**2018-05-30**

Yellowknife Farmers Market Board Meeting

May 30, 2018 at 6 pm, NORTH Boardroom

**MINUTES**

**Quorum**

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

Regrets: Tom Money, Jordee Reid

Quorum attained

1. **Opening**

Hannah Eden called the meeting to order at 6:09pm.

1. **Approval of Agenda**

Brittany Scott moved to approve the agenda.

Seconded by: Emma Ambury.

All in favour.

1. **Treasurer’s Report (Lise - 5 minutes)**
   1. Financial Report
      1. The YKFM now has a little more flexibility for spending than before, as more vendors have paid their fees. However, although contribution agreements have been signed, no payments have come in yet.
2. **New Business**
   1. ITI sponsored Art Tables (Caroline – 5 mins)
      1. ITI will cover the costs of 3 full season tables, and will work with YKDFN and associated artists. (**ACTION ITEM**: Caroline will make sure they have a copy of the Vendors Handbook.) They could be ready to start at the first market, but they need to pay first.
   2. Bell ringing – YKDFN (Caroline (2 mins)
      1. **ACTION ITEM**: Hannah will send Emma list of bell ringer dates, and Emma will email NORTH, Mayor’s Office, and Amy Lizotte to see if there is any interest in bell ringing.
   3. ECE funding – Opening ceremony and Music At The Market (Hannah – 5 mins)
      1. Let it be noted that Caroline Lafontaine has not and will not participate in any voting or discussions related to Music at the Market, as she has a conflict of interest.
      2. ECE cannot fund the drummers for the Opening Ceremony. However, other options for funding have been suggested, and it seems likely that Music at the Market will go ahead.
      3. Brittany will head up Music at the Market if it does go ahead.
   4. Volunteer meeting update – held on Tues May 29th (Lise – 5 mins)
      1. Five potential volunteers showed up and seem very enthusiastic.
   5. Market management software- Market Wurks (Lise – 10 min)
      1. Lise chatted with a market manager in Calgary, who said the system is immensely user-friendly, interactive map is good, very practical because vendors can see where they are on the map, which saves a lot of communication headaches, excellent tutorials and customer service.
      2. Drawbacks include: that vendors must be put on the map on a weekly basis, does not collect gross sales.
      3. Be it resolved that Lise Picard is authorized to purchase Market Wurks for the 2018 market season, and that Brittany Scott’s summer student is authorized to access data necessary to fill out Market Wurks.

Moved by: Julie Plourde

Seconded by: Caroline Lafontaine

All in favour.

* 1. 2018 season advertising – Posters, Moose FM, Newspaper etc. (Hannah/Julie/Laura – 5 mins)
     1. YACL has 90 boards around town, and posts posters at $0.80 each, with the deal that they will replace any missing posters during their rounds.
     2. Cabin Radio has very reasonable rates ($100/visit). **ACTION ITEM:** Hannah will contact Cabin Radio to enquire about on-site broadcasting, and contact NNSL to see if they can offer us any kind of special offer, as we did not get the funding we typically get for advertising.
     3. Up Here is outside our budget range, but has contacted us for information regarding their food-themed issue, so we will have a presence in the next issue.
     4. Julie has written up a five week plan for social media advertising.

