

MINUTES ~ 2019 Annual General Meeting
Cariboo Direct Farm Market Association
Williams Lake Farmers' Market

10 A.M., Tuesday, January 15, 2019

Alley Katz Bistro, 525 Borland Street, Williams Lake, B.C.

Meeting Called to Order: 10:04 AM

Welcome & Intro by Chair: Barb Scharf

Present: Emily Campbell, Katie Galliazo, Marisa Nightingale, Brianna van de Wijngaard, Ardell Meier, Darlene Lainchbury, Joan McKay, Monika Petersen, Donna Patterson, Jane Perry, Barbara Bruin, Mayeva Hordiuk, Cheryl Todorowich, Debbie Lloyd, Maggie Ranger, Lacey Ranger, Christy Richardson, Mary Mack, Lora Fairbrother, Tammy Dormuth, Chris Hornby, Jane Bowser, Carla Krogan, Stephanie Bird, Ron Dyck, Joanne Dyck, Ulrich Suter, Tammy George, Angela Abrahao, Barb Scharf

Regrets were sent by: Barb Lindsay, Fabiola Faubert, Michelle Rennie, Colleen Kielman, Shawn McGrath, Vonny Johnston, Tracy Bauer

Identification of Voting Members

Adoption of Agenda: Amended to add presentation by Ministry of Agriculture Agrolologists Marisa Nightingale and Katie Galliazzo. Moved to be adopted as amended: Mary Mack. Seconded: Debbie Lloyd. All in favour. Passed.

Adoption of 2018 AGM Minutes: Moved to be adopted as presented: Stephanie Bird. Seconded: Mary Mack. All in favour. Passed.

President's Report from Stephanie Bird:

We had a successful transition in 2018 to our new location at Kiwanis Park, and parking and access to the market has improved.

We have applied for and received a grant of \$5000 from the Cariboo Regional District this year. We also received one from Buy BC to cover half the costs of new signs. When approved by the City, one will be placed at the new market location and we are planning to put a banner across Oliver Street in April, announcing the opening of the market for 2019.

We have also updated the highway signs that advertise the farmers' market.

With the CRD grant we were able to purchase new tables, chairs and umbrellas for customer use at the market, as well as a much-needed new tent for the manager's booth. We are discussing options, as indicated on the agenda, for a new shed or storage container to put these in, to be located on site at the market during the operational months and off-site during the winter. There are some aspects of this project that are

somewhat more difficult than anticipated, including logistics and insurance, and we will discuss these later in the meeting.

Thanks to the hard work of our Secretary, Barb Scharf, we have revised our Constitution and transitioned to the New Societies Act. This required a thorough review of areas in our 1995 Constitution. Our new membership in the BC Farmers' Market Association has allowed us to access more information and resources such as additions and changes to this Constitution.

Thanks to the Cariboo Regional District and the City of Williams Lake, who have both been very supportive of our initiatives. I would also like to thank Barb Scharf for her hard work on social media this year, and many long hours behind the scenes doing other work for this organization. Also thanks to Carla Krogan who has been liaising with the BC Farmers' Market Association and working to find options for our shed. Thanks to Vonny Johnson for her years of service on the board, and we wish her luck with her transition to Penticton.

Treasurer's Report from Carla Krogan:

| | |
|---|----------------------------------|
| Opening Bank Balance January 1, 2018 | \$7647.71 |
| <u>INCOME</u> | |
| Memberships | \$ 870.00 |
| Table Rental Spaces | 6405.00 |
| Cariboo Regional District (CRD) Grants | 5000.00 |
| <u>TOTAL INCOME:</u> | <u>\$12,275.00</u> |
| <u>EXPENSES:</u> | |
| City of Williams Lake Business License | \$ 80.00 |
| Post Office Box Rental | 174.30 |
| Market Bucks (July, Aug, Sept) | 150.00 |
| Rental, AGM 2018 Meeting Room | 25.00 |
| City of Williams Lake Market Venue Rental | 400.00 |
| Season's Pass partial refund (Vendor withdrew) | 120.00 |
| BC Association of Farmer' Markets Membership | 300.00 |
| Co-op Market & Directors' Insurance | 650.00 |
| Bank Fees | 127.00 |
| Advertising | 414.75 |
| Market Manager Salary & Expenses | 4120.00 |
| Office supplies, printing, postage, misc. | 304.58 |
| Equipment purchases | 1880.25 |
| <i>(10 folding tables, 5 folding chairs, 6 umbrellas & stands \$ 703.10; Awning & freight \$ 573.64; Metal seating \$ 603.51)</i> | |
| <u>TOTAL EXPENSES</u> | <u><\$ 8745.88></u> |
| Closing Bank Balance December 31, 2018 | <u>\$11,176.83</u> |

