

4	<p><u>President's report:</u></p> <p><i>A year in review:</i></p> <ul style="list-style-type: none"> - EFM hosted: 25 markets between indoor pop-ups and the outdoor regular season. During those markets up to 47 vendors were hosted including food trucks and we saw over 100 different vendors throughout the year. EFM also hosted over 20 musicians & 10 community groups - Majority of vendors were from Greater Victoria with one drop in vendor from Vancouver, a full season from Nanoose Bay and everywhere in between - EFM upheld commitment to host 'food focused' market by having between 60 – 80% of vendors selling local food/food products - EFM hosted our first Christmas market running 5hrs on a Sunday in November with great success - A few paid positions were created in 2016: cashier, MC & bookkeeper - Received large amounts of food donations after each market which were distributed to the Rainbow Kitchen and Esquimalt Neighbourhood House - Attempted to raise awareness of consumer behaviour impacts on the environment with a focus on sustainable methods of shopping, eating and overall knowledge of our individual or collectives actions and the resulting environmental consequence <p><i>Market Bucks Program</i></p> <ul style="list-style-type: none"> - Supported vulnerable populations through Market Bucks program including: Esquimalt Neighbourhood House, Rainbow Kitchen, Gorge-Burnside Community Centre, Esquimalt Refugee family and Esquimalt Rec's Senior Program - Market Bucks were also used in promotional efforts as radio giveaways, donations to other organizations & door prizes as another to stimulate EFM economy - High amount of Market Buck sales each week which encouraged shoppers to stay on site, making purchases rather than leaving to go to a bank machine and potentially not returning <p><i>Marketing & Promotion</i></p> <ul style="list-style-type: none"> - Advertising was a major push this year with ads located on <ul style="list-style-type: none"> o Buses o Radio o Newspapers/magazines o Signs on busy local traffic spots such as West Bay walkway & Trio Landscaping fence along Admiral's o Posters & Rack cards in great locations such as Victoria Tourism Info Centre o Logo'd merchandise (bags, shirts & pins) - EFM also made a push for familiarizing our brand through tools such as social media & mailchimp news <p><i>Recognition</i></p> <ul style="list-style-type: none"> - Township of Esquimalt – Spirit Award, in recognition of significant contribution to the community
---	--

	<ul style="list-style-type: none"> - Nominated by Stillpoint Acupuncture for ‘Community Spirit’ award - Nomination of Board President, Katrina Dwulit for Leadership Victoria award <p><i>Fundraising efforts:</i></p> <ul style="list-style-type: none"> - Online Auction (cash towards operational expenses) - Door – to – door donation letter request (cash towards operational expenses) - Grant from Township of Esquimalt (in-kind rentals of space + equipment + small amount of cash) - Thrifty’s smile card (to cover Market Bucks + food court expenses) - VanCity Community Grant (to support consumer behaviour change campaign focusing on waste-reduction) - Donation requests at ‘point-of-sale’ for Market bucks & merchandise (cash towards operational expenses) - Business sponsorships (towards Market Bucks) <p><i>Looking at 2017:</i></p> <ul style="list-style-type: none"> - Moving locations to: Memorial Park, 1200 Esquimalt Rd - 26 markets scheduled beginning January 26th inside at Esquimalt Rec Centre - Outdoor markets begin May 24th 2017 running 17 weeks - Continuing with hosting markets Thursdays for three hours; 1630 – 1930hrs - Will host one Christmas market in November on a Sunday running five hours; 1100 – 1700hrs - Hope to see as many vendors as possible return with a new wave of food-focused-folk <p><i>Fundraising efforts in 2017 (known to date)</i></p> <ul style="list-style-type: none"> - BC Gaming Community Grant: Human & Social Services grant - Third annual online auction - Fundraising party/event - Begin creating ‘Community Supported Farmers Market’ framework (slow money principles) - Requests to businesses for sponsorship <ul style="list-style-type: none"> o General sponsorship o Direct ask: Market Bucks, Food court expenses, Musicians fees, etc
5	<p><u>Treasurer’s report:</u> Please see supporting financial reports + statements (available on website)</p>
6	<p><u>Acceptance of financial statements</u></p> <p>Proposed resolution: That the financial statements tabled at the annual general meeting be accepted.</p> <p>Moved: Duncan Reimer Seconded: Eileen Bancroft</p> <p style="text-align: right;">Passed</p>

