**2018-03-01**

Yellowknife Farmers Market Board Meeting

March 1, 2018 at 6:30 pm, CDETNO Boardroom

**MINUTES**

**Quorum**

In attendance: Valérie Gosselin, Tom Money, Caroline Lafontaine, Jordee Reid, Julie Plourde, Hannah Eden, Emma Ambury, Steve Freake (observer), Marianne Poirier (observer)

Regrets: Brittany Scott, Lise Picard

Quorum attained.

1. **Opening**
2. **Introductions**

Marianne Poirier and Steve Freake from Tait Communications

1. **Approval of agenda**

Approved with removal of Action Plan, as Brittany cannot be present.

1. **Approval of February 21, 2018 minutes.**

Moved by: Emma Ambury

Seconded by: Hannah Eden

All in favour

1. **Treasurer’s report**
   1. As Lise could not attend, Tom presented Lise’s update. Bookkeeper will be offering an improved budget management structure, as she had some concerns with the current structure of our budget, including the fact that the contingency fund is part of the budget as it is not really involved in the financial flow of the year. She suggested that the YKFM open an account specifically for the contingency fund.
   2. Our financial goal for 2018 should be to have a contingency of $30,000. This would allow to operate for one year without any grants. In order to achieve that goal we have to maintain the $20,000 contingency fund and increase it by $10,000 within the next years. The Board decides that a motion is not necessary to implement this goal.
   3. There is some concern within the Board that having a contingency fund such as this will close us off to funding or impact our status as a not-for-profit organization.  As Tom understands it, this is permitted and should not be a problem. It demonstrates the financial health and viability of a not-for-profit organization, which many funders actually see as an asset.
      1. Be it resolved that the YKFM will open an account for the contingency fund.

Moved by Caroline Lafontaine

Seconded by Tom Money

All in favour

* 1. The Treasurer will keep the cheque book and write cheques as requested rather than Bookkeeper doing that task. This will help reduce finance management costs.
  2. The Treasurer’s report shows an available balance, but this amount is an approximation until we get the final numbers from Bookkeeper. This amount is to be used for all expenses which are not covered by the Growing Forward 2 grant and the GNWT – DHSS (Nutrition) grant. For example, advertising and other operations come out of the available balance. Once the City grant is signed on April 1st, we will be able to charge most of the operations to the City grant.
  3. For WCSS, Bookkeeper informed us of the new requirements to file with WCSS. She learned on that topic by doing another NGO WCSS contractors’ report. Everyone doing work for an organization has to be reported to WCSS even if they do not have a contract. This includes people doing web update, design, catering, coordination of Music at the Market, etc…  
     Ex: Catering should report the cost of the food and their labour.

**Action Item: Ask people doing work for us to specify on their invoice the cost of the material they used and their labour.**  
We are setting up a system to keep track of everyone doing work for the YKFM in 2018

* 1. We have submitted the request to receive direct deposit from the City of YK and from the GNWT.
  2. The closure of the TD bank account requires a resolution. Lise was unclear as to whether this had already been done, and it has. **Action Item: Emma will send the resolution to Lise**
  3. RBC signatures – the process is underway to get all signatories to sign at the bank.
  4. CRA to obtain GST account, reimbursement, the past taxes. This still needs to be done with the Bookkeeper. Lise will be working on a memorandum of understanding with the Bookkeeper to have sort of a MOU with Bookkeeper the clarify the services she will offer us.

