



Fraser North Farmers Market Society 2022 Annual Report

February 27, 2023



Vision Statement

“This is where it happens, at the market, connecting community around the table, reflecting the rhythm, the passion, uniqueness and diversity, nourishing the mind, body and soul.” January 19, 2008

Mission

The Fraser North Farmers Market Society encourages a healthy community by providing the public with direct access to food producers. The Markets serve to stimulate and support the local economy, to provide opportunities to inform and entertain and to support and strongly encourage environmental sustainability.

Guiding Principles

Locally Grown or Produced Products – We believe in supporting local growers and producers and those who engage in environmentally sound, farming practices.

Education – We believe in educating the community about food choices and farming including locally grown options, nutrition, seasonal eating, organic growing, use of agricultural lands and the historical roots of farming in our community

Sense of Community – We believe in building connections that create a sense of community through partnerships, collaborations and building relationships with the community at large.

Opportunities – We believe in creating a supportive environment that encourages and celebrates the growth and development of community members and businesses.

Inclusiveness / Diversity - We believe in promoting and encouraging inclusiveness and diversity by respecting, honoring, and celebrating uniqueness.

Ambience – We believe in creating an atmosphere that reflects a community that is welcoming, nurturing and provides opportunities for the community to participate and celebrate.



History

In the early part of 2003, Building Community Solutions asked the community to come together and take part in a Study Circle process to look at issues around poverty, youth and building a healthy community. Participants identified that the number one action theme to deal with all of the issues facing our community was, “People in neighbourhoods getting to know each other and becoming more involved in community life.” The thought occurred to one Study Circle that a community Farmers Market would be a great way for people to become more involved in community life and a wonderful venue for neighbours to get to know each other better.

The Building Community Solutions Steering Committee felt very strongly that a Farmers Market could achieve the goal defined by the Neighbourhood Study Circles. A market had been tried in the past but wasn’t successful, so the Committee did some research and concluded:

- People are hungry to make connections with each other
- Farmers Markets are like mini-festivals, they attract people looking to have a shared experience
- Creating relationships between people is the key to success for any community market or any community for that matter
- Most people, particularly young families, want to know where their food comes from. They want locally grown produce
- Historically, Maple Ridge and Pitt Meadows are farming communities
- All over North America, part suburban and part rural communities like ours, are struggling to provide a good quality of life, trying to retain residents and attract businesses while not losing their unique local character
- Farmers Markets address some of these very complex issues by providing a ‘sense of place’, allowing communities like ours to cultivate and support what makes us unique.

A committee was formed in May of 2004. The Haney Farmers Market Committee decided to proceed with a pilot market from August 21 to October 9. They were incorporated as the Haney Farmers Market Society on August 4, 2004. After numerous meetings, a location was secured, a purpose statement created and with a loan of two thousand dollars from the Building Community Solutions Steering Committee, the market began.

Fraser North Farmers Market Society



In May of 2005, the Haney Farmers Market commenced its first full season. The Market hired a full-time coordinator to facilitate growth. The brilliant blue summer sky provided a wonderful backdrop to the many festivals associated with the Market: Doggie Daze, Medieval Market, Kidz Daze, etc. The Market also moved closer to 224th Street becoming part of the downtown shopping experience. The number of satisfied customers and eager vendors grew. The Market Society hosted a fabulous volunteer dinner in October inviting volunteers and vendors to celebrate their success. In November the Farmers Market capped it all off by hosting their first-ever “Winter Market”. Modelled after the European Christmas Markets, vendors were encouraged to use lights and festive touches to create a unique atmosphere in beautiful Memorial Peace Park.

The second full season began in May 2006. A market coordinator was hired, and several interesting events were planned. The Market participated in Mountain Festival, Canada Day and a trip to the historic Brookfield Farm. Two special markets were held in November and December. The District of Maple Ridge supported the Market by purchasing and installing four permanent signs on provincial and municipal roadways.

A thirteen-week pilot market in Port Coquitlam was held in 2009 and proved to be a resounding success. Now in its 15th year, the Port Coquitlam Farmers Market had lots of fun participating in the annual May Day parade, Canada Day and Multi-Cultural Day celebrations, Xmas Tree display and other community events. The Market is held every Thursday from June to mid-October, from 3 pm to 7 pm on the south side of the new Port Coquitlam Community Centre, in the space now called Terry Fox Hometown Square.

At the 2020 annual general meeting, our members voted on the special resolution to adopt the change of name for the society from the Haney Farmers Market Society to the Fraser North Farmers Market Society. This change reflects the value we place on all the communities in which we work.

