

Agenda:

Sackville Farmers Market Board Meeting

May 9, 2018

6:32 to 8:42 pm Sackville Commons

In Attendance: Janice Melanson, Wayne Harper, Heidi Savoie, Adam Cheeseman, Margaret Ann Capper, Andrew & Laura Mangué [Mount Allison Representatives and Counsels to the Board], Paul Merrigan [Market Manager]

Regrets: Rachel Mathis

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

Board Meeting:

Called to order 6:32 pm Janice Melanson

1. Welcome & Introduction of Mount Allison Student Representatives: Laura, 3rd year environmental studies, conducted the winter 2018 Sackville Farmers Market Economic Impact Study. Andrew 3rd year chemistry with minor in environmental studies, student union sustainability coordinator for 2018-2019. It is the Board's hope that as representatives they will be key elements in helping us create contacts and opportunities between the Sackville Farmers Market and the Mount Allison students in order to grow and expand the Market.

2. Approval of the Agenda: 1.Wayne Harper 2.Adam Cheeseman

3. Approval of the minutes of April 11th, 2018 Meeting: As sent by Heidi Savoie and amended by Wayne Harper. 1. Heidi Savoie 2. Margaret Ann Capper

4. Economic Impact Study Report [Laura Mangué]: The study evolved into more of a general impact study. The information that came out was how people valued the market and what people would appreciate seeing from the market.

Customer Survey Highlights (from 94 customers who answered the survey):

- The importance of food security in small towns
- 25% of people who come to market are Mount Allison students
- Most people stay at market between 15 and 30 minutes
- 83% of people are coming into town for the market but 68% are staying to spend money elsewhere; therefore, the Market has an impact on town economy on Saturday mornings.
- Customers would like to see: a coffee vendor, breakfast food, a seating area, live music/entertainment.

Recommendations:

-Start a program similar to CalFresh in California [CalFresh is for low-income people who meet federal income eligibility rules and want to add to their budget to put healthy and nutritious food on the table].

-Add a seating area and a better flow to the market layout.

-Establish a closer relationship with Mount Allison University and get students involved as volunteers.

View Laura's report, Community Planning Final Report, for results and more information.

This report gives us a lot of useful information that will enable us to begin a discussion with the town about how the SFM has an impact on the town economy and how we can work together to grow the SFM.

5. Comparison of the 2014 and 2018 Economic Impact Studies [Adam Cheeseman]: Not many conclusions were drawn because the 2014 survey was done in summer and the 2018 survey was done in winter.

Key points:

- The amount of money being spent by customers at market is relatively the same between the 2 surveys.
- There was an increase in the number of customers that are remaining in town after market to continue shopping between 2014 and 2018.
- People are staying at the market for a lesser amount of time than in 2014.
- There is a slight decrease in the number of new vendors.
- The values that the Market enables vendors to attain are the same in both surveys: new customers, building relationship with customers and sales/revenue.

Action: Wayne to contact Katie Tower from Sackville Tribune-Post about the possibility of publishing an article about the Sackville Farmers Market.

Action: Paul to request a meeting with the town to present Laura's data. Wayne, Adam and Laura to attend meeting.

6. Financial Report [Treasurer, Wayne Harper]: We are down by \$2600 of our budget this month. This is due to not attaining the projected table fees and membership dues. We need to grow the market quickly or we will not meet our requirements for the year. Wayne is cautiously optimistic that things will take off this month, with the market being outdoors and he will start to raise some alarms if things don't start happening soon. We only have 22 weeks of the year when we are in an outdoor location with the possibility of attracting a larger number of vendors. We are concerned that the bank balance has been shrinking consistently for the past 2 years. View reports in Dropbox.

7. Unfinished Business:

- Wayne spoke with Chris Ward about a possible winter market location but it is not within the market's budget to rent this location.
- Investment update: Wayne met with Susan Tower to talk about investing the \$10 000 in our account to get more return on our money. He highlighted the importance of protecting it in case we need to access it quickly in the event of an emergency. She is suggesting to invest them in GIC's.

With our bank balance as it is, it would be a risk to lock this money in any kind of way. We examined with the ongoing trend of the Market finances and our monthly operational cost if it would be feasible. We looked at our policies to see how much we need to keep in equity for a worse case scenario event. No policy has defined this amount. We measured against risk and opportunity. No decision was taken.

Action: Wayne to inquire about the possibility to switch our credit card to a visa debit so that we don't have to secure \$3000 to cover the credit card.

Action: Wayne to come back with a proposal from an investment company for our \$10 000.

Action: MA to add minutes of the February 12th meeting with email voting to the meeting minutes folder.

8. Business Arising:

Action: Get input from Andrew and Laura as to how they see their roles as advisers on the board. Get proposals and ideas of what could be done in the fall, welcoming back Mount Allison Students, professors/departments where we can make contact, exploring the possibility/spaces to hold the market at the university, student communication, volunteers, etc.

9. In Camera Session: See Dropbox

Adjournment: 9:43 pm. MA

Next Meeting: **Monday June 18th, 6:30 at the Sackville Commons**

Respectfully submitted: Heidi Savoie, Secretary