1. **New Business**
   1. Tait Communications
      1. Tait Communications and open discussion (up to 1 h)
      2. Julie summitted a list of possible work to Tait the week prior to the meeting and a discussion ensued to clarify the needs and identify what/how Tait could contribute.
      3. Discussion of the YKFM logo.  The Board explained the current state of the logo: we have begun recycling the vegetable logos.  Tait proposes perhaps changing the vegetable logo to vegetable characters to make the market more appealing.  The Board likes the look and feel of the current logo.
      4. For poster translations, Tait could put us in contact with the agencies that they typically work with, or Tait could be the point of contact with those agencies.  If we are to pursue having different languages, it would be worth looking up when different waves of tourists come into town. In addition, the Board needs to have a conversation about what the YKFM’s target audiences are and the use of languages if the tourism strategy is funded.
      5. If we produce tote bags, they would likely be sold from one location.  It might be ideal to have one sign at the market manager’s table and perhaps two more, one at each entrance.
      6. For sandwich boards, we could get eco-friendly boards with chalkboard paint.  Tait suggests that for our purposes (particularly in appealing to changing language audiences), it may be practical to purchase boards with plastic sheets to slot in new text as needed.
      7. For Music at the Market, Tait suggest Facebook events as a powerful way to spread the word.
      8. The YKFM is trying to push the ‘Taste, Hear, and See the North’.
      9. Tait suggests exploring more options for advertising through the City of Yellowknife (for example, the banners down Franklin Ave., and in the recreational guide).
      10. Tait explained that the YKFM would own the rights to anything produced.  We would receive the design files and would be permitted to tweak them in future years.
      11. have ads in various publications this year.  Tait mentioned that as a not-for-profit organization, we could potentially negotiate for ‘filler space’
      12. We would like to have the market map updated.  Tait suggests that rather than having many maps (which often end up in the garbage), we could print off a large map with the numbered stalls and numbered list below as it is now, which could be written on each week.  It could have the logo printed on one side (facing the street), and the map on the other (facing the market).
   2. Whitehorse Fireweed Farmers Market
      1. As Lise was absent, Tom presented her update.
      2. The YKFM was approached by Claudia Riveros, Executive Director of the Fireweed regarding our operating funds. Lise spoke with Claudia. Her understanding is the Fireweed Community Market has a part time, year long employee and has an office. Most of their operating funds for the last 5 years came from Growing Forward. The new fund is called The Canadian Agricultural Partnership, a five-year, $3 billion investment, will come into effect on April 1, 2018.  It will strengthen the agriculture, agri-food and agri-based products sector, ensuring continued innovation, growth and prosperity. There are many funding requests towards The Canadian Agricultural Partnership in the Yukon and the market might not receive enough funds to cover their operational costs. Both markets will apply to this new fund but how we have to diversify our funding sources.
      3. Whitehorse has done research into the FM in the provinces. Most of them are self sustainable because of their large numbers of vendors and many are open all year round. The FM in the territories cannot adopt a similar financial structure because of those differences. Lise explained that most of our operating costs were covered by vendors fees and grants. Many of our operations tasks are done by the volunteer board members.
      4. Whitehorse does not keep all the stats we keep at the YKFM ex: attendance, weekly vendors sales, musicians, waste reduction etc. Lise recommended keeping these stats.
      5. Lise shared our efforts to increase produce at the market and our "Garden Angels » project.
      6. Whitehorse had T-Shirts made with the intention of selling them and they did not sell. Caution re: paraphanelia to sell. YKFM Note: in 2017 we had aprons to sell for $35 each and we sold one.  The aprons were purchased with the Compost grant and we use them with the Compost volunteers.
      7. We will continue our conversation to find operating funds invited each other to visit our respective markets.
   3. Requests to ITI, including Produce Strategy
      1. Caroline presented what could be included in the proposal to ITI and requested Board input. The Board is trying to find a way to extend the Market Manager position from December 2018 to March 2019, as a way of making the position more viable and have more continuity in the position.  This would be a contract of approximately 10-15 hours a week. Jordee would like it noted that while the hourly wage is high, the position is task-based and it is not improbable that the tasks go a bit beyond the estimate, especially at the beginning.
      2. Music at the Market: the application to the NWT Arts Council has been submitted, and another sum of money is requested from ITI to cover three weeks of music.
      3. Indigenous Art
         1. The Board supports the idea of having a table devoted to showcasing Indigenous art as long as it is done in a way that does not disadvantage the vendors who applied through the regular process.
      4. Produce Strategy (including Harvesters Table), presented by Tom.
         1. Workshops (continuation of Lunch and Learn series) and promotional materials
         2. Providing a table for more experienced vendors to help them transition towards regular tables.
         3. For the Garden Angel initiative, there will likely be a need for a paid coordinator (minimal hours) to be a reliable garden caregiver and coordinate volunteers.  This could tie in well with the Harvesters Tables coordinator position, and it may make sense to hire the same person for both contracts.
      5. Vendor Development (continued by Caroline)
         1. The YKFM wants to draw in more new vendors and reduce the high drop-out rate of new vendors.  This might involve a mentorship program.
         2. The YKFM could potentially hire someone to examine how better to support vendor development. Money will be requested for a vendors development strategy.
      6. The Food Charter Coalition has also requested some money.
         1. It has been proposed that we see if ITI could fund a feasibility study while ENR funds the implementation of the reusable container program. The Board is interested in moving this initiative forward and exploring ways to implement this program.
   4. Ecology North - Territorial Growers initiative March 7 and 8 (5 min)
      1. Tom and Jordee will be present when possible to represent the YKFM.
2. **Ongoing Business**
   1. Maximum amount for contracts without advertising the position. – Tom (10 min)
      1. Tom investigated the matter and we actually have no legal obligation to put contracts up for tender.  Rather, it is an organizational choice. In the interest of being transparent and also realistic, we could set ourselves a loose benchmark of advertising any contract over $1000.
   2. Volunteer Tracking Options – Jordee presented two options
      1. Trackitforward.com

Free (up to 25 volunteers)

Easy to use template, can send to anyone.