The Fraser North Farmers Market Society continues to value its roots. With an ongoing commitment to social, environmental, and economic sustainability, the Board of Directors looks to the community for direction and support. The Market looks forward to the opportunity to be part of the communities of Maple Ridge, Port Coquitlam, Pitt Meadows and Katzie for many years to come.



Annual General Meeting 2022

Agenda

Welcome

Land Acknowledgement

Introduction of current Board of Directors and Executive Director

Damali Adomi, Kirsty Mckinon, Helena Popovic, Sam Wang, Ava Waxman, CJ Zigante, and Alex Pope (ED). Thanks to Caden Knudson for continuing as Acting Board Chair.

Introduction of distinguished guests

1. Call to order
2. Approval of agenda
3. Approval of Minutes of the 2021 AGM, held March 28, 2022
4. Chairperson's overview and receipt of report
5. Receipt of reports from Treasurer, Secretary, and Executive Director
6. Receipt of Financial Statements for 2022



7. Board Report

- Board Members departing:
 - Helena Popovic
 - Sam Wang
 - Ava Waxman
- Current Board Members continuing:
 - Damali Adomi (first term 2022-2024)
 - CJ Zigante (second term 2023-2025)
- New Board Members:
 - Kirsty Mckinon (first term 2024-2025)

8. Thank you to staff

- Executive Director: Alex Pope
- Haney Farmers Market Manager: Karen Curtis
- Pitt Meadows Farmers Market Manager: Ellen Fowler
- Port Coquitlam Farmers Market Manager: Ellen Fowler
- Online Market Manager/Administration: Meg Railton
- Assistant Market Manager: Leah Stoltz
- Market Assistant
 - Augusto De la Rosa Crespo
- Day of Market Assistants and Volunteers:
 - Oliver Guy-Fowler
 - Ron Gorman
 - Kathy Magee
 - Livia Panetta
 - Edward Pope
 - Betty Selezinka
 - Cat Weisner



9. Thank you to our partners by Alex Pope

- City of Maple Ridge
- City of Pitt Meadows
- City of Port Coquitlam
- Vancity: Maple Ridge, Pitt Meadows, and Port Coquitlam Branches
- Downtown Maple Ridge Business Improvement Association
- Downtown Port Coquitlam Business Improvement Association

10. Announcements:

- Call to Vendors, Entertainers, and Volunteers: applications are open and available on our website at <https://www.farmersandmore.org/get-involved>.
- Applications for the Paul Dwillies and Bernice Gehring Memorial Bursaries are being accepted until April 30, 2023. Please share this with graduating students in School Districts 42 and 43 who are applying for post-secondary education and have demonstrated how they value volunteering in their community. Application information is on our website at <https://www.farmersandmore.org/bursary>.

11. Adjournment





Fraser North Farmers Market Society

Minutes of the 2021 AGM: March 28, 2022

Call to order: 7:00 PM

1. Approval of agenda

MSC

2. Approval of Minutes of the 2020 AGM, held February 28, 2021

MSC

3. Chairperson's overview

4. Receipt of Reports of Executive, Markets and Committees

MSC

5. Receipt of Financial Statements for 2021

MSC

7. Board Report

- Board Members departing:
 - Amanda Adams
 - Ellen Fowler
 - Caden Knudson
 - Jennifer Stark
 - Jhan Tamminga
 - Valerie Tiney
 - Joel Villadolid
- Current Board Members continuing:
 - Sam Wang (first term 2021-2023)
 - Ava Waxman (second term 2021-2023)
 - CJ Zigante (first term 2021-2023)
- New Board Members:
 - Helena Popovic (first term 2022-2024)
 - Damali Adomi (first term 2022-2024)

Fraser North Farmers Market Society



New Board Members received by acclamation for the 2022-2024 term.

MSC

7. Thank you to staff

- Executive Director (January to June 2021): Melissa Maltais
- Haney Farmers Market Manager: Sophie Towne
- Port Coquitlam Farmers Market Manager: Karen Curtis
- Online Market Manager: Meg Railton
- Social Media Coordination/Market Assistants:
 - Selma Babiker
 - Brynn Morgan
- Day of Market Assistants:
 - Scott Betson
 - Hien Vu
 - Alayna Redmond
 - Kevin Nguyen
 - Casey Pope

8. Thank you to volunteers

- Haney Farmers Market
 - Lynn Hennessy
 - Betty Selezinka
- Port Coquitlam Farmers Market
 - Edmund White
 - Hien Vu

9. Thank you to our partners by Alex Pope

- City of Maple Ridge
- City of Port Coquitlam
- Vancity: Maple Ridge, Pitt Meadows, and Port Coquitlam Branches
- Downtown Maple Ridge Business Improvement Association
- Downtown Port Coquitlam Business Improvement Association

13. Adjourned at 7:30 pm

MSC



Chair Report

2022 marks the year the Fraser North Farmers Markets got back up on their feet after a challenging two years. With the full return of our 2 classic markets and the addition of the Pitt Meadows Market, a Market some of you might recall from prior years, we continue to make sure that everyone has access to local, sustainably grown food, as well as providing a welcoming gathering place for the community.

