

Sackville Farmers' Market Board Meeting

July 24, 2018

6:31 to 8:35pm, Sackville Commons

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

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

Email vote: Between the June 18th, 2018 board meeting and this one Janice met with the Harvest Banquet committee and discussed moving forward with the event with the volunteers. Following feedback from the committee, the board voted in favour to post-pone the Harvest Banquet by email vote.

Board Meeting:

Called to order 6:31pm Janice Melanson

- 1. Welcome and approval of the agenda:** 1. Margaret Ann Capper 2. Rachel Mathis
- 2. Approval of the minutes of June 18th, 2018 Meeting:** As sent by Heidi Savoie. 1. Rachel Mathis 2. Heidi Savoie
- 3. Financial Report [Treasurer, Wayne Harper]:** Significant improvement since last month. Made a profit of \$1400 this month. Compared to last year we are \$5000 ahead; however, we are still a couple thousand dollars short of budget. View reports in Dropbox.

Action: Wayne to make amendments to the budget to reflect the decision to post-pone the Harvest Banquet (removing grants and money budgeted for that event).

4. Market Managers' Report:

We are averaging 35 vendors a month. From what we budgeted, we are down on membership dues by 15 members every week. The SFM has been in a steady decline for the past 2 years with vendors.

- 5. Meeting with Really Local Harvest (Summary):** Wayne and Janice met with Maxime (Director) and Marsial (Market Coordinator for Dieppe and Shediac). They spoke about our hopes for SFM and what Really Local Harvest could do to help.

Maxime and Marsial requested some information on the SFM and Marsial came twice to the Market in the park to look at setup, meet vendors and do an assessment. They are very empathetic in wanting to support our board and the SFM because they recognize that we are in a very critical position and that we don't have sufficient revenues to support market management. They would require \$30 000 to \$40 000 in order to manage our market.

Feedback made by Really Local Harvest with our current Market setup in the park:

- We don't have enough money to pay a Market Manager
- The Market vendor layout in the park is too spread out and does not encourage browsing opportunities (possibly the reason why some vendors market sales have declined since moving to the park)
- Go to the Town and ask for some bridge funding in order to grow the Market

Action: Janice to take a summary of meeting with Really Local Harvest to the Town of Sackville as a third party assessment of the SFM situation. Our market is not sustainable in its current form and will need some support.

6. Meeting with the Town of Sackville (Summary): Wayne and Janice met with the Mayor, Jamie and Todd. This is the 3rd or 4th meeting with town which was very positive. They presented issues of not being sustainable and of needing a permanent location, as well as needing some support from the Town. We have income we can leverage but we can't do it on our own. Jamie said that the Town recognizes the importance of the SFM as a 365 day year round economic driver in Sackville. They brainstormed about different potential market locations and what the town could do to support us. There are many potential grant applications, some to do with infrastructure and possibly doing a co-application with other organizations in the community by creating project to build missing infrastructure needed by the community.

Action: Create a committee of organizations and interested parties(developer John Lafford, schools 20/20 committee, etc). to explore/discuss how we can do a community development project. Janice to set up a meeting with these different parties in the next few weeks.

7. SFM Location: Different potential locations were explored.

- Janice spoke with the Performers Company Theater. Old liquor store location. \$100 000 of renovations to get the building stable.
- On Lorne street, the paved parking, not able to build permanent structure but could do a semi-permanent/modular structure that could be moved if need be.

- Gordon's building behind the Painted Pony. The town is interested in this building/land.
- John Lafford in partnership with the Rotary Club are interested in the enterprise building
- The Rotary Club will be choosing a community project in November 2018. One of them is the enterprise building
- Do we have the potential to grow beyond 65 vendors?

8. Tantramar Radio Advertising: They would like to know if we would like to have some advertising for the SFM on the radio.

Action: Wayne to ask Radio station to put together some plans for the board to evaluate in accordance with our advertising budget of \$3600.

9. Unfinished Business:

- Market Manager Position: Applicants were reviewed by the board.

Action: Hiring committee will follow-up with applicants and set-up interviews with the candidates that meet the requirements.

- Orientation Packages for Mount Allison Students: Andrew spoke with orientation chair. They are happy to put something about the SFM in the orientation packages.

Action:

- Andrew will email the board a draft of the insert going into the student orientation packages
- Andrew to create a basket with donations from vendors to be given as a prize during the student orientation weekend to promote the SFM and its vendors
- Andrew to write an article in the student newspaper in early September to promote the SFM

10. Business Arising:

- Tent Policy: Vendor requesting a review of the Tent Policy as it was created when the SFM was on Bridge street and should be adapted to the new location

Action: The board will review the Tent Policy at our next board meeting and make modifications so it is more generally worded.

11. In Camera Session

See Confidential Dropbox Folder.

Adjournment: 8:35pm. Janice

Next Meeting: **Tuesday, August 21st, 2018, 6:30pm at the Sackville Commons**

Respectfully submitted: Heidi Savoie, Secretary