

Fireweed Community Market Society AGM 2023 Meeting Agenda

March 28, 2023

7:00 pm Zoom

1. Attendance
2. Call to order
3. Motion to accept the agenda
4. Review and approval of 2022 AGM minutes: please see attached minutes [2022 AGM Minutes](#)
5. Presentation of Reports:
 - 6.1. President's Report
 - 6.2. Treasurer's Report
6. Election of Officers: Brad Cathers officiates the election
 - President
 - Vice President
 - Treasurer
 - Secretary
 - Directors (2-5 positions)
7. Adjournment
8. Member input and ideas discussion- thoughts and ideas to improve are welcome, volunteers to implement improvements welcome.

Fireweed Community Market Society

AGM 2023 Meeting Minutes

March 28, 2023

7:00 pm via Zoom

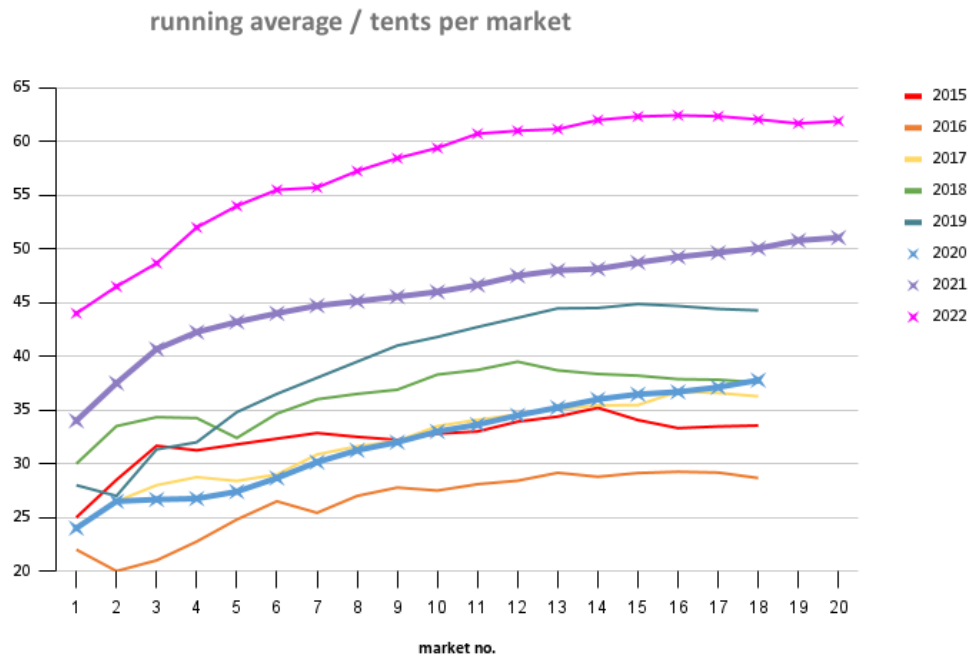
1. Attendance: Darren Holcombe, Cascia Krolczyk, Alexandra Maltais, Sarah Ouellette, Sarah Corbeil, Karen Walker, Micha St.Pierre, Katie Young, Val Goodkey, Josefina Stoffel, Huu Dung, Brad Cathers, Gerald Marchildon, Gold Adaugo Vance
2. Call to order: 7:09 / Chaired by Darren.
3. Motion to accept the agenda: Darren moves, Alex seconds, passes.
4. Review and approval of 2022 AGM minutes: please see attached minutes
■ AGM 2022 Minutes FCMS.pdf : Darren moves, Katie seconds, passes.
5. Presentation of Reports:
 - 5.1. President's Report: ■ AGM 2023 President's Report.pdf
 - 5.2. Treasurer's Report: ■ AGM 2023 Treasurer Report and Financials.pdf
6. Election of Officers: Brad Cathers officiates the election
 - President: Katie Young , Darren nominates, Cascia seconds, all in favour.
 - Vice President: Cascia Krolczyk Katie nominates Carlie seconds, all in favour.
 - Treasurer: Alexandra Maltais , Darren nominates Katie seconds, all in favour.
 - Secretary: Carlie Ferland , Alex nominates Darren seconds, all in favour.
 - Directors (2-5 positions): Darren Holcombe , Sarah Corbeil, Sarah Ouellette, Josefina Stoffel, Gold Adaugo Vance. Katie nominates the five volunteers, Alex seconds, all in favour.
7. Adjournment: 7:47
8. Member input and ideas discussion- thoughts and ideas to improve are welcome, volunteers to implement improvements welcome.

- Sarah Corbeil is interested in future 12 Days planning. With 12 Days going ahead in the Longhouse, we all look forward to making our next step successful.
- Discussion of usual duties for board members, executive committee and directors.
- We are excited to have four new directors join the board! Exciting to share ideas, experience and enthusiasm as we work together!