Motion to adopt Treasurer's Report: Moved to be adopted as presented: Ron Dyck.

Seconded: Jane Perry. All in favour. Passed.

After discussion arising from the Treasurer's Report, the following Motion was proposed:

"That the weekly table fee be increased by \$5 per space, from \$10 to \$15, in order to meet increased operating costs of the Market." Moved by Barb Scharf. Seconded by Carla Krogan. Majority in favour, one member against. Passed.

Presentation of Draft Budget for 2019 by Carla Krogan

(As the Proposed 2019 Budget will most likely be affected by decisions made during and after the AGM, there was no motion made to adopt this version.)

Proposed Expenses Budget for 2019*

Submitted by Carla Krogan, CDFMA Treasurer

January 15, 2019

OPERATING COSTS

Direct Business Expenses:

| | |
|--|-------------------------------------|
| City of Williams Lake Business License | 80.00 |
| Post Office Box Rental | 174.30 |
| City Rental of Market Space <i>(estimated as 22 weeks at \$25/week)</i> | 550.00 <i>(one market per week)</i> |
| BC Assoc. of Farmers' Markets membership | 300.00 |
| Insurance <i>(not including equipment/storage insurance)</i> | 650.00 |
| Bank Fees | 127.00 |
| Market Manager Salary & Expenses | 4000.00 |
| AGM Expenses | 65.00 |
| Advertising | 500.00 |
| Market Bucks <i>(5 months @ \$50/month)</i> | 250.00 |
| Office & Printing, Customer Apprec. Day etc. | 400.00 |
| Filing Fees | 80.00 |

Capital Purchases:

| | |
|----------------------|---------|
| Signage | 500.00 |
| Shed/Storage trailer | 4000.00 |

Total **\$ 11,676.30***

*This projected budget may change dependent upon decisions made at 2019 AGM

Market Manager's Report from Jane Bowser:

A total of 87 CDFMA memberships were purchased in 2018.

There were:

- 26 agricultural/horticultural vendors
- 32 artist, artisan, craft, clothing, and bath & body products vendors
- 3 wild crafters
- 11 baking/canning/prepared food vendors
- 8 hot food vendors
- 7 non-profit and community groups

Our busiest market had 34 vendors.

Our quietest market had 16 vendors.

The overall average was approximately 25 vendors per market day.

In general there was very good compliance to CDFMA rules and regulations, including the new "no dogs" rule, once this became known to the customers.

The canopy weight rule was something of a work-in-progress and quite a few vendors received reminders, but in general compliance was good.

Interior Health food vendor regulations and Health Canada bath and body product regulations are areas of some concern as a number of vendors both new and experienced are unclear as to the requirements.

Interior Health Inspector Alan Holdal made a market visit and notified us of several infractions and areas of concern. Moving forward we need to be extremely aware of Interior Health/Health Canada issues. Alan informed us that we need to ensure that vendors have all required paperwork in order before being allowed to sell their products at the market.

Our new seating equipment saw much use, but transport was something of a challenge. I was able to use a pickup belonging to Hill Farm Nursery for transport to and from market, but there was a certain amount of wear and tear on the tables/chairs due to the 4 times per week loading and unloading process. Some sort of onsite storage facility would be very desirable in both adding to the Manager's efficiency and reducing handling wear on the equipment.

In general vendors seemed to be mostly happy with their spot allocations, and I would suggest a similar layout for the coming year. We were able to successfully address most vendor special requirements such as electrical hookups, sun exposure for sensitive products, and minimizing generator noise in relation to fellow vendors and customers.

