



Fraser North Farmers Market Society 2021 Annual Report

March 28, 2022



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 12th 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 in Leigh Square in the Community Arts Village by City Hall.

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 2021

Agenda

Welcome

Land Acknowledgement

Introduction of current Board of Directors and Executive Director
Ava Waxman, Caden Knudson, CJ Zigante, Ellen Fowler, Sam Wang

Introduction of distinguished guests

1. Call to order
2. Approval of agenda
3. Approval of Minutes of the 2020 AGM, held February 28, 2021
4. Chairperson's overview and receipt of report
5. Receipt of reports from Treasurer, Secretary, and Executive Director
6. Receipt of Financial Statements for 2021



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)

8. 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

Fraser North Farmers Market Society



9. Thank you to volunteers

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

10. 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

11. 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, 2022. 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>.

12. Adjournment





Fraser North Farmers Market Society

Minutes of the 2020 AGM: February 22, 2021

Call to order: 7:54 PM

1. Approval of agenda

MSC

2. Approval of Minutes of the 2019 AGM, held February 10, 2020

MSC

3. Chairperson's overview

4. Receipt of Reports of Executive, Markets and Committees

MSC

5. Receipt of Financial Statements for 2020

MSC

6. Special Resolution Motions:

Add Bylaw 4.10: A board member cannot be the immediate family member of any staff with the exception of Market Assistants.

Adjust bylaw 2.6 (Retroactively effective January 2021): A notice may be given to a member, either personally, by e-mail, or by mail to the member at the member's registered email address or address. Adjust bylaw 2.6.1) to be written as 2.6a.

Add bylaw 2.6b: A notice given by email sent 2 weeks prior to the AGM date is considered valid.

Add Bylaw 6.3b: The Chair of the committee must report a summary and conclusions of their committee meeting at the next board meeting.

Adjust Bylaw 6.6c: Supervise executive director and act as liaison between executive director and all Board of Directors and membership;



Adjust Bylaw 6.6d: Act as liaison between FNFMS and other agencies and organizations, or delegate duty to another board member or executive director;

Adjust Bylaw 6.6e: Represent FNFMS at community functions and agencies, or delegate to another Board member or executive director;

Remove bylaw 6.7e & bylaw 6.7f

As per our bylaw: 3.15 Special resolutions require passage by 2/3 of voting members present at the meeting.

MSC

7. Directors to the Board Departing in 2021:

Alex Pope

Jennifer Stark

Kristin Blundell

8. Director to the Board Welcoming:

Received by acclamation for the 2021 – 2023 term: Joel Villadolid

MSC

First meeting of the new Board will be March 15 at 7:00 p.m.

9. Thanks to staff by Melissa Maltais

HFM Manager – Meg Railton

Assistant Manager (Both Markets) – Sophie Towne

PCFM Manager – Karen Curtis

Social Media Coordinator – Sarah Kaczor

10. Thank you to volunteers by Sophie Towne & Karen Curtis

Haney Farmers Market

Port Coquitlam Farmers Market

Fraser North Farmers Market Society



11. Thank you to our partners by Melissa Maltais

City of Maple Ridge

City of Port Coquitlam

Vancity Maple Ridge & Port Coquitlam Branches

Downtown Maple Ridge Business Improvement Association

Downtown Port Coquitlam Business Improvement Association

Maple Ridge & Pitt Meadows Chamber of Commerce

12. Announcements:

Call to Vendors, applications are open and available on our website at Farmersandmore.org

13. Adjourned at 8:25 pm

MSC



Chair Report

2021 began to show us how things might become normal again one day. After one of the toughest years of many people's lives, we were able to bring back many of the things that brought a sense of normalcy to our lives this year.

Both Port Coquitlam and Haney hosted in-person markets again, in conjunction with the ongoing online market. Going forward we plan to bring back more and more of what makes the market a stalwart feature of the community while adding a third market to our repertoire in Pitt Meadows. I am excited to see how the new year treats us.

After 3 full terms on the board, tonight marks my last official night on the board of the Fraser North Farmers Market Society. I've taken many roles within the society and plan to be involved in many more ways going forward. I've seen quite a few changes on this board since I started and I'm confident there are many new and exciting ways the society can involve, and I look forward to seeing them.

Huge thanks to our staff, volunteers, vendors, and customers for continuing to be a part of your local farmer's market community. It was wonderful to see so many new and returning faces on a weekly basis. Stay safe out there.