7	<p><u>Acceptance of annual report (Presidents Review)</u></p> <p>Proposed resolution: That the annual report tabled at the annual general meeting be accepted.</p> <p>Moved: Shelley MacDonald Seconded: Wendy Swan</p> <p style="text-align: right;">Passed</p>									
8	<p><u>Appointment of the Board – Results of the General election</u></p> <p>There are no new Board members up for election in 2017. There are no changes in positions of current Board members from previous year.</p> <table border="1" data-bbox="409 612 2018 719" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">President: Katrina Dwulit</td> <td style="width: 50%; text-align: center;">Vice-President: Vanessa Pattison</td> </tr> <tr> <td style="text-align: center;">Treasurer: Mirella Marchese-Colagrande</td> <td style="text-align: center;">Secretary: Lise Richard</td> </tr> <tr> <td style="text-align: center;">Director: Michael Dillistone</td> <td style="text-align: center;">Director: Emily Cheevers</td> </tr> </table> <p>Proposed resolution: That the above listed be appointed in the positions indicated for the next reporting period.</p> <p>Moved: Eileen Bancroft Seconded: Shelley MacDonald</p> <p style="text-align: right;">Passed</p>				President: Katrina Dwulit	Vice-President: Vanessa Pattison	Treasurer: Mirella Marchese-Colagrande	Secretary: Lise Richard	Director: Michael Dillistone	Director: Emily Cheevers
President: Katrina Dwulit	Vice-President: Vanessa Pattison									
Treasurer: Mirella Marchese-Colagrande	Secretary: Lise Richard									
Director: Michael Dillistone	Director: Emily Cheevers									
9	<p><u>Motions for consideration</u></p>									
	Proposed motion	Moved	Seconded	Passed						
	<p>(Shelley MacDonald) Motion that the EFM Board consider benefit of BCFAM membership and create fee structure to farmer vendors which would recover the costs of hiring a Market Manager who would be responsible for BCFAM commitments. Report back to the membership.</p>	Angela Scotton	Barry Lockwood	Passed						
<p>(Cammie Lockwood) Motion to consider extend EFM season opening earlier in the spring & ending later in Fall (April or early May until October, around Thanksgiving proposed). Consider cost-recovery fees to vendors for indoor markets...how much is this?</p>	Shelley MacDonald	Wendy Swan	Passed							

10	<p><u>Approval of Constitution & Bylaws</u> Proposed resolution: That the Constitution and Bylaws tabled at the annual general meeting be accepted.</p> <p>Moved: Barry Lockwood Seconded: Kathy Griffiths</p> <p style="text-align: right;">Passed</p>
11	<p><u>Approval of Membership Fees for 2016</u> Proposed resolution: That the Membership fees tabled at the annual general meeting be accepted.</p> <p>Moved: Duncan Reimer Seconded: Cammie Lockwood</p> <p style="text-align: right;">Passed</p>
12	<p><u>General Discussion:</u></p> <p><i>Comment (Cammie Lockwood):</i> Recommendation to not cap vendors (unless constrained by space). Always good to keep growing if there is a demand because this creates interest in the purchasing public. Good to keep focused on the proper ratio of types of vendors</p> <p><i>Comment (Hazel Hagley):</i> Rotate crafters a lot more. Avoid having the same crafter featured two weeks in a row as this is not ideal for sales and creates an expectation in shoppers that they can 'come back next week' to purchase (which they usually don't)</p> <p><i>Recommendation:</i> Create 'fixed terms' for Executive positions in the Constitution & Bylaws. To be presented and reviewed at 2017 AGM.</p> <p><i>Comment on fees for Farmer Vendors (Barry Lockwood):</i> They would support charging farmer vendors a fee now that the market is established. Charging farmers legitimizes the value of being at the market. Proposed exception for community groups (such as ENUF Co-op) who would still receive a free table. This is the essence of community & supporting each other. Farmers would especially support this fee if it created the ability to hire a 'Market Manager' position who could support the BOD, move things forward for the market and create a more established EFM.</p> <ul style="list-style-type: none"> - Duncan Reimer Comment: Recommending no greater than a \$20 - \$25 per market fee as it would be a challenge to support anything larger from a farm finances standpoint. - Alia Dalley Comment: Supports Duncan's suggestion of a \$20 - \$25/market fee for farmers <p>Market Extension Discussion:</p> <ul style="list-style-type: none"> - Farmers have lots ready to go beginning as early as April spring equinox and going as far into the season as October around Fall equinox

