**2018-04-04**

Yellowknife Farmers Market Board Meeting

April 4th, 2018 at 6:30 pm, CDETNO Boardroom

**MINUTES**

**Quorum**

In attendance: Caroline Lafontaine, Lise Picard, Jennifer Broadbridge, Julie Plourde, Tom Money, Hannah Eden, Emma Ambury, Tracey Williams (observer), Laura Busch (observer)

Regrets: Jordee Reid, Brittany Scott

Quorum attained

1. **Opening**

Caroline Lafontaine called the meeting to order at 6:45pm.

1. **Introductions:** Jennifer Broadbridge (new board member) and Tracey Williams (Food Charter Coalition)
2. **Approval of agenda**

Lise Picard moved to approve the agenda as presented.

Seconded by Hannah Eden

All in favour

1. **Approval of March 1 and possibly March 12, 2018 minutes.**

Postponed.

1. **Treasurer’s report (Lise 10 minutes)**
   1. Budget
      1. The YKFM has now received the City grant. The Lunch and Learn series has been paid off.
   2. TD closing
      1. The TD balance has been successfully transferred to RBC, and our TD account shut down.
   3. RBC (Signatories, new account for contingency, reduction in fees, credit card)
      1. New signatories must go into the bank to sign.
      2. The RBC has been changed from a Business account to a Community account (which it should have been in the first place).
      3. The Board can get a credit card to simplify online payments. It would have a $5000 limit, but we must be able to show $5000 equity. It has been recommended that we get a one-year GIC (which we can access) for this equity.
      4. Be it resolved that the YKFM Board supports the acquisition of a credit card, currently under Lise Picard’s name.

Moved by Caroline Lafontaine

Seconded by Tom Money

All in favour.

* 1. WSCC
     1. WSCC is still owed money from last year, as the YKFM was not given the final numbers for 2017. The YKFM should be budgeting approximately $400/year for WSCC.
     2. Lise is still confirming best practice for labour and material costs submitted to WSCC.
  2. 2017-2018 – Grant application files closures (Sebastien, ENR and Nutrition grant).
     1. Sebastien still has 4 hours of work left. This could potentially be devoted to devising a template for the market kit program. Equally, this time could go towards uploading the compost program information onto the website.
     2. The YKFM will be receiving a final payment from ENR.
     3. Some invoices are still being handed in.

**Action Item: Write short report on Laura’s progress for grant.**

1. **New Business** 
   1. Food Charter Coalition (Tracey – 30 min)
      1. Tracey Williams presented a portion of a webinar about Yellowknife’s Local Food Strategy which she recently presented in collaboration with Arctic Institute of Community-Based Research and Food Secure Canada. She clarified that a coalition is a collection of organizations which come together to work towards projects that all parties have a vested interest in. Up till now, the Food Charter has been working under the umbrella of the YKFM.
      2. Yellowknife City Council endorsed the YK Food Charter in July 2015. The Food Charter was launched in January 2016. The Coalition has had many successful initiatives since this launch, including the Thursday night supper club and the gathering of information.
      3. The YK City Council’s 2016-2018 goals included a goal of Community Sustainability: Developing an Agricultural Strategy of Yellowknife. This is exciting but equally problematic, as this is a much more complicated issue than simply zoning off land for agriculture (considerations include the growing season, incentives, and bylaws).
      4. The Coalition recommended that the City have a meeting and steering committee to guide this strategy, and requested that they support a budget line item for the 2018 fiscal year. The Coalition was included in the Citizens Support Budget. $25 000 has been set aside for the development of a Local Food Strategy, beginning with hiring consultants to set that work in motion. The RFP should be out by the end of the month.
      5. This strategy must include various perspectives around food, food distribution, culturally appropriate access to food, food literacy, and access to food. It was written by a broad range of health professionals and food producers (or potential producers).
      6. This strategy could be a very powerful means of supporting various organizations who are passionate about developing and maintaining a sustainable food system in Yellowknife.
      7. Note: an NWT Food Network (focused on growers) was just incorporated under the Societies Act. Carla has an Ecology North contract to help support this initiative. This will hopefully handle much of the bylaw and policy work to support growers.
   2. New Board Member Resolution (Emma)
      1. Be it resolved that the YKFM Board of Directors accepts Jennifer Broadbridge's acceptance of the position of Director.

Moved by Caroline Lafontaine

Seconded by Hannah Eden

All in favour.

