

DRAFT

## **Mabou Farmers Market - Annual General Meeting April 14, 2019**

**Board Members:** Andy Pedley, Rob Martin, Bill Quimby, Laurel Browne, Jaymie Aucoin, Joanne Patience, Andrew Tubman (Interim)

**Members present:** Brenda Nordin, John Frank, Dave Wambolt, Sandra Swinkels, Terrence Dodd, Sandra McGuire, Michelle Smith, Martin Baumann, Gaby Baumann, Diane Quimby, Mary Ellen Godin, Mauve Ramsey, Ciaran Llachlan Leavitt, Adrienne Gasior, Alaurfy Hassar

**Casual Vendors/Guests present:** Doris Scharfenberg, Alice Gowans, Melanie Gielen, Chad Keen, Cate Lake-Thompson, Sharon Ann Burchell

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Andy Pedley (Chair) called the meeting to order at 1:05, welcoming everyone and introducing the Board (see above). Note - We surpass the needed minimum of 12 members required to be present for the AGM so could proceed.

A copy of the Agenda, last year's minutes, financial reports and changes to our Rules and Regulations were available at the entrance desk, along with a sign-in sheet.

- 1) Andy read out the agenda and the meeting got underway. No additions were offered.
- 2) **Minutes** - Joanne Patience (Secretary) asked that everyone take a few minutes to review the minutes from last year, noting they had also been posted on our Website this past year. She moved they be adopted as published, John Frank seconded. Approved.
- 3) **Financial reports** - Bill Quimby (Treasurer) presented the Profit and Loss Statement for the fiscal year (April 2018 - March 2019) showing our total income for the year at \$30,963, and total expenses at \$24,465. Our net profit for the year was \$5,546. This brings our balance sheet up to \$17,641. Of note is that we purchased new sound equipment, lowering our cash on hand but increasing our Furniture and fixtures assets.

Questions?

Michelle Smith asked if we had hired an Auditor. Not yet - Laurel Browne had asked several people who explained they were not qualified, but one lead thinks they may have a solution, which we hope to finalize at our next Board meeting, and arrange for the summer months (after tax season).

Then what was the \$1164 in Legal & Accounting? Bill explained we had to purchase new Accounting software "Account Edge", with a 2nd copy for our Book-keeper that we are soon engaging. He also purchased the Payroll and Upgrade option.

Was the Dues and subscriptions expense of \$1126 mostly for FMNS? (Farmers Markets Nova Scotia) and does the Board perceive value in that expenditure? Yes - some of the advantages :

- at last year's FMNS AGM sharing of ideas (like paper bags vendor),
- Market Manager Training and other materials,
- savings on insurance,
- advertising,
- recent FMNS Conference in Baddeck,
- introduction of MarketWurks software - where Mabou FM will be one of 6 markets piloting - to accurately measure Market's financial impact on community, etc.

Michelle moved the financial statements of 2018/19 be adopted, seconded by John Frank. Carried.

Bill then presented the **Budget for the fiscal year 2019/2020** - noting that our revenues increase slightly as there will be an extra market in October, and we expect to recoup some of the money spent on Market Merchandise, bags, etc. We have added \$1,000 for Special Events, and our wages will increase as we expect our new Market Manager and Book-keeper to take on more.

We also increased the Musicians expenses a little, voting to ensure we add \$50 to our weekly payout for each member of a musical group with more than 3 members (ie, instead of paying \$150 for a 5 member band, we would pay \$250). These are rare but we felt it was unfair to expect musicians to play 3 hours for less and \$50 apiece.

Still, we anticipate we will operate next year with a net profit (surplus) of \$3,450.

Questions?

Since our revenue is expected to surpass \$30,000, does that require we have to charge GST? Bill will check into possibility.

Where is the expense for the Auditor? Will need to be added.

Llachlan Leavitt moved the Budget be adopted with that revision, seconded by Gaby Baumann. Approved.