Thank you to all for working so well together during our season of big changes!

| <u>Date</u> | <u>Vendor count</u> |
|------------------|--|
| May 11th | 20 |
| May 18th | 21 |
| May 25 | 23 |
| Jun 1st | 26 |
| Jun 8th | 27 |
| Jun 15th | 26 |
| Jun 22nd | 32 |
| Jun 29th | 29 |
| Jul 6th | 34 |
| Jul 13th | 32 |
| Jul 20th | 24 |
| Jul 27th | 29 |
| Aug 3rd | 28 |
| Aug 10th | 25 |
| Aug 17th | 25 |
| Aug 24th | 23 |
| Aug 31st | 31 |
| Sept 7th | 29 |
| Sept 14th | 16 - fees were waived due to bad weather - SNOW! |
| Sept 21st | 20 |
| Sept 28th | 26 |
| Oct 5th | 20 - fees waived in lieu of Customer Appreciation Day food donations |

B.C. Ministry of Agriculture Resource Development Agrologists' Presentation

from Katie Galliazzo, A.Ag and Marisa Nightingale, P. Ag

Katie and Marisa touched briefly on the programs and courses offered by the Ministry in our region, and informed CDFMA members of a 2-day Food Processing Workshop slated for early March in Williams Lake.

Programs and Funding

- **BC Agri-Business Planning Program**

The B.C. Agri- Business Planning Program offers two distinct streams of support for agri-businesses: **Specialized business planning** to enable producers and processors to make more informed decisions and strengthen their business

Disaster recovery planning to help producers implement an immediate and long-term disaster recovery plan

Eligible applicants can access up to \$5,000 for individuals and \$30,000 for groups for business planning services from a Qualified Business Consultant.

- **BC Indigenous Agriculture Development Program**

The B.C. Indigenous Agriculture Development Program identifies and supports the development of agriculture and agri-foods opportunities within Indigenous Communities, Tribal Councils, and Economic Development Corporations.

The program is composed of two steps:

Step 1: Agriculture Opportunities Assessment

Step 2: Agriculture Financial and Business Planning

Both steps provide financial support for services from Qualified Business Consultants (PDF), who are preapproved by the B.C. Ministry of Agriculture.

- **AgriStability**

AgriStability protects agricultural producers against declines in their net farming income due to market conditions, production loss or increased costs of production. Payments are made if a producer's current year margin falls more than 30% below their reference margin.

- **Production Insurance**

Insurance helps producers manage their risk of crop losses caused by hail, spring frost, excessive rain, flooding, drought, etc.

- **Environmental Farm Plan and Beneficial Management Practices**

A qualified planning advisor will work with qualified farmers or ranchers to complete a confidential EFP assessment that outlines recommended actions to help you improve your operation. Once the EFP is completed, producers can apply for Beneficial Management Practices program funding to help make those improvements.

- **Traceability Adoption (TA) program** provides cost-shared funding to individual businesses to implement or improve facility-based traceability systems and practices. These businesses include agri-food or seafood producers, processors, distributors, warehouses, transporters, importers, exporters, etc.

The maximum annual funding per Eligible Participant is \$16,000.

Participants are eligible for 70% of project costs, up to the maximum funding level. Participants may apply for funding each year for new eligible activities only. Funding is limited and available on a first-come, first-served basis.

- **Traceability Value Chain (TVC) program** offers financial assistance to industry associations and value chains to put in place sector-wide or value chain traceability systems and technologies. Value chains are groups of two or more agri-food / seafood businesses along a value chain. Examples: a

business partnership between a producer and a packer, a business partnership among a producer, processor and distributor.

The maximum annual funding per Eligible Participant is \$50,000.

Participants are eligible for 70% of project costs, up to the maximum funding level. Participants may apply for funding each year for new eligible activities only. Funding is limited and available on a first-come, first-served basis.

- **Livestock Tag Reader Rebate**

The Traceability Adoption Program includes a Livestock Tag Reader Rebate sub-program which offers a rebate to livestock operators who purchase and install approved tag readers.