The Haney Market continues to thrive in it's landmark location. We have added plenty of new up and coming vendors while maintaining our roster of long time Haney mainstays. Haney continues to have a wide variety of local food and artisanal goods and an amazing customer base.

The Port Coquitlam market ran at a new location this year due to construction at Leigh square. Although there were challenges getting the market off the ground we have effectively activated the new space at Terry Fox home town square and found new vendors and customers in the surrounding area while keeping the long time attendees.

This year we ran a trial market in Pitt Meadows on Tuesday afternoons every two weeks. This market was a great success and in 2023 this market will be returning at the same time and day but on a weekly basis. We hope this market continues to be successful.

We have made the decision to no longer operate the online market. The online market was crucial in helping us meet our goal of providing the public with access to local food during a time when in-person markets were a higher risk activity. Since all of our markets have returned and are in full attendance, online market activity has dropped sustainably and it is no longer feasible to run the online market.

Thanks to all who have continued to support the market we are looking forward to not only maintaining our regular markets but achieving new goals and adding new activities and growing in 2023. Respectfully,

Caden Knudson – Acting Board Chair



Treasurer's Report

The Treasurer position has been vacant this year, so oversight of the Finances has been done by the Finance Committee consisting of Caden Knudson, Ava Waxman, and Alex Pope. We are actively looking for a Board candidate to fill the Treasurer position starting in 2023.

Respectfully,

Caden Knudson – Acting Board Chair



Secretary Report

The regular Board meeting minutes for the year 2022 were recorded and circulated via email to all members of the Board.

Minutes of the 2021 Annual General Meeting held on Monday, March 28, 2022, were recorded and circulated to all who attended the meeting and are attached to the 2022 Annual Report

Minutes, Insurance Policy, and Business Licenses are on file

Submitted by

Damali Adomi - Secretary



Executive Director Report

I took over the reins of the Fraser North Farmers Market Society as Interim Executive Director at the beginning of July 2021 from Melissa Maltais as she took on a full-time role at the BC Association of Farmers Markets. After much thoughtful consideration, I decided at the end of the market season that I was willing to stay on as Executive Director for a longer-term commitment. I have now been in the role as Permanent Executive Director for a full year.

Last year was a partial return to normal operations of our Farmers Markets. There were a few things like the Children's Corner and Chef and the Market that we did not take on last year due to being unsure how they would be impacted by potential COVID-19 restrictions. We are planning to bring back those activities, and more, for 2023.

2022 saw a new weekday market on the first and third Tuesday of each month. We are increasing our presence in Pitt Meadows this year with a market operating every Tuesday from June 13 until the end of September.

In Port Coquitlam, due to ongoing work being done in Leigh Square we will continue to be located on the south side of the new Port Coquitlam Community Centre, in the space now called Terry Fox Hometown Square, only a short walk from our old location. We will also be offering a special Port Coquitlam Market on May 11 (2pm to 6pm) as part of Port Coquitlam's May Days celebrations.

Haney will be in our traditional location in Memorial Peace Park for our 19th season from May to October, plus a special Earth Day Market on April 22. We are looking forward to celebrating our 20th anniversary in 2024, coinciding with the 150th anniversary of the incorporation of Maple Ridge and a return of the BC Summer Games to Maple Ridge.

We continued to support the Farmers Market Nutrition Coupon Program at all three Farmers Markets. Between the three markets, we redeemed over 23,000 coupons totalling almost \$70,000 (up from \$52,000 last year). Community partner organizations provide coupons to support lower-income families, pregnant women, and seniors, giving them access to healthy fresh food at our markets.

We have been happy with our use of MarketWurks Software to manage our markets for the 2022 season. This software is more streamlined than what we were using previously and offered some additional features that will benefit both vendors and customers, including vendor profiles and interactive maps on our website. We are going to continue

Fraser North Farmers Market Society



with MarketWurks in 2023, including taking advantage of some new recently added features, including batch emails directly from the application.

We're feeling optimistic about what we can accomplish in 2023. See you at the market.