**Market Managers/Communication Coordinator's Report** - Andy thanked Jane Gesner, our former Market Manager who resigned in August last year, and thanked Jessica Fogarty, who as our Communication Coordinator filled in the final weeks for Jane.. Although she could not attend in person, here are some of the highlights of Jessica's report:

- Highest attendance was August 5 - 1,920 customers, and highest sales reported in the voluntary surveys of \$24,000 that day too.
- Lowest attendance was Sept 28 - 751 customers
- Lowest sales (per voluntary surveys) was \$10,000 on June 17.
- Total sales in season (per voluntary surveys) was \$271,000

Discussion followed about how to get ALL vendors reporting so that we have a true number of our sales. Ideas included making mandatory for membership? Identifying primary vs secondary vs crafter with boxes to tick off? Possible ranges for sales - ie, \$100 - \$200, \$300 - \$400 to tick off?

Board feels that new software development - MarketWurks - being piloted in Nova Scotia will provide us with better methods for gathering and correlating sales and attendance info, perhaps

in time for new season in June. Georgia McNeil, our new Market Manager, will be attending the training.

Jessica did a super job in raising our market and vendor profiles via social media.

### **Rules & Regulations - What's New?**

Code of Conduct - We strive to create safe and family-friendly environment for our community. Harassment of any kind will not be tolerated. Any criminal offences will be immediately reported to the police and the offending person(s) permanently removed from the market

Also, while not new, this rule will be enforced this season, and failure to comply will affect your membership: All vendors are expected to be set up by 10:30 am and remain until the end of the market at 2:00 pm. Breakdown of your display cannot start until the Market closes at 2:00 p.m. Further, we remind all vendors to clean their space, mop up any spills, and remove any loose debris, prior to leaving the market.

**Board Nominations** - Andy nominated Andrew Tubman as a Director on the Board. Andrew has been filling in as an "Acting" Board member this past year. He is a vendor at our Market, a master woodworker making bowls and other artistic pieces.

Questions?

Michelle asked how long do Laurel and Bill have still on the Board? One year left....

Andy moved his nomination be accepted, Dave Wambolt seconded. Carried.

**New Market Manager** - Laurel Browne introduced Georgia McNeil of East Margaree, our new Market Manager. While Georgia could not attend the AGM, she has already started training and attending meetings. Welcome Georgia!

**Vendor Appeal** - Last summer, the Board terminated the membership of one of our Vendors - Abdul Hameed. He had indicated to us that he intended to appeal our decision directly to the members at the next General Meeting, as is his right under the rules of our Cooperative. Although he did not appear, Rob Martin read the minutes surrounding that decision.

**New Sound System** - Bill announced the Market's purchase of the new BOSE 24 speaker system with the base unit. Last year we rented the smaller BOSE system to try it for one month, and were delighted when the larger system went on sale at Long & McQuade over the winter. It will be stored at the Arena, in a locked room.

Questions? John Frank mentioned there are plans to renovate the storage/skate room, but it could be placed in the office.

**Market Merchandise** - Joanne presented a new concept we are trying in promoting our Market - merchandise for sale with our logo.

Gift Certificate - will be sold for \$25. They are the size of a business card, and the front is embossed so as to prevent counterfeiting via photocopying. When presented, please treat as a \$25 bill and give the appropriate change, and redeem the gift certificate at the Merchandise table, where you will be reimbursed immediately with the \$25. Rob made posters, which will be

posted at the Arena, and small posters which he will distribute to each vendor so it can be posted at your table, should you wish.

Discussion also followed about wooden tokens, which we would sell for either \$5 or \$10 value. However, we have not finalized the design yet, so more to come.

The gift certificates and tokens are designed to be revenue neutral.

Mugs - with logo - will be sold for \$15.

Natural cotton bags - with logo - will be sold for \$15.

The Merchandise table will be near the door, where the tea table used to be. Paul Strome (Joanne's spouse) will be manning the table until Georgia develops her own team of volunteers.

\* Free tea will no longer be provided, so vendors offering coffee may wish to add tea to their product lines.

