

**BC Association of Farmers' Market
Annual General Meeting
February 20th, 2005 9:00am.
Conference 2005 Rainbow Inn Chilliwack, BC.**

Present 27 Delegates of 53 member markets

BCAFM Board of Directors: Don Parmenter, Mary Forstbauer, Bertie Wells, Nina Gribble, Dean Rohrer, Del Myers, Ken Stefanson, Martin Miller

Recording Secretary: Gene Bailey

Regrets: Ingrid Baron

President Don Parmenter - Called meeting to order at 9:05 am

Secretary Bertie Wells – Introduces the board of directors for 2004

Don read the minutes of 2004 AGM

Dean Turner moves to have the 2004 minutes accepted as read. Lyn Hainstock second.

Passed

Presidents Report

Don read the presidents report

TREASURES REPORT-

Bertie explain that due to a death in Ingrid Baron's family she stepped down from her position as Treasurer. Bertie thanked Ingrid for the excellent job that she had done in her two year term. Bertie gave treasurer report. She explained that Ingrid had put Bertie's Boston air fare and conference registration in last year's expenses. Bertie explained that the BC Ministry of Agriculture had put \$1000.00 toward the trip which she had already deposited and that Thompson Rivers University which Bertie attends would be helping with the rest. Bertie explained that the Pacific Ag Gala tickets were included and \$304.05 was the spouses share and we would be collecting for them this weekend. The expenses that it cost Bertie to attend the discovery in Whistler are included in the meetings expenses but we had received a cheque from the lawyer reimbursing us for the expenses to attend the discovery. Bertie explained that she had bought an Adobe program which cost \$586.00 and that was in the office expenses. Bertie ask if there were any questions regarding the financial report. Bertie Wells/ Ray Gribble moves to have the financial report accepted. Carried

OLD BUSINESS

Farmers' Market Bags

Bertie explained that there was not enough time for ordering the bags. The Island ordered their own last year. Bertie will send out a letter to all markets to see if she should order for everyone.

Buy BC Logo

Bertie had a meeting with Steve Thomson of the Buy BC program and Brent Warner attended the meeting also. She explained that the Buy BC people were not willing to come down on the annual participation price but they would let the member markets use the logo. Bertie explained that there are promotional items that the markets can use.

Motion: To pay Buy BC \$500.00 to renew the license. And write a letter requesting their five year plan. Ray Gribble, Cedar F.M /Wayne Seaford Vernon Friday Night F.M.
second

Discussion:

Jessoa Lightfoot from Two Rivers F.M. asked what promotional product there are? Bertie said she would get a list of the items and send it out to the markets. Dieter Dudy wanted to know if they would be here in 5 years and would we be able to take over the logo then. Bertie said there are only a few members left in the program and that the BC farmers markets are Buy BC. The program is not on solid footing, Nina Gribble said we want to own Buy BC logo. Grant from Whistler wanted to know if the logo had universal acceptance. Bertie said that in the states they know of the Buy BC logo as the farmers markets.

Motion carried 1 opposed

OLD BUSINESS

Web-site- Bertie thanked everyone for all the networking between the markets. Bertie explained the board put an ad in the BC Vacation Planner; the ad was on page 54. The board would like to unveil a contest that when the tourist goes on the web-site because of seeing the ad in the magazine, they could enter the contest. The board would like to track how many tourists go on to the site because of the ad; we wanted to see if it was worth the \$2500.00 the ad cost. Bertie said that we would draw a name every three months and the winner would receive BCAFm market bucks. The market would submit them to Bertie and she would reimburse the market. Don explained that this was the best way to track without spending thousands of dollars. **Motion:** To proceed with the draw once a month with \$50.00 being the winning amount. Dean Turner /Carl Graves Second

Discussion: Mary Dunor explained that Europeans plan holidays 1 year in advance suggested making the expiry date good for 2 years.

Motion Carried

Web – site listing - Bertie explained that the markets could list your their market vendors on your market site for \$5.00. Bertie will send out a letter to member markets regarding the listing. Dieter Dudy said we should charge individual vendors for a link to their site.

Advertising - Bertie asked Bob Thompson if he would explain the advertising with Garden Wise magazine. Garden Wise magazine would like BCAFm in partnership with other association to take out a 4 page ad listing all BC farmers' markets. Bob said it would cost \$4000.00 up front for the editorial, which we would cost share with other Associations, then the magazine would contact each market to see if they would like to be listed and what the cost would be. The question was asked what the circulation was; Bertie said she would find out. Discussion tabled for further investigation.

Directors Expenses – On October 19th the directors voted to have the directors expenses paid for attending the conference. Four in favor, three against, one abstained.

Bertie explained what some of the board wanted was to get representation from every market attending the conference instead of a BCAFM board member representing 3 or 4 markets. The board also thinks that if a board member is representing a market then the market should pay for their expenses. The last concern is - in 2001 a motion from the floor was passed that the future directors of the Association receive free registration to the conference during their term. In 2002 the directors voted on having their expenses paid to attend the face to face meetings. The board would like to hear from the membership. Membership felt the board deserved to have their expenses paid. Jordan was concerned where the money was coming from. Bertie said if there is no money then the expenses will not be paid.

Motion: Pay directors expenses at the conferences. Bill McKnight /Karen Craves - Carried.

Executive Directors Position – Mary Forstbauer said that Bertie spends many hours on volunteering for the Association. The Association is growing to the point where we need to hire an executive director. Del Myers read a letter from Sorrento market stating they were not in favor of the position.

Motion: Hire an Executive Director for one year with review after one year. Mary Forstbauer/Dieter Dudy second.

Discussion: Jordan asked if the board had someone in mind. Mary Forstbauer we have asked Bertie Wells. Motion carried

Motion: Hire Bertie Wells as Executive Director of the BCAFM Mary Forstbauer /Dieter Dudy second Motion carried.

Membership Fee – Bertie said that at the AGM in 2002 the motion read to cap the membership fee at \$150.00 for 2003 and 2004 and to revisit in 2005. The board is not recommending a membership increase this year. **Motion:** Membership fee remain at \$150.00 Ray Gribble /Jesoa Lightfoot second.

Discussion: Dean Turner would like to see membership go up to cover cost of Executive Director. Jesoa Lightfoot said that there are little markets that can not afford to have membership fees go up.

23 in favor, 4 apposed, Motion carried.

Proposed Budget – Bertie explained that Ingrid did not do the proposed budget that she had. **Motion:** To accept the proposed budget for 2005 Jesoa Lightfoot/Rob Borsato Second.

Discussion: Jordan did not understand where the money was coming from. Bob said there should have been a receivable on \$2500.00 (Boston trip). Bertie should have listed the grants she will be applying for. Bertie will redo the proposed budget to reflect the grants. Motion defeated. Bertie will present the proposed budget in 60 days.

Conference 2006 - will be held at Kamloops, BC at the South Thompson Inn and Guest Ranch on the last weekend in February. The conference starts on Friday night. Bertie will confirm the dates.

ELECTION OF DIRECTORS

4 – 2 year positions, Nina Gribble, Don Parmenter, Dieter Dudy, Jordan Sturdy

Bill Knight moves to approve last years Directors jobs

Meeting was adjourned at 12:15