



# SACKVILLE FARMERS MARKET INC.

## BOARD OF DIRECTORS MEETING MINUTES

September 14, 2022, via Zoom

**Present:** Gregory Burton, Kent Coates, Pete Stephenson, Jessy Wysmyk, Crow Robichaud, Anthony Maddalena, Danielle Latour

**Absent:** Judith Cane

Agenda Item	Comments	Outcome or Action Required
1 Call to order (Requires Quorum) and Approval of Agenda- Chair	Jessy calls meeting to order.  Anthony motions to approve agenda; Pete seconds; All in favour.	Meeting called to order at 7:11pm  Agenda approved.
2 Review Meeting Minutes	Pete motions to approve August minutes; Gregory seconds; All in favour.	10 August 2022 minutes approved.
3 Market Manager Update - Danielle Latour	<p>Electrial Upgrades at Bill Johnstone Park: Potential funding is available throuth CAP program. Danielle has applied and is awaiting decision.</p> <p>April vendor email was received expressing concerns over decline of market. Email requested more advertising, collaboration with town, improved signage, longer hours, and better visibility for vendors on website.</p> <p>Mandate for marketing committee developed: The marketing committee shall develop a marketing strategy for 22/23, including recommendations for specific tasks which will be approved by the board.</p> <p>Discussion around extending market hours - extended markets attempted this year have not resulted in increased customer traffic.</p>	<p>Danielle to start vendor newsletter to communicate board work to vendors.</p> <p>Danielle to invite vendors to sit on marketing committee.</p>



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	<p>Marketing campaign would be required to properly communicate hour change to customers.</p> <p>Market box has been paused. Some vendors are interested in a curated box for winter.</p> <p>Winter Location: Legion is not consistently available on Saturday mornings, and would require electrical upgrades. Commons has requested sharing cost of snow removal on Saturday mornings. Commons still considered the most viable location.</p>	
4 Harvest Supper Update	<p>Decision was made to cancel supper due to insufficient restaurant space and staff for meal preparation during already busy weekend (Fall Fair, Homecoming). Main course could not be cooked in the tent due to health regulations.</p> <p>Danielle has sent cancellation notice to partners.</p>	<p><a href="#">Danielle to provide notice of cancellation to town.</a></p>
5 Financial Report - Judith	<p>Deferred until next meeting.</p>	
6 Location Committee	<p>Committee is updating presentation, messaging to present to new town council in January.</p> <p>New location options discussed- Cattail Ridge for sale; Mayor suggested train station as possible site for development.</p>	<p><a href="#">Crow to join Location Committee.</a></p>
7 Miscellaneous		
8 In Camera Session	<p>Not recorded in minutes</p>	
9 Adjournment	<p>Meeting adjourned by Gregory at 8:07pm.</p>	<p><a href="#">Next meeting October 12<sup>th</sup> 7pm.</a></p>