**Paper Bags** - In order to encourage our vendors to eliminate single use plastic shopping bags, the Board have purchased a limited supply (250 bags each size) of Kraft Paper Shopping bags, in 5 different sizes, as well as a limited supply (100) of large reinforced Kraft Paper shopping bags in one size.

We had to incur one time costs with the printer to create "logo plates", but got free printing during their promotion (each year in the winter). We are subsidizing the bags so that vendors will be able to purchase them at approximately 1/2 the cost for this pilot only. This subsidy will cost the Market approximately \$650.

Order forms were available for the bags, and we invited all vendors to place their order, which we will fill and have ready for pick-up at the first market (June 2) at the Merchandise Table, after 10:00 am. You will need to pay by cash or cheque when you pick them up.

***Order forms are attached for vendors who could not attend the AGM.*** Please send your order to the Attention of joanne.patiencestrome@gmail, identifying yourself, your business name, your phone number, and the size and quantity of bags you would like to order. Orders will be filled on a first-come, first served basis, and when the inventory at this introductory price is gone, they'll be gone. We can order more bags, but the price will be (approximately) double.

If there are bags left over after vendor orders are filled, they will be sold at the Merchandise table to customers. If this program is successful, we can repeat next year and adjust the quantity as needed.

**Tax Receipts** - Bill still had a number of tax receipts for vendors table fees from last season that could not be mailed due to incomplete addresses. If you did not receive your receipt, please see Bill after the meeting.

Bill was pleased to introduce that this year, we will be sending receipts as vendors pay for their tables (monthly or weekly) via e-mail, through an application called "Square". Vendors should keep the e-mails as it will be the only receipt issued.

Question - what if I don't use e-mail? Please let Bill know in advance that you will require a manual paper receipt.

## **New Business**

WIFI in arena - in the past, we voted not to pay for WIFI, but the Arena has purchased it and we will be able to use it. We feel the sign-on info should be provided to vendors only, as we do not want to fill up our customer tables with people on their computers. We will confirm the information by our next Board meeting and send the information out to all vendors.

Some people had trouble submitting their applications on line. The solution was to enter "N/A" in the Food Vendors permit field. Georgia will look into with our web designer.

It was reported that Jane's phone number still appears on our web site - in the small print at the bottom of the page. Georgia will look into with our web designer.

Martin Baumann had questions about the electrical outlets - 800 watt, one side? total? each? - would discuss with John Frank after the meeting.

Last year, Jessica made posters re the Market which we distributed to Board and Vendor members, encouraging them to put them up throughout (and even outside) Inverness County. A copy is attached.

Georgia hopes to develop a team of Volunteers to help at the Market...if you know someone who might be interested, even if only one day per month, please have them contact her directly at [maboufarmersmarket@gmail.com](mailto:maboufarmersmarket@gmail.com)

Will vendors be able to bring their tables and other equipment to the market prior to June 2? We will advise Vendors via e-mail, once table map completed.

Martin suggested we place a "No Parking" sign at the bottom of the hill, at the access between his and John Frank's spots, so people can back-up easily.

Suggestions were made that perhaps we should have a "calm space" with comfy chairs? Perhaps for young children? Georgia to look into.

Andy has purchased baby change tables for the Handicapped washroom stalls. He is interested in having an Accessibility study done - Llachlan advised she can provide Andy with contacts.

Andy thanked everyone for attending, Llachlan moved the meeting be adjourned, Rob seconded. Carried.

Meeting adjourned.



Bag Type	Size	Dimensions	Cost per bag
Kraft Paper	Mini	5.25" X 8.25"	\$0.25
Kraft Paper	Small	8.25" X 10.5"	\$0.30
Kraft Paper	Medium	10" X 13"	\$0.35
Kraft Paper	Large	16" X 12.5"	\$0.40
Kraft Paper	Wine	5:25" X 13"	\$0.45
Reinforced Kraft	Composite	14" X 16"	\$2
Natural Cotton	Shopping Bag	16" X 16"	\$15

