**2018-05-16**

Yellowknife Farmers Market Board Meeting

May 16th, 2018 at 6:30pm, NORTH Boardroom

**MINUTES**

In attendance: Hannah Eden, Lise Picard, Julie Plourde, Jenn Broadbridge, Brittany Scott, Emma Ambury, Caroline Lafontaine (by phone)

Regrets: Jordee Reid, Tom Money

Quorum attained

1. **Opening**

Hannah Eden called the meeting to order at 6:49pm.

1. **Approval of Agenda**

Emma Ambury moved to approve the agenda.

Seconded by: Lise Picard.

All in favor.

1. **Approval of March 1, March 12, April 4 2018 minutes**

Moved by: Brittany Scott

Seconded by: Emma Ambury

All in favor.

1. **Treasurer’s Report**
   1. Budget
      1. The market has received three contribution agreements. The Anti-Poverty work commitments may need to be changed as the funding offered is less than requested.
      2. The Stripe payments are matching up, but there is less than half the payments that there should be. The Market Manager will send out a reminder email asking vendors to pay their fees by June 1.
      3. Costs for the Opening Ceremonies should ideally not exceed $500, based on the funding we have received so far.
2. **New Business**
   1. Manager’s next steps MAP
      1. . The City (again) stressed the importance of making sure no one stakes the grass. The Board has made this immensely clear to vendors.
      2. Laura will be making the map under Lise’s guidance. There are resources available to her on Sync.
   2. Manager’s Next Steps: OPENING CEREMONY
      1. It has been decided that the Market Manager has enough on her plate, so Julie and Hannah will head up this committee. **ACTION ITEM:** Caroline will contact NWT Arts Council to request that they fund the YKDFN Drummers for the Opening Ceremony.
   3. Invitation letter to YKDFN
      1. Hannah sent an invitation letter to Chief Betsina and Chief Sangris from YKDFN to inform them of the initial intentions of the YKFM to pursue funding for NWT Artist tables, invited them to pursue fund, and asked if someone would be willing to ring the bell and/or interested in drumming for the opening ceremony. Caroline followed-up with Chief Betsina who recommended that we contact Bobby Drygeese, as the Chiefs will be out of town that first week and submit dates to ring the bell. Bell ringing and artists tables will be discussed at the next council meeting.

**Action Item:** Caroline will follow-up with Chief Betsina for bell ringers and artist tables.

* + 1. The letter also welcomed First Nations artists to the market but explained that the YKFM just does not have the human resources to head up an initiative right now, so suggested that they seek funding to come to the market. In a previous informal meeting, Chief Betsina had showed interest in having an opportunity for his members to sell their art work.
    2. Hannah will select some key dates to have notable community members/sponsors ring the bell, and otherwise we’ll ask community members at the market on a weekly basis. This is a shift from last year based on the fact that organizing bell ringers is immensely time consuming, and doesn’t necessarily reflect the YKFM’s community spirit and desire to be inclusive.
  1. Committees/ work flow
     1. In the summer, Brittany proposes re-organizing the division of labour within the Board, committees, by-laws, and structure. Brittany will also be taking on the task of reviewing all job postings written by project leaders for general edits and consistency as well as any legal questions, as she has a great deal of experience with this.
     2. **ACTION ITEM:** Brittany will contact Tom in regards to Harvest Coordinator job posting, to ensure that it is reviewed and posted as soon as possible.
     3. The Market Manager will have the President as her only (main) contact with the Board to simplify things for her and us. The President meets with the MM once a week. From now on, contracts will state that the contractor will liaise with the project leader, rather than the MM.
  2. Volunteer advertising
     1. We will have a volunteer info session in which each program can present their volunteer tasks, followed by each project leader taking a table to take sign ups and questions.

**Action Item:** Hannah will book NUP and projector for Tuesday, May 29th at 7pm.

* + 1. **ACTION ITEM:** Hannah will upload volunteer contact info to Sync.
    2. **ACTION ITEM:** Emma will type up list of volunteer contact info.
  1. Corporate Registry Changes

Canadian Heritage has given permission to Caroline to stay on the board for the moment. As soon as the YKFM partners with one of her clients or asks for funding to Canadian Heritage she will leave.

