

Sackville Farmers Market Board Meeting
December 5 postponed to December 12, 2017
6:33 to 8:45pm, Moneris

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

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

Operations Meeting:

1. Welcome and approval of the Agenda: 1. Janice Melanson 2. Heidi Savoie

2. Financial Report , Budget and proposed fee structure for 2018
YTD Financial Report Budget proposal

If you look at the month of November revenues are trending in the right direction, however we are still expecting to have a loss for 2017 of \$4,700 on the year. There is \$8,000 in the bank and a \$10,000 GIC. HST needs to be added to the projected budget for 2018.

Structure fee: possibility of raising the booth fees at the market.

Correction: Historically, the market dollar program proceeds have gone to donations to local groups; ie the Food Bank, the TRHS pantry and the refugee program.

Approval of the budget is pending some corrections.

3. Economic Impact Study. Alex Lepianka, who was awarded the Economic Impact Study contract in the spring of 2017, states that there is not a good enough sample to justify a write up of the data. The second half of the contract which is the report is void because there is not enough data. Therefore the second instalment on the contract will not be paid.

4. Report from meeting with Mt. A Geography and Environment Department: [Kristen Lowitt] Paul is going to the class in January to see what opportunities are possible to work with this group of students.

5. Funding Application Update: We applied to participate in the Rotary 'Gold Mine' fundraiser. The application was denied although there are other funding opportunities with Rotary. We are waiting to see if there will be any funding from the town.

6. Update on Sunday Markets: The revenue from the November and December Sunday markets will help with revenues in December. All told these extra markets brought in over \$700 of revenue.

7. December 23 and 30th Markets: Vendors have been polled. We will have a market on both of those days.

Fire Marshall: Paul was at the Commons when the Fire Marshall checked the building. The building was approved. An ambulance access is acceptable at the Commons. Checking that due diligence has been done in case of fire or health emergency.

8. Monthly Newsletter: not yet. Paul will be doing the newsletters starting in January.

9. Board welcome cards for new Vendors. This item will be accomplished in January.

10: Harvest banquet. Under funding

Board Meeting:

1. Approval of the minutes of November 6, 2017: 1. Heidi Savoie. 2. Wayne Harper

2. Committee Updates: Policy committee has been lax. May get to doing more work in that area in March. Marketing and Location will meet in January. The Market Committee could help the manager set goals around improving the overall 'look' of the market.

3. Unfinished Business: Insurance: Wayne finally got a form so Wawanessa Insurance can write us a cheque.

4. Business Arising. Vendor's suggestions, concerns. [Kent Coates, Nature Route Farm]. As a vendor Kent is concerned that the SFM is not growing and he may be required to move elsewhere. Teheran Sackville community has interest in new things but has problems following through. There is apathy from Vendors. Clientele base is not growing. Vendor inconsistency is a problem for customers. Wants to see the market grow.

Steps: 1. Permanent year-round venue. 2. Work on Vendors apathy. Encourage collaboration. 3. Possible social time after the market. Discussion ensued.

Marketing Committee: Could we have a table cloth for each vendor to help with a visual cohesiveness. We need to create an identity. **Action:** Location committee will take the issues addressed here to their January meeting.

5. Preparation for AGM. Date Saturday 24 February 12:15. Action: Board members put together a report. Committee Chairs give reports. **Action:** MA check bylaws on date of notification. And what is to be in the notice.

6. In Camera: Board Members please see Confidential file in Dropbox with the date Dec 12, 2017.

7. Board welcome of new Vendors. Having a welcome package for the Vendors would be an excellent idea. Also, the Board wishes to be proactive in welcoming new Vendors with a card of welcome signed by all the Board Members. **Action:** Paul will get some cards for that purpose.

Return to monthly newsletter - prepared for patrons. Looking for input.

8. Adjournment. Janice moved.

Next Meeting: January 16, 2018 Moneris. 6:30pm.

Respectfully submitted, January 10, '18. Margaret Ann Capper, Secretary.