1. **Market Manager Updates (Laura – 25 mins)**
   1. Job postings and applications
      1. All postings have had at least one applicant. Lise is in the process of selecting the candidate for the compost assistant position.
      2. Caroline will assist Hannah with the photographer selection process.
      3. **ACTION ITEM:** Emma will email Tom regarding the Harvesters Table Coordinator position.
   2. Market map
      1. Market lay out will be very similar to last year, with vendors having similar products being loosely grouped in the same areas.
      2. **ACTION ITEM:** Lise will contact Mel to ask about the file format for the market map.
   3. EHO and vendor update (What is needed?)
      1. 42 paying vendors, Harvesters Table, Info Table, and potentially not-for-profits.
      2. Due to some confusion, be it resolved that a single week space for vendor selling local products is $50 (produce vendors excepted), while a single week for a non-vending for-profit or governmental organization is $35.
      3. **ACTION ITEM:** Laura will send Hannah the FotR letter, to have it responded to by the board.
      4. There was some confusion regarding fees for particular organizations and specific situations (notably: a for-profit organization that is not selling anything at the market, and a not-for-profit organization that is selling a local product). All agreements made up until today will be honoured, but we will discuss these situations at a future meeting to come up with cohesive rules.
      5. There has been a lot of trouble with getting food vendors approved with the EHO. This is largely thought to be due to the confusion over the food safety training dates being offered, as the MM was under the impression that there would be two dates offered, while the EHO’s office was under the impression that there would be one date offered.
      6. Edna, Etienne, Kyle, Sheryl, Bouchra, Bessie still do not have their certifications for the first market.
      7. **ACTION ITEM:** Lise will meet with Peter to discuss options for these candidates, particularly French certifications and computer literacy issues. Brittany will email all vendors after Lise’s meeting to tell them that they must have their certification by June 8.
   4. Preparations for June 5th opening (How board can support/What is needed?)
      1. The map is still being finalized.
      2. The will likely not be a MM’s assistant for the first week. Brittany will come to sit at the info table. Emma will assist with this alongside the Harvester’s Table.
      3. Caroline will keep the sandwich boards in her office and put them out on the sidewalk. There is no consensus on creating a big map, as the InDesign file for the map is not editable.
      4. **ACTION ITEM:** Caroline will send Laura the info for data collection each week.
      5. **ACTION ITEM:** Laura, Caroline and Lise will go to the storage locker at Saturday at 10am-12pm.
2. **Ongoing Business**
   1. Corporate registry changes (Caroline – 2 mins)
      1. Due to the YKFM partnering with certain organizations, Caroline will have to step down from the Board.
   2. Grants and contributions updates (Project leaders – 5 min)
      1. ITI has been confirmed for artisans. There is no money in the bank from these contributions.
   3. Volunteer hours tracking options – (Caroline – 1 minute)
      1. Caroline has sent a link to everyone to track their hours.
      2. It probably makes the most sense to have one account for Board hours and one account for summer volunteers.
   4. Promotional materials/branding (Julie – 2 mins)
      1. All materials will be sent to us by the end of the week.
   5. Opening ceremony – (Hannah – 2 mins)
      1. Julie has created a draft speech and schedule. Bobby Drygeese has been immensely supportive!
      2. The Opening Ceremony will be quite brief, beginning at approximately 4:50pm to allow for any delays. Bobby Drygeese will do a speech, Hannah will recognize traditional lands and sponsors, drummers will drum, Hannah will state minutes left to 5:15pm and the commencement to the market.
3. **Varia**
   1. Stanton Territorial is hosting a Mud Run on September 9, 2018 and would like the compost program to be there.
      1. Brittany will email Lise with the information for the Mud Run.
   2. Be it resolved that Caroline Lafontaine resigns from the YKFM Board of Directors.

Moved by: Emma Ambury

Seconded by: Brittany Scott

All in favour

1. **Next Meeting**

June 4th, 2018 6:30 pm, NORTH Boardroom (please note that this will not be an official board meeting, just a chance to get together and make sure everything is in place for the first market).

1. **Adjournment**

The meeting was adjourned at 9:10pm.

Pending items:

a. MOU for Bookeeping Services - Lise

b. ECE language promotion - Caroline

c. Corporate sponsorship

d. Revenue Canada

e. Membership campaign : kinds of membership, cost, communication plan.

f. Tourism Product Diversification Fund - Tourism strategy

g. WSCC – (Lise did you develop a standardized system how you want invoices to be broken

down?)

h. YKFM Action plan/Policy documents ( Brittany)

i. Partnership with AFCY

j. CDETNO offer (strategy plan)

k. Corridor Canada