	<ul style="list-style-type: none"> - Days are too short to be outside going into October + weather cools down which impedes foot traffic, creating challenges for getting patrons to come shop - Consider: shortening the market times after September (though this creates advertising challenges – easier to have set times & days) - Thanksgiving feels like a more ‘natural’ cut-off for a weekly market season - Can we move inside to the Recreation Ctr for later season weekly markets <ul style="list-style-type: none"> o What is the cost increase of this? What would vendor fees need to go to, in order to support? 								
13	<p><u>Questions to Directors:</u></p> <ul style="list-style-type: none"> - <i>Shelley MacDonald: Please explain the losses currently shown for ‘Liquid vendors’</i> <ul style="list-style-type: none"> o This is an interim report. The losses showing there are incorrect numbers which are currently being sorted out with the newly higher (and paid) bookkeeper. They will be sorted and made available to the membership before fiscal year-end - <i>Ilya Amrhein: Has consideration been given to joining BCFAM to reduce insurance costs which have been shown to be a big expense?</i> <ul style="list-style-type: none"> o Consideration has been given a number of times to joining BCFAM. It is once again something the Board will look at as an option if it will not adversely impact the ability of ‘all vendors’ to participate in the Market and the Market BOD has confidence we would be able to effectively cover all of the responsibilities which come along with joining BCFAM programs & reporting requirements. o EFM BOD feels more confident in joining BCFAM when we have enough funds to hire a staff position to be responsible for BCFAM requirements. We are not comfortable putting this level of workload on a volunteer & would prefer the ‘safety’ of paid accountability (hard to hold volunteers to task....) - <i>Barry Lockwood: Has consideration been given to charging farmer vendors to assist in creating/paying for staff positions that would make it possible to join BCFAM</i> <ul style="list-style-type: none"> o This question was put back to the floor asking for a motion to be made regarding charging vendors. *See below for motion. - <i>Cammie Lockwood: What is the current fee structure of EFM?</i> <table border="1" data-bbox="414 1145 2018 1286"> <tr> <td>Full time vendors: \$28/wk (18 – 22 spots)</td> <td>Part-time vendors: \$35/wk (9 – 11 spots)</td> </tr> <tr> <td>Drop-in vendor: \$40/wk (7 – 8 spots)</td> <td>Liquor vendors: \$45 - \$55/wk</td> </tr> <tr> <td>Food Trucks: Full time \$45/wk</td> <td>Food Truck: Part time \$55/wk</td> </tr> <tr> <td>Food Trucks: Drop-in \$65/wk</td> <td>Power Fee: \$5/wk</td> </tr> </table>	Full time vendors: \$28/wk (18 – 22 spots)	Part-time vendors: \$35/wk (9 – 11 spots)	Drop-in vendor: \$40/wk (7 – 8 spots)	Liquor vendors: \$45 - \$55/wk	Food Trucks: Full time \$45/wk	Food Truck: Part time \$55/wk	Food Trucks: Drop-in \$65/wk	Power Fee: \$5/wk
Full time vendors: \$28/wk (18 – 22 spots)	Part-time vendors: \$35/wk (9 – 11 spots)								
Drop-in vendor: \$40/wk (7 – 8 spots)	Liquor vendors: \$45 - \$55/wk								
Food Trucks: Full time \$45/wk	Food Truck: Part time \$55/wk								
Food Trucks: Drop-in \$65/wk	Power Fee: \$5/wk								
14	Meeting Adjourned								

	Moved: Barry Lockwood	Seconded: Duncan Reimer	Passed
--	------------------------------	--------------------------------	--------

Minute taker:	Secretary: Lise Richard
----------------------	-------------------------

Signed:	
Name:	
Date:	