**2018-09-20**

Yellowknife Farmers Market Board Meeting

Sept 20th, 2018 at 6:30 pm, Ecology North Boardroom

**MINUTES**

**Quorum**

In attendance: Hannah Eden, Lise Picard, Jennifer Broadbridge, Tom Money, Kyle Thomas, Emma Ambury

Regrets: Jordee Reid, Julie Plourde, Brittany Scott

Quorum attained

1. **Opening**

Hannah Eden called the meeting to order at 6:40pm.

1. **Approval of agenda**

Tom Money moved to approve the agenda.

Seconded by Jenn Broadbridge.

1. **Treasurer’s report (Lise - 20 minutes)**
   1. Budget
      1. With the exception of a few Loyalty Cards, all invoices to date have been paid. Most outstanding payments are just waiting on the receipt of final reports from contractors.
2. **New Business** 
   1. Market Management Administrator Role (Lise – 10 minutes)
      1. The current Market Manager Administrator is most likely unavailable to continue after the submission of the end-of-season data.

**ACTION ITEM**: Hannah will take on organizing the vendor bios on MarketWurks

* + 1. There is probably enough work over the winter to hire someone on a part-time basis. This would not only take more work off the shoulders of the Board, but might also help reduce the lack of contractor continuity from year to year.

**ACTION ITEM**: Emma will go through the work she completed last winter to assess what and how much could be taken on by a contractor.

**ACTION ITEM**: Hannah will contact Meghan Schafe, who has expressed interest in taking on some form of administrative role with the YKFM (in a volunteer or paid capacity).

**ACTION ITEM**: As no contractors need access to social media or the email account any longer this season, Kyle will change the passwords over for the new season.

* 1. AGM planning (Hannah – 20 minutes)
     1. There has been a request from some vendors that there be more chances for YKFM vendors to meet socially. The AGM might be a nice chance for this to happen. The NUP is currently booked for November 7th. The Board can enter as of 5pm to set up. An ideal structure for the evening may be to host an informal meet and greet from 6:30-7:30pm, followed by the formal AGM. This will be discussed by an organizing committee.
     2. ACTION ITEM: Emma, Lise, and Hannah will form an AGM committee.
  2. Christmas Market (15 minutes)
     1. There is a glut of craft sales throughout the early winter, and it is hard for the YKFM Christmas Market to compete among them all, which leads to the question of whether or not it is a good use of time and resources for the Board and vendors. The Board agrees that the Christmas Market is good publicity and is a generally cheerful reminder that summer is coming and the YKFM lives on even in the coldest, darkest days! However, the traditional format of Tuesday evening at Centre Square Mall may not be the best option.

**ACTION ITEM**: Jenn will call around and ask about alternate venues and days at the end of November (with Saturday, November 24th being the ideal date).

* 1. Communications – Corporate Sponsorship (Julie – 10 minutes)
     1. Moved to next meeting.
  2. Vendors and Patrons Survey (Jennifer – 10 minutes)
     1. The survey has been drafted and edited. All there is left to do is send it out. There will be a randomly selected winner of Christmas Market credit for completing the patron survey.

**ACTION ITEM:** Jenn will send out the surveys via Mail Chimp. Kyle will also post the patron survey on the YKFM social media platforms.

1. **Project Updates** 
   1. Produce Strategy (Tom – 10 minutes)
   2. Financial Update for Each Project (Lise – 10 minutes)
      1. There is still some funding left from various projects that needs to be used up before the end of the fiscal year. Once Lise has a better idea of how much, we can assess how best to use those funds.
2. **Ongoing Business** 
   1. Year-end (Lise – 10 minutes)
      1. Moved to next meeting.
   2. Membership: kinds of membership, cost, communication plan (Tom - 5 minutes)
      1. Moved to next meeting.
3. **Varia**
4. **Next Meeting**
   * 1. TBD, as many board members are out of town for the next few weeks.
5. **Adjournment**

Pending items:

1. Farmers Market Coalition Resources
2. MOU for Bookeeping Services - Lise
3. Revenue Canada
4. WSCC – (Lise did you develop a standardized system how you want invoices to be broken down?)
5. YKFM Action plan/Policy documents ( Brittany)
6. Partnership with AFCY
7. CDETNO offer (strategy plan)Corridor Canada