Reports are easier to use and more in depth

Volunteer Sign up template

* + 1. Google Sheets

Free no matter what

Can send to anyone

Can be time consuming, if we want to get more information because we’ll have to create the template

Limited to volunteer hour tracking

* 1. Vendor Selection Update
     1. Vendor Handbook
        1. Board resolution regarding lower cost for artisans. Ultimately, the Board is interested in the idea but will not implement it without more research. A question about this will be in the vendors survey at the end of the season.  Based on that feedback, we could implement a change like this next year.
        2. Be it resolved that the Vendor’s Handbook is approved as proposed by Jordee.

Moved by Emma

Seconded by Jordee

All in favour (note that Tom, Valerie, and Caroline did not vote. As potential vendors, they have conflicts of interest in the matter)

* + 1. Vendor Selection Handbook and Manual
       1. Needs resolution to approve.
    2. Online Application
       1. The application went live on February 27, 2018.
    3. Added Question re: new products & Food Safety Certification
       1. Not discussed.
    4. Vendor Call-Out Advertising
       1. Market Manager sent email to 2017 vendors/members
       2. Be it resolved that the Market Manager is budgeted $800 for advertising, to spend as she sees fit.

Moved by: Emma Ambury

Seconded by: Tom Money

All in favour

* + - 1. Some possibilities for advertising:

poster (from TAIT) ready, Market Manager printing 50 11X17 copies, YACL to post

$55 (KopyKat Printing) + $50 (YACL Posting) = **$105**

Market Manager created social media paid posts (FB, Instagram, Twitter) **$35**

Yellowknifer 1/12 ad = $181.60/each

NewsNorth 1/12 ad = $210.40/each

Moose FM 15-sec ads = $17.33/each

Other Free advertising: Market Manager is going to do: City e-boards, City Newsletter mailout, Ecology North e-newsletter, Press release

* + 1. Next Steps in Vendor Selection
       1. Market Manager to respond to application submissions – a response will be given by April 9th
       2. Vendor Selection Meeting Date: April 2, 2018
       3. Find volunteer for Selection Committee (Needs Board Approval) – Lise
       4. Vendor Selection Meeting Location: TBD (Lise’s house or CDETNO)
  1. Market Manager Tasks, presented by Jordee
     1. All ITI Market Manager tasks outlined in proposal will be complete by April 6 (later since vendor selection is not until April 2) with the exception of vendor workshops, as $1000 must be spent towards this before March 31st. Caroline has approached Lorie Crawford who accepted to prepare a vendor’s workshop. Material will be ready for March 31, but the meeting itself will be in April.
     2. Volunteer/Membership Recruitment Campaign - Jordee to discuss with Market Manager.
     3. All Market Manager Tasks should be added to Asana
        1. At the moment, only Vendor selection tasks are assigned to Market Manager. Caroline will continue to assign tasks. Tom has also been communicating with Market Manager regarding the Lunch and Learn series, which hasn’t necessarily been listed on Asana.
     4. **Action Item: Julie and Hannah will meet with Market Manager to hand over implementation of communication plan**
     5. **Action Item: Jordee will meet with Market Manager re: Market Operations in April.**
  2. Press release and market manager applicants – Caroline (1min)
     1. Press release was released on February 23, 2018.
     2. $1000 must be spent before March 31st.  Caroline suggests that this go towards preparing a vendors workshop to be delivered in April.
  3. City of Yellowknife – follow-up meeting – Caroline (2 min)
     1. A follow-up meeting is scheduled for March 13th.
  4. File management – Hannah (5 min)
     1. The YKFM has officially moved to Sync.  We will no longer be putting ANY files on Dropbox!
  5. Ecology North
     1. Ecology North is setting up a working group of food producers to help decide what a sustainable food network looks like. They would like YKFM representation at this meeting. The Board will make every effort to be there for critical moments, and request that Courtney and Market Manager attend relevant sessions if possible.

1. **Next Meeting**

March 12, 2018 6:30 pm, CDETNO Boardroom.

1. **Adjournment**

The meeting was adjourned at 8:45pm.

Pending items:

1. Reusable container project.
2. Environmental Health recommendations – next steps
3. Corporate sponsorship
4. Registries
5. TD and RBC
6. Revenue Canada
7. Bella Beats letter
8. Lunch and Learn
9. Hardware
10. Approval of February 14 minutes