**2018-02-07**

Yellowknife Farmers Market Board Meeting

February 7, 2018 at CDETNO Boardroom

**MINUTES**

**Quorum**

In attendance: Caroline Lafontaine, Lise Picard, Jordee Reid, Tom Money, Julie Plourde, Emma Ambury, Hannah Eden

Regrets: Valérie Gosselin

Quorum attained

1. **Opening**

Caroline Lafontaine called the meeting to order at 6:36pm.

1. **Approval of agenda**

Hannah Eden moved to approve the agenda with changes made as discussed.

Seconded by: Lise Picard

All in favour.

1. **Approval of minutes**
   1. Update on minutes by Emma. Establishing a proper numbering system agreed upon by everyone has delayed finalizing the minutes. They will be sent out for review within the next two weeks. Once all the minutes have been reviewed and approved, they will be printed and signed.
2. **New Business** 
   1. Presentation of the 2018 YKFM Communication Plan - by Julie and Hannah.
      1. The plan was reviewed with the Board.
      2. Action Item: Hannah and Julie will collaborate with the market manager to create a scheduled messages (with Hootsuite or other) for the 16-week market period. Lise commented that we should avoid sending the same message to all social media outlets. Hootsuite was used in the past.
      3. Action Item: The website will be featured more frequently on social media, as there is a general sense that the website is under-used.
      4. Action Item: Decisions will have to be made regarding newspaper advertising, as it is expensive and only 7% of patrons claimed they went to newspapers for information last year. Tom proposed a method used by Ecology North, which would involve writing a sketch of an article and sending it to the Yellowknifer in the hopes that a reporter will be interested and follow up. Items that should be featured will be identified.
      5. Action Item: At the City meeting, a board member will ask what the rules are regarding putting up sandwich boards on Franklin Avenue, as well as how to get onto the electronic boards at the Multiplex and downtown.
      6. Action Item: Julie will look into YK1’s electronic board over the summer.
      7. Action Item: Julie/Hannah will look into Cabin Radio coming to do a show on Tuesday evenings through the summer, and possibly ask CBC as well.
      8. Action item: Development of a brochure. Lise is concerned that having a brochure is not in line with the YKFM’s values. There may be a need to rethink the meaning of ‘brochure’, for example, a bookmark-sized ad that could be left by cash registers, in hotels, at the airport, and other public places.
      9. Action item: A corporate sponsorship planning session will be required if this is an avenue the board wishes to pursue. Before this can happen, the board needs to look at its strategic plan and see where corporate sponsorship fits in. This will take place after the 2018 market. North Best has already offered to give us a selection of containers to show to vendors.
      10. Action Item: develop a plan for volunteer-based corporate sponsorship over the summer, with a target of having eight companies offer volunteers for one week. These volunteers could easily assist with the compost program, and once the garden angels program is in place, there is the possibility of having volunteers assist with this.
      11. Action Item: Julie/Hannah will develop a guiding document to support the market manager’s communications, which might include sample posts, themes, programs, and a schedule.
          1. Once grants are confirmed (which typically occurs in mid-February), further decisions can be made regarding where to distribute advertising budget.
   2. Changes to the vendors handbook - by Jordee
      1. A vendor selection committee to look at the methodology for rating vendors was formed: Jordee, Lise, and Tom will give the board recommendations for vendor selection by the next meeting on: food safety section will be based on Anjum’s recommendations, ratio of food concession to other vendors, schedule for calling for vendors and the selection process deadlines, changes in vendor status, fees, changes to the wording to state that not-for-profits to allow for more flexibility and violation rules.
      2. Action Item: Emma will verify when call for vendors went out in 2017.
   3. Volunteer hours tracking options - by Jordee – postponed to next meeting.
   4. Meeting with the City of Yellowknife by Caroline
      1. Meeting with Sheila Bassi-Kellett, City Administrator; Brian Kelln, Program Manager, Community Service Department, and Dave Hurley, Facility Manager for the Community Services Department, is planned for February 13 at 4:00 p.m. The following items are on the agenda: agreement, location of booths, contribution of community programs, electricity availability, signage – washroom, table, lawn cutting, water fountain - hand cleaning stations. Caroline, Lise and Jordee will attend.
   5. #loveNWTwater campaign by Jordee
      * + 1. Ecology North has asked if, as an organization, the YKFM will sign the pledge.
      1. Considering that the YKFM is already disposable water bottle free event, be it resolved the YKFM signs onto the #loveNWTwater pledge.

Moved by: Jordee Reid

Seconded by: Lise Picard

All in favour.

* + 1. Action item: Caroline will follow-up with Ecology North.
  1. Anti-poverty application by Jordee
     1. Action item: Carla is working on the application. She is still unsure of her summer plans but is aiming to be in Yellowknife. If she is unable to come, she will take responsibility for finding and selecting someone to replace her. All are in favor that the proposal be submitted by the YKFM.

1. **Ongoing Business** 
   1. Hiring Market Manager – Update – Jordee
      1. Two candidates have been interviewed, and final interview will take place. The committee will discuss and give the board their recommendation at the next board meeting. The board will resolve to hire a candidate.
   2. Nutrition Grant – Communications – Update by Tom and Julie
      1. Tom is working on promotional material (with the support of Tait who is producing the poster probono) and requested comments from the Board. Poster is almost ready to post.
   3. Produce Strategy Coordinator – Update – Caroline
      1. The position is up until February 12th.
   4. BOD Position
      1. Call for new board members – Update by Emma
         1. Two people have shown interest.
         2. Action Item: Emma will send out both applications by the end of the week.
   5. YKFM Presidency – Update by Caroline
      1. The presidency change has been confirmed with Norland Insurance, RBC, and Corporate Registry.
      2. Be it resolved that two signatories will be added to RBC (for a total of six): Hannah Eden and Julie Plourde will be added to the previous signatories (Lise Picard, Jordan Reid, Caroline Lafontaine, Tom Money).

Moved by: Emma Ambury

Seconded by: Lise Picard

All in favour.

* + 1. Action Item: Lise will add signatories to RBC. All signatories will have to go to RBC with identification and sign the legal paperwork.
  1. File management
     1. Transfer to Sync – Update by Hannah
        1. Transfer of files is in process. Board members who have not yet joined Sync need to do accept the invitation sent by Hannah.
        2. Preparation of registries – Update by Emma – item postponed to next meeting.
  2. Music at the Market Assistant – Update by Caroline– item postponed to next meeting

1. **Next Meeting**

February 14, 2018 6:30 pm, CDETNO Boardroom.

1. **Adjournment**

The meeting was adjourned at 8:50pm.