danielle to contact Moneris about chair and table rental.</p> <p>Danielle to contact local restaurants, market vendors about ingredients and cooking for event.</p> <p>Danielle to contact Michael to figure out next steps..</p>



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5	Financial Report - Judith	Financial report was delivered. Small surplus income reported; additional revenue would be helpful to save for increased costs at winter market.	
6	Location Committee	<p>Issues with Commons location: poor lighting, extra maintenance charges. Commons was confirmed as first choice for winter location.</p> <p>Possibility of using Legion for winter location was discussed. Second story location with small elevator and insufficient parking presented too many challenges.</p>	Danielle to contact Ben (Commons) expressing intention to return and trying to negotiate some improvements.
7	Miscellaneous	<p>Road signs discussed. Market has two extra sandwich signs that could be placed at exits.</p> <p>Discussion about Main Street banner for Harvest Supper, sign at Tourist Bureau.</p>	
8	In Camera Session	Not recorded in minutes	
9	Adjournment	Meeting adjourned by Kent at 8:59pm.	Next meeting August 10 th 7:30pm.