The maximum annual funding per Eligible Participant is \$3,500.

Participants are eligible for 70% of project costs, up to the maximum funding level. Participants may apply for funding each year for new eligible activities only. Funding is limited and available on a first-come, first-served basis.

Workshops

- **Top 10 Farm Financial Mistakes** in Quesnel at Seniors Centre January 26th 9am to 3pm
 - RSVP to Marisa by January 16th at marisa.nightingale@gov.bc.ca
- **Farm & Ranch Wildfire Preparedness Workshop** in Quesnel at Fire Hall January 31st 8:30am to 3pm
 - Register at bcwildfirepreparedness.eventbrite.com by January 29th
- **2019 AgriStability Webinar** for Accountants and Tax Filers Online February 7th 10am to 12pm
 - Register at <https://attendee.gotowebinar.com/register/3616527235827999501>
- **Young Agrarians Winter Mixer** February 9th and 10th in Williams Lake at TRU Campus
 - Info and Registration at youngagrarians.org/williamslakemixer2019
- **Dam Safety Workshop** February 12th 9am to 3pm in Williams Lake at Ramada
 - Email kevin.2.chan@gov.bc.ca or call 1-778-698-9091 to register
- **Food Safe Level 1** January 22nd 8:30am to 5pm in Williams Lake at Pioneer Complex or January 24th 8:30am to 5pm in 100 Mile at South Cariboo Business Centre
 - Register at www.cfwildfire.ca or by calling 1-250-392-3626
- **2-Day Food Processing Workshop** in Williams Lake, 2nd week of March, weekday or weekend???

Information

- Quesnel is currently in the planning stages of a food hub and has just finished stakeholder engagement to determine what that may look like
- AgriService BC Webinars

AgriService BC webinars help you keep up to date on current issues, overcome challenges, and achieve your business and production goals. Connect and get answers directly from topic experts as well as other audience members on topics ranging from farming practices to agribusiness, succession planning, risk management and marketing.

1. **[Field to Packer: Post Harvest Methods for Fruit Quality](#)**

Production, harvest and handling practices to optimize fruit quality.

Date: Wednesday, January 16, 2019

Time: 2 PM P.S.T.

Presenter: Peter Toivonen, Ph.D. Research Scientist, Postharvest Physiology, AAFC, Pacific Agri-Food Research Centre, Summerland, B.C. Peter is an expert in the post-harvest physiology of fresh-picked fruits and vegetables, has a lengthy list of publications and has a strong international profile in the field of postharvest research and science of fruits and vegetables.

2. [What to do When Your Birds are Sick](#)

An overview of recommended procedures for small flock poultry owners in the face of a disease event, including recognizing disease, self-quarantine and lab submission.

Date: Wednesday, February 13, 2019

Time: 2 PM P.S.T.

Presenters: Dr. Victoria Bowes, Veterinary Avian Pathologist, B.C. Ministry of Agriculture, and Dr. Tony Redford, Veterinary Avian Pathologist, B.C. Ministry of Agriculture.

3. [The Cherry Industry: A Made in B.C. Success Story](#)

Date: Wednesday, February 27, 2019

Time: 2 PM P.S.T.

Presenter: Carl Withler, Industry Specialist for Treefruits and Grapes, B.C. Ministry of Agriculture

- For registration, please click on the following link:
<https://www2.gov.bc.ca/gov/content/industry/agriservice-bc/webinars>

[Contact Information for Ministry of Agriculture in Williams Lake/Quesnel](#)

| | | |
|--------------------|--|--|
| Nicole Pressey | Regional Agrologist | Nicole.Pressey@gov.bc.ca 1-250-992-4408 |
| Katie Galliazzo | Resource Development Agrologist | Katie.Galliazzo@gov.bc.ca 1-250-398-4504 |
| Marisa Nightingale | Resource Development Agrologist | Marisa.Nightingale@gov.bc.ca 1-250-398-4502 |
| Chad Fofonoff | Production Insurance Program Representative | Chad.Fofonoff@gov.bc.ca 1-250-398-4213 |
| Geneve Jasper | Livestock Team Lead | Geneve.Jasper@gov.bc.ca 1-250-398-4341 |
| Lavona Liggins | Regional Team Lead | Lavona.Liggins@gov.bc.ca 1-250-318-0541 |
| Karla Barrie | 4H Youth Development Assistant | Karla.Barrie@gov.bc.ca 1-250-398-4337 |
| Rocco Wittgruber | Meat Hygiene Inspector | Rocco.Wittgruber@gov.bc.ca 1-250-219-3645 |
| Duncan Barnett | Meat Hygiene Inspector | Duncan.Barnett@gov.bc.ca 1-250-392-0135 |