Respectfully,

Caden Knudson – Board Chair



Treasurer's Report

Our treasurer Jhan Tamminga had some exciting news this year. Jhan and his wife Jenna had their first child, Gabriel Marc Tamminga in December 2021! Jhan has stepped down from the board to time with his family while keeping up with his many other commitments. We wish them all the best in 2022 and beyond. As board chair, I've taken on the task of preparing the 2021 treasurer's report below.

After an unprecedented year in 2020, 2021 started a long journey to get us back on track. Online sales proved strong throughout the year in conjunction with returning in-person market revenues. We plan to continue this program for as long as it benefits the community.

Even without the wage subsidies provided in 2020, and after paying back our Canadian Emergency Business Account loan, our financial business continues to be stable and we are in a position to make some long-overdue structural investments to better benefit our vendors and customers.

We are on a journey back up the hill to the same levels of growth we were seeing before 2020. I believe that with the right mindset and proper capital and staff investments, we have the potential to be better than ever by the end of this year. I'm looking forward to seeing what new opportunities and challenges await us.

Respectfully,

Caden Knudson – Board Chair



Secretary Report

The regular Board meeting minutes for the year 2021 were recorded and circulated via email to all members of the Board.

Minutes of the 2020 Annual General Meeting held on Monday, February 22, 2021, were recorded and circulated to all who attended the meeting and are attached to the 2021 Annual Report

Minutes, Insurance Policy, and Business Licenses are on file

Submitted by

Ava Waxman - 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.

We had started the year with both markets in-person operating on a limited basis, with the Haney Farmers Market on the south side of Memorial Peace Park and the Port Coquitlam Market in the parking lot adjacent to Leigh Square. As we made our way into summer COVID-19 restrictions were relaxed and our markets began to feel a little more like the pre-pandemic markets that we have come to love. We welcomed back artisans and community groups, had an in-person musician, and moved the Haney Farmers Market back to the centre of Memorial Peace Park.

We continued to support the Farmers Market Nutrition Coupon Program at both the Haney and the Port Coquitlam Farmers Markets. Between the two markets, we redeemed over 17,000 coupons totalling almost \$52,000. Community partner organizations provide coupons to support lower-income families, pregnant women, and seniors, giving them access to healthy fresh food at our markets.

At the end of September 2021, we partnered with Fraser Health to offer pop-up vaccination clinics adjacent to both the Haney and Port Coquitlam Farmers Markets. We felt this was a small but important step we could take to provide a convenient location for people wanting to get vaccinated, and hopefully move one step closer to reducing COVID-19 restrictions. The long lineups we saw at both vaccination clinics confirmed that there was a community demand for this service.

While our markets were returning to a greater feeling of normalcy, we started making plans for 2022.

In Port Coquitlam, Leigh Square will be receiving a facelift so there will be ongoing construction for the next two market seasons. We're excited to say that we will be offering the Port Coquitlam Farmers Market 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're looking forward to animating this space with a wide selection of market vendors, music, and activities.

Fraser North Farmers Market Society



We're also looking forward to offering a new weekday market in Pitt Meadows. The Pitt Meadows Farmers Market will be on the first and third Tuesday of each month from June to September in Pitt Meadows Spirit Square on Harris Road, adjacent to City Hall and the Family Recreation Centre. There is ample parking in the area and plenty of people residing within walking distance of this location. Thank you to the City of Pitt Meadows for welcoming us to your community.

We have started using MarketWurks Software to manage our markets for the 2022 season. This software is more streamlined than what we were using last year and offers some additional features that will benefit both vendors and customers, including vendor profiles and interactive maps that will soon make an appearance on our website.

We're feeling optimistic about what we can accomplish in 2022. See you at the market.

Respectfully,

Alex Pope – Executive Director



Balance Sheet

ASSETS

Current Assets

Chequing/Savings

10200 · Vancity	42,644.79
10250 · Vancity Contingency Fund	5,100.71
10255 · Vancity - IBA	2,067.41
10270 · Vehicle Contingency Fund	200.32
10290 · Vancity Contingency Fund - PoCo	3,900.00
10300 · CEBA LOAN Holding	30,031.05
10400 · Petty Cash - HFM	500.00

Total Chequing/Savings 84,444.28

Accounts Receivable

12000 · Accounts Receivable	2,000.00
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Total Accounts Receivable 2,000.00