**ACTION ITEM:** Caroline will proceed with changes to corporate registry.

* 1. CDETNO
     1. **ACTION ITEM:** Caroline will email back to say we are interested in discussing the possibility of developing a strategic plan using CDETNO resources, but this is dependent on funding so we have no answers right now, and we are too busy to do anything until the fall.
     2. It has been proposed that the YKFM, with its large francophone population both on the board and amid its client, would be an excellent candidate to be featured on Le Corridor Canada (a platform for highlighting important tourism attractions with services offered in French). The Board is interested in this suggestion, but again any decisions surrounding it will have to be postponed, as we all have extremely full plates.
  2. Photographer/videographer
     1. It would be ideal to have someone to do both these tasks. We have lovely establishing imagery from last year (for posters and promotion), but it would be excellent to have this season’s photographer/videographer focus on-site promotion and more videos.

**ACTION ITEM:** Hannah will tweak the existing proposal to fit this year’s needs.

**ACTION ITEM:** Emma will send Hannah the proposal from last year.

* + 1. From now on, as a general rule of thumb, job postings with proposals will not have a reimbursement cap posted, while jobs with clear expectations/tasks will typically have the salary posted. For more flexible and creative contracts, this allows the professionals to value their own work (as this is challenging for those of us who do not work in their fields). For contracts with anticipated hours and more straightforward tasks, it is easier for us to put a value on the work, and posting the salary allows individuals the security of knowing how much they can expect to make and roughly how much time they are expected to dedicate to the contract.

1. **Ongoing Business**
   1. 2018 Spring Trader Show UPDATE
      1. Our Trade Show experience was immensely positive! 20 volunteers signed up, 273 people entered the prize draw, 10 people signed up to hear more about the Harvester’s Table, 3 musicians/groups signed up to receive more info on how to perform, 20 people pledged support for the reusable container program. There were many questions about the container program. It will be important to be very clear about how the fees/system work and why it is necessary to charge these fees and organize it as it is.
      2. Having plants was very important and really drew people in. This would be good to remember for future events.
   2. Grants and contributions
      1. As was discussed via email earlier in the week, we unfortunately did not receive funding from ENR for the reusable container program. Other options are being investigated. There is nothing else to report that was not already mentioned in the budget.
   3. Volunteer hours tracking options
      1. **ACTION ITEM:** Caroline will take this on and decide on the best system.
   4. Promotional materials/branding
      1. Julie needed information regarding the 2018 initiatives needs, as this is part of our agreement with Tait, now North.
      2. Julie will request: rack cards, branding guidelines (to be cut if there is too much other work), Christmas Market, Music at the Market, Harvesters Table (notably: Harvesters Table banner), sticker/letterhead, lorem ipsum generic template, and closing files ‘for all of the initiatives this year, may we please have all the closing files – PNG, JPEG, In Design, fonts, backgrounds’. If funding comes through for the Reusable Container Program, it will have its own funding for creating a new character.
      3. As a marketing strategy, we should “introduce the team” Mel the Morel – Harvesters Table, Claire, Clyde, and Chris the Cranberries – Christmas, Clarinda the Carrot – Compost, Turnip the Beet- Music at the Market (names currently just for fun, not official in any way!)
      4. The Reusable Container should be included in the planning, though funding for the character will be out of the funding.
   5. Market management software
      1. **ACTION ITEM:** Everyone needs to look at Matrix, in Farmers Market Coalition and Market Wurks consider whether it is worth investing in.
   6. Hardware – printer/computer
      1. Having a printer has made record-keeping much more manageable. Lise has lent her little laptop to the Board temporarily, and Emma is in the process of trying to get it to work.
2. **Varia**
   1. Laura must update vendors information on website, as it is currently blank and transfer all of her files to Sync.
3. **Next Meetings**
4. May 30, 6pm at NORTH Boardroom – Operations Meeting with Laura aka Operation Pizza Party

\*\*\* please note that this meeting is at 6pm rather than our usual 6:30pm start time \*\*\*\*

1. June 4, 6:30 at NORTH Boardroom – Board time to wrap up loose ends. This date is dependent on how much we get done on May 30th.
2. **Adjournment**

The meeting was adjourned at 8:55pm.