Respectfully,

Alex Pope – Executive Director



Balance Sheet

	<u>Dec 31, 22</u>
ASSETS	
Current Assets	
Chequing/Savings	
10000 · Vancity Accounts	
10100 · Term Investments	
10300 · Vancity Contingency Fund	5,116.01
10600 · Vancity Contingency Fund-PoCo	<u>3,900.00</u>
Total 10100 · Term Investments	9,016.01
10200 · Vancity 63358389	17,294.83
10400 · Vancity - IBA 0788	3,293.75
10500 · Vehicle Contingency Fund	201.84
10700 · CEBA Loan Holding	33.81
10800 · Vancity Shares	<u>93.17</u>
Total 10000 · Vancity Accounts	29,933.41
11000 · Cash Accounts	
11101 · Undeposited Collections	<u>2,000.00</u>
Total 11000 · Cash Accounts	<u>2,000.00</u>
Total Chequing/Savings	<u>31,933.41</u>
Total Current Assets	31,933.41
Fixed Assets	
30100 · Vehicle	
30110 · Cargo Van	8,000.00
30120 · Accum. Depreciation Vehicle	<u>-4,800.00</u>
Total 30100 · Vehicle	<u>3,200.00</u>
Total Fixed Assets	<u>3,200.00</u>
TOTAL ASSETS	<u><u>35,133.41</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
40200 · Accounts Payable	2,400.00
40201 · CRA Payable	<u>346.87</u>
Total Accounts Payable	2,746.87
Other Current Liabilities	
41200 · GST Owing (Refund)	

Fraser North Farmers Market Society



41300 · GST Charged on Sales	4,320.63
41400 · GST Paid on Purchases	<u>-1,101.11</u>
Total 41200 · GST Owing (Refund)	<u>3,219.52</u>
Total Other Current Liabilities	<u>3,219.52</u>
Total Current Liabilities	<u>5,966.39</u>
Total Liabilities	5,966.39
Equity	
50100 · Retained Earnings	28,029.29
Net Income	<u>-3,228.27</u>
Total Equity	<u>24,801.02</u>
TOTAL LIABILITIES & EQUITY	<u><u>30,767.41</u></u>



Profit and Loss

	<u>Jan - Dec 22</u>
Income	
60000 · Operating Income	
60100 · Market Fees	77,365.54
60200 · Food Hub Revenue	8,488.26
60300 · Membership Fees - Vendors	<u>5,075.00</u>
Total 60000 · Operating Income	90,928.80
62000 · Grants	
62100 · City of MR Operating Agreement	7,500.00
62200 · PoCo Operating Agreement	8,000.00
62300 · Pitt Meadows Agreement	3,111.00
62400 · Gov't of Canada Summer Jobs	6,207.00
62500 · Infrastructure Grant	9,504.25
62600 · Agriculture Awareness	2,500.00
62700 · Vancity Grant	<u>1,500.00</u>
Total 62000 · Grants	38,322.25
63000 · Donations	65.00
64000 · Coupons	
64100 · Coupons In	69,911.00
64200 · Coupons-Paid Out	<u>-69,911.00</u>
Total 64000 · Coupons	0.00
65100 · BCAFM Honorarium	1,750.00
65400 · Misc Revenues	<u>23.99</u>
Total Income	131,090.04
Expense	
71000 · Personnel	
71010 · Wages	
71020 · Executive Director	29,281.80
71030 · Market Managers	24,796.16
71040 · Online Market Manager	7,299.03
71050 · Assistant Manager	8,953.12
71060 · Market Ambassadors	4,459.76
71070 · Market Assistant	1,110.00
71100 · WCB	113.01
71110 · Training	3,981.76
71120 · Acctg & Bookkeeping	3,455.71

Fraser North Farmers Market Society



Total 71010 · Wages	<u>83,450.35</u>
Total 71000 · Personnel	83,450.35
72000 · Operating Expenses	
72020 · Insurance	802.00
72030 · Insurance ICBC	1,133.97
72060 · Membership & Licenses	580.00
72070 · Mileage and Gas	2,100.16
72080 · Van Repairs & Maintenance	403.65
72090 · Advertising	1,558.17
72110 · Meeting	297.96
72130 · Office and Market Supplies	4,700.41
72140 · Market Entertainment	4,085.00
72170 · Storage	1,673.54
72190 · Bursaries	750.00
72200 · Tech Costs	1,586.39
72210 · Stripe Fees	1,396.33
72220 · Marketwurks	3,100.00
72230 · Miscellaneous Expense	<u>4,921.19</u>
Total 72000 · Operating Expenses	29,088.77
73000 · Cost of Goods Sold	11,811.42
74000 · Grant Expenses	
74500 · Infrastructure Grant Expenses	<u>9,967.77</u>
Total 74000 · Grant Expenses	<u>9,967.77</u>
Total Expense	<u>134,318.31</u>
Net Income	<u><u>-3,228.27</u></u>