AgriService BC 1-888-221-7141 or AgriServiceBC@gov.bc.ca

Motion to Propose Additions/Revisions to CDFMA Rules & Regulations:

Moved by Barb Scharf. Seconded by Stephanie Bird. Majority in favour, one member against. Passed.

- 1.) There shall be no movement of motor vehicles within Market during Market open times (9 AM till 2 PM) except by pre-arrangement and then only with safety escort.
- 2.) That there must be Vendor Awareness & Compliance with New BC Ministry of Agriculture Organic Labelling and Advertising Regulations.
- 3.) That there must be Vendor Compliance to regulations and provision of proof of necessary Interior Health permissions and permits for food, and Health Canada registrations for bath and body products.
- 4.) That there must be Compliance of ingredient labelling where mandated by Interior Health & Health Canada for food, bath and body products. (ALL prepared food, ALL meat products, ALL bath and body items, ALL teas, drinks, herbal products etc. meant for consumption, ingestion and body application.)
- 5.) That "Non Commercial Kitchen" signage **must** be displayed where this is the case for food vendors. Suggested wording: THIS FOOD HAS BEEN PREPARED IN A KITCHEN THAT IS NOT INSPECTED BY A REGULATORY AUTHORITY

Additions/Revisions to Vendor Contracts

- 1.) Add description/clarification of VOTING and NON-VOTING Memberships
- 2.) Draw up separate Participation & Membership Contracts/Forms for:
 - (a) Local Vendors (Voting Members)
 - (b) Out-of-Area Vendors (Non-Voting Members)
 - (c) Non-Profit and Community Organizations (Non-Voting Members)
 - (d) Supporting Memberships to the Public (Non-Voting Members)

Determination of Dates for the 2019 Market

Earlybird Market Friday, May 3, 2019 *(if enough vendors wish to attend to make this viable)*

Grand Opening Friday, May 10, 2019

Final Market & Customer Appreciation Day Friday, October 11, 2019

Elections to Board of Directors

Current directors retaining positions till AGM 2020:

- Stephanie Bird
- Carla Krogan
- Barb Scharf

Resigning as of 2019 AGM:

- Vonny Johnston

Nominees for Directors, 2-year positions expiring AGM 2021:

- Brianna van de Wijngaard - Self-nominated, seconded by Barb Scharf. Vote: All in favour. ELECTED.
- Colleen Kielman - Nominated by Barb Scharf, seconded by Carla Krogan. Vote: All in favour. ELECTED.
- Shawn McGrath - Nominated by Barb Scharf, seconded by Stephanie Bird. Vote: All in favour. ELECTED.
- Barb Lindsay (arts & crafts vendor) Self-nominated, seconded by Carla Krogan. Vote: All in favour. ELECTED.

Items for Member Discussion

All items were approved-in-principle by members during broader discussion.

1.) **BCAFM Farmers' Market Nutrition Coupon Program**

- CDFMA has been approached to partner with the Pregnancy Outreach Centre to participate in the Nutrition Coupon Program, pending acceptance of the 2019 application
- Families participating will receive coupons to spend at the market with qualifying vendors - non-processed food only, such as fruit, vegetables etc. Vendors will be reimbursed for the full value of the coupons.
- More info will be provided if and when the program is approved

2.) **Liability Insurance for Vendors**

- Market Liability policy does not cover incidents arising from vendor fault or negligence in their vending areas or with their products, ie. vendor's display/canopy injuring customer, food making customer sick
- Vendors should review their farm/business/homeowner policies to establish their personal liability coverage for market sales events
- Optional Vendor insurance is available through BCAFm at a cost of approximately \$160 per year