Total Current Assets 86,444.28

Fixed Assets

15000 · Fixed Assets

15200 · Equipment	7,205.49
15300 · Signage	3,990.45
15400 · Furniture and Fixtures	2,900.33
15500 · Less Accumulated Amortization	(14,096.27)

Total 15000 · Fixed Assets 0.00

16399 · Vehicle

16400 · Cargo Van	8,000.00
16402 · Less Accumulated Depreciation	(3,200.00)

Total 16399 · Vehicle 4,800.00

Total Fixed Assets 4,800.00

Other

Assets

18000 · Vancity Shares	88.76
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Total Other Assets 88.76

TOTAL ASSETS 91,333.04

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Fraser North Farmers Market Society



Accounts Payable	
20000 · Accounts Payable	12,619.63
Total Accounts Payable	<u>12,619.63</u>
Other Current Liabilities	
13505 · CEBA LOAN Liability	30,000.00
23000 · GST Owing (Refund)	
23100 · GST Charged on Sales	1,595.03
23200 · GST Paid on Purchases	(213.97)
23000 · GST Owing (Refund) -	
Other	<u>(2,775.42)</u>
Total 23000 · GST Owing (Refund)	(1,394.36)
23805 · Def Rev -Vancity Grant	1,500.00
23810 · Def Rev -Work Exp Op Grant	<u>11,950.00</u>
Total Other Current Liabilities	<u>42,055.64</u>
Total Current Liabilities	<u>54,675.27</u>
Total Liabilities	54,675.27
Equity	
38000 · Opening Bal Equity	22,942.78
39000 · Retained Earnings	6,905.03
Net Income	<u>8,309.96</u>
Total Equity	<u>38,157.77</u>
TOTAL LIABILITIES & EQUITY	<u><u>92,833.04</u></u>



Profit and Loss

	<u>Jan - Dec 21</u>
Ordinary Income/Expense	
Income	
40300 · Market Fees	63,000.66
40400 · Food Hub Revenue	8,912.37
40800 · Membership Fees - Vendors	3,625.00
40900 · Membership Fees - Friends	100.00
41200 · Grants	11,550.00
41390 · City of MR Operating Agreement	7,500.00
41400 · Donations - General	0.00
41500 · Coupons	
41225 · Coupons - revenue in	51,993.00
41250 · Coupons - paid out	(51,813.00)
41500 · Coupons - Other	0.00
Total 41500 · Coupons	<u>180.00</u>
42400 · BCAFm Honorarium	1,300.00
44300 · PoCo Management	0.00
44800 · Grants - City of PoCo	8,000.00
48200 · Sponsorship	72.60
48550 · Canada Summer Jobs Grant	8,869.00
48600 · Miscellaneous Revenue	<u>250.25</u>
Total Income	<u>113,359.88</u>
Gross Profit	113,359.88
Expense	
51100 · Management Fees	0.00
51200 · Wages	83,040.29
51250 · Market Assistant	1,120.00
51300 · CPP Expenses	3,494.67
51400 · EI Expense	1,735.62
51500 · WCB	74.13
52100 · Accounting & Bookkeeping	1,664.17
52150 · AGM Expense	150.00
52200 · Office Expense	1,066.19
52250 · Insurance	650.00
52255 · Insurance - ICBC	1,880.04
52300 · Amortization Expense	1,600.00

Fraser North Farmers Market Society



52400 · Conferences	157.00
52500 · Memberships and Licences	523.13
52600 · Mileage and Gas	1,057.89
53100 · Advertising	1,304.94
53200 · Facility and Equipment Rentals	1,228.09
53500 · Office and Market Supplies	3,016.02
54100 · Market Entertainment	1,620.00
54200 · Marketing and Promotions	316.44
54210 · Coupon Printing	27.60
54850 · Storage	962.18
55400 · Tech Costs	
55450 · Stripe Fees	1,267.01
55400 · Tech Costs - Other	1,246.06
Total 55400 · Tech Costs	<u>2,513.07</u>
55800 · Misc Expense	1,449.49
66900 · Reconciliation Discrepancies	<u>0.00</u>
Total Expense	<u>110,650.96</u>
Net Ordinary Income	2,708.92
Other Income/Expense	
Other Income	
42501 · 75% Wage Subsidy	<u>4,101.04</u>
Total Other Income	<u>4,101.04</u>
Net Other Income	<u>4,101.04</u>
Net Income	<u><u>6,809.96</u></u>