* 1. Vendor selection committee update (Lise – 20 minutes)
     1. Lise presented an update from the vendor selection committee. There were approximately 45 eligible applications, which is lower than it has been in past years despite getting the call for vendors out earlier than past years.. We will need to put out a second call for vendors.
     2. Within those 45 vendors, there is a heavy (and anticipated) lean towards food concession vendors. This does not necessarily mean that vendors need to be eliminated, but the Board may need to decide if this high percentage is positive for the market.
     3. Harvesters Table note: there are currently about 50 people in the Facebook network. Very few have actually signed up for the program, which may be because very few people are planning gardens at this time of year. This program is largely stalled, waiting for funding to be confirmed.
  2. Market manager update (Laura – 5 minutes)
     1. Vendors development workshops
        1. Lorie Crawford’s public workshop is scheduled for April 1th.
        2. The Board has also considered establishing an optional mentorship program for new vendors, to help cut back on the high drop-out rate. This could be organized either along with the acceptance emails or later. There is also a possibility of hiring a manager’s assistant or a small contract to support new vendors specifically.
     2. Call for vendors
        1. Ideally, the second call will go out midway through April (or earlier) so potential vendors can go to the public vendors information workshop on April 18th and use Lorie’s information to decide whether they might be successful vendors themselves. The second call will close April 29th, with the goal or having a rapid selection process so new vendors can attend the meeting on May 8th.
        2. The first meeting is essentially the Vendors Handbook broken down into sections, clearly explained.
     3. Evaluation of Communication Activities to date
        1. The advertising was excellent this year, but applications were surprisingly low (a reach of over 4000 people). In future years, it may be worth cutting back on radio and newspaper broadcasting, with a focus on direct emailing and more social media/online advertising (for example, with YK Trader).
        2. Laura has been focusing on developing communities on all of our social networks.
     4. Environmental Health Meeting
        1. Anjum is very positive about how things are going so far.
     5. Opening Ceremony
        1. The Board is very interested in having the Dene Drummers and a recognition of existing on traditional lands.
     6. Support needed
        1. Laura is currently feeling on top of things, but will update the Board if she requires assistance.
  3. Reusable container program ENR Grant application Update (Jennifer – 5 minutes)
     1. Jennifer presented the reusable container pilot project. There is potential for this to become a city-wide initiative, but to begin, the pilot program will be at the YKFM. Individuals will buy shares (roughly $20/season), use containers, and drop them off at designated sites to be washed. This cost should cover the containers, wear and tear, potential losses, and hiring/dishwashing. The grant is due April 9th. ENR fully supports charging for the containers, as this will make the program sustainable in the long term. The City has given us a letter of support for this initiative, as has Environmental Health.

**Action Item: Jenn will contact Craig at Ecology North for a letter of support.**

* 1. Photo shoot and biographies (Hannah – 2 min)

**Action Item: Write biographies by Saturday and send to Julie.**

* 1. Hardware – purchase of computer and printer (Emma – 5 minutes)
     1. Be it resolved that Emma Ambury is authorized to buy a printer for the YKFM Board.

Moved by Tom Money

Seconded by Caroline

All in favour.

* 1. Sync.com training (Hannah and Emma – 10 minutes)
     1. Save your documents often!!
  2. Workload/Asana (Caroline - 10 minutes)
     1. Asana has in general been very useful. There may be a need for discussion surrounding followers.

1. **Ongoing Business** 
   1. City of Yellowknife March 13th meeting (rent, communications, vendors, waste, letter of support) Update (Caroline – 5 minutes)
   2. Funding update (Caroline – 2 minutes)
      1. Arts Council
   3. TAIT agreement (Caroline – 2 minutes)
      1. Lise presented the final agreement with Tait. The branding for tote/nylon bags may have to be re-evaluated, as the YKFM did not receive the anticipated funding for it.
   4. Volunteer hours tracking options – (Caroline – 1 minute)
   5. YKFM Action plan/Policy documents (Update – Brittany 5 minutes)
      1. Postponed, as Brittany was unable to attend the meeting.
2. **Next Meeting** 
   * 1. April 11, 2018 6:30 pm, CDETNO Boardroom. This meeting will not be necessary if we have not received feedback from our funders.
3. **Adjournment**

The meeting was adjourned at 8:45pm.

Pending items:

1. Corporate registry changes - Caroline
2. MOU for Bookeeping Services - Lise
3. ECE language promotion - Caroline
4. Volunteer/membership recruitment campaign - Laura
5. Promotional materials – Can we and do we order?
6. Tourism Product Diversification Fund - Tourism strategy
7. Corporate sponsorship
8. Revenue Canada
9. Bella Beats letter – never requested.
10. Tools for preparation of final report 2018
11. Membership campaign : kinds of membership, cost, communication plan.
12. 2018 Spring Trade Show Registration