3.) **Consideration of a second Week Night Market**

- Brianna van de Wijngaard asks that CDFMA explore the possibility of an afternoon evening market in addition to the regular Friday daytime market
- Suggested day - Tuesday
- Suggested time - 3 PM to 7 PM
- Table fees might be less, but there would still have to be a charge as we need to pay the City fee
- Contingent upon the agreement of the City to let us use the space
- Brianna will start the process of asking City permission and then further planning

4.) **Consideration an Entertainment Budget / Entertainer's Contract**

- suggestion to increase entertainer recruitment and formalize arrangements for entertainment by paying approved entertainers and requiring a minimum set length
- will allow the market to recruit a broader range of performers and compensate them in a token way for their time and efforts. In line with what other markets pay as a stipend, **suggest** \$25 per performer up to 3 performing together, and \$100 flat fee for 4 or more performers in a group. Entertainers may also busk.
- Suggest a minimum of a 1-hour set
- Suggest that if performers wish to sell cds etc. they must purchase a CDFMA membership
- Actual details to be determined by consultation within the Board of Directors, depending on what the Market budget looks like going forward

5.) **Consideration of providing a "Social Media Coordinator" job designation & stipend**

- could be market manager or someone else
- set up and maintain new website
- maintain FB page
- Suggest possible stipend of \$50/week
- Barb has created templates and streamlined the process but will still requires significant dedication to keep process moving. Should include ongoing photography, vendor profiles etc.

6.) **Discussion regarding storage shed options**

- City has already approved erection of shed to store market furniture on site during Market operating months
- cost issues arising from need to move shed twice a year to over-winter location - cost quoted to move by Home Hardware is \$300 per time
- possible options such as cargo trailer, garden shed on utility trailer
- Carla and the Board will continue with this project, and will meet with City staff to discuss options

7.) **Consideration of purchase of walkover/driveover cord protector(s)**

- Would allow safe way to bring power cords over to centre section
- cost approximately \$12 to \$20 per lineal foot, and would need approximately 20 feet for each passage
- ramped to allow walkover, wheelover (wheelchairs & strollers) and vehicle driveover
- Multiple cords fit inside depending on style of cord protector
- will consider this purchase depending on monies available after shed and sign initiatives are completed

8.) **Consideration of data collection of attendance and sales figures.**

- In future it may be helpful for accessing grants etc. to have some data collected regarding market attendance and revenues generated
- a general "heads up" that this may come up for discussion at some point

9.) **Consideration of a reduced-rate Youth Table Fee for young vendors**

- We already have an informal "youth rate" but would be good to have it "official"
- general consensus is youth vendors 16 or under would receive a reduced rate of \$5 per market for each space
- they would still need to purchase a membership at the full rate (currently \$10)

Discussion Points proposed from the floor

- From Ron Dyck - proposed we consider a "pioneer program" for vendors wishing to explore selling at the market, similar to what Pemberton Market does. No fee for the first market. The consensus from members was that this is an interesting idea, and that the Board should explore it.
- From Barb Scharf - do we need to jury members to address issue of duplicate vendors in some areas, ie. our two hot dog vendors? General consensus was NO - not at this point, remain open to all who qualify under our guidelines and let the market find its own level.

Date of Next AGM: February 2020. Date, Time & Location to be determined at a later date.

Adjourned: 12:00 P.M.

Executive Meeting Directly after AGM:

Financial considerations regarding the CDFMA bank account:

- **Motion:** That the following changes be made to the signing authority on the CDFMA bank account at the Williams Lake Credit Union. Moved by Barb Scharf, seconded by Stephanie Bird. All in favour. APPROVED.
 - To be removed as signers: Debbie Lloyd and Vonny Johnston
 - To retain signing authority: Carla Krogan
 - To be added as signers: Brianna van de Wijngaard and Colleen Kielman
- **Motion:** That the CDFMA initiate online banking with its account at the Williams Lake Credit Union. Moved by Carla Krogan. Seconded by Brianna van de Wijngaard. All in favour. APPROVED.