AGM Chair Report-March 2023

Outdoor Market

- Highlights from 2022
 - Our Outdoor Summer market continues to grow, with increased number of vendors and customers



- Our MM and MA worked together to accommodate this fast growing market. The market season would not have gone so well without this team! BIG THANK YOU TO MICHA AND JO!
 - Our rental tents continue to be oversubscribed. Part way through the year we decided to put a limit on the number of times a vendor could rent a market tent. We are hoping to encourage successful vendors to purchase their own tents. We have also put a limit on the number of times an information booth can rent our market tents.
 - Micha applied for the Express Micro-Grant through YG Tourism & Culture to host the Vanstones at our last market. It was a great addition to the market and we are working towards having more live music in our 2023 season.
- Looking ahead to 2023
 - We are beyond excited to welcome Micha back as Market Manager! We have been working together over the off-season in preparation for this year's market. We have made some adjustments to our staffing structure

to accommodate the growth of the market. We will have two Market Manager's; one position will have additional responsibilities during the week to help our MM, and the second role will commence in June, when the market starts to pick up.

12 Days of Christmas Market

- Highlights from 2022
 - This year we introduced a vendor selection process to help navigate the oversubscription of vendors to our market. The registration process went very smoothly for our Market Manager team.
 - *Vendor selection ordered criteria is as follows;*
 - 1. *Returning 12 days vendors from 2021 *Only group eligible for 5' space size*
 - 2. *Returning 12 days vendors from 2020*
 - 3. *Summer Outdoor Market vendors from 2022*
 - 4. *Returning 12 days vendors from before 2020*
 - 5. *Summer Outdoor Market vendors from 2021*
 - 6. *New vendors *Preference given to those with pre-existing Christmas sale*
 - **119** vendors total in the end
 - **89** tables
 - **17** sharing
 - **13** on the Community Table
 - As all of our transactions at this market go through our cashiers, we are able to get very detailed sales reports. This year our sales were down slightly from the previous year. We also saw the return of many one day/weekend Christmas markets come back. It should also be noted that the temperature over the last 3 days was quite cold!
- Looking ahead to 2023
 - This is an exciting year for us as we are moving into the large room at KDCC! We are considering hiring an additional floor manager for this expansion. Darren and Cascia have been working on this plan to help smooth the transition.
 - The Longhouse is booked for next year, December 6th - 19th, 2023. A 14-day sale starting on a Wednesday and ending on a Tuesday (like this year). We were asked for 2024 and 2025 dates from KDCC and these were provided in the same 14-day format.

Funding update

- SCAP: The majority of our funding comes from the agriculture branch. At this point the program that usually funds our market has not been open to accepting applications. We have had one meeting with Randy Lamb and the program should open up early April. Our plan is to apply for a similar amount of funding, increasing the amount for staff wages to reflect our new staffing structure and the growth of the market
- CanNor: This application went in last year for funding to help with the expansion of the 12 Days of Christmas market. It is inconclusive if we will get funding or not. We are waiting to hear back.*Check in with Alex/DH
- CTDDF: This is a new funding program through the department of tourism. Micah put in this application for us. The goal of this funding program is to help tourism and local events to recover from Covid. Our application would cover costs for adding 12 events to the Outdoor Market season, including 7 workshops and 5 live music events, as well as capital costs to purchase a sound system.
- TCMF: Over the last two years we have successfully applied for the TCMF (and GoDigital) program to help cover marketing costs. This has allowed us to have a generous budget to help promote both the outdoor market and the 12 Days of Christmas Market, as well as promote connecting our vendors and customers.

Sponsorship update:

- For the last year our office space has been generously sponsored by NVD. The Maine Steele building has now been sold to Harley. They have offered to continue sponsoring the office space for us

Marketing update:

- For the first year we have put efforts into keeping our facebook and instagram accounts active during the off season. We were able to do this because our MM is returning for a second year and we still had budgeted funds left to use towards marketing.
- Micha ran some ads encouraging our vendors and customers to connect during the off season.
- She also was able to take some time to create a social media plan for the off season and going into the summer. Hopefully you've noticed some fun posts, talking about our market's history over the past couple of weeks!

Board update:

- President: Katie Young
- Vice-President: Cascia Krolczyk

- Treasurer: Alex Maltais
- Secretary: Carlie Ferland
- Director: Darren Holcombe
- Left the board:
 - Kelsey Metropolit
 - Milla Mercier
 - Thank you to both Milla and Kelsey! Both have been board members since 2017 and have dedicated both time and energy to building a better Fireweed Market
- We are open to inviting (2) additional board members to our team!

March 27th, 2023
Prepared for: March 28th AGM
Prepared by: Alexandra Maltais, Treasurer



Finance Report

Finance Roles

In November 2022, Darren Holcombe transitioned out of the Treasurer role (remaining a Director) and became a compensated Bookkeeper. Alexandra Maltais stepped into the role of Treasurer.

Budget

Budgeted Expenses in 2022 (\$140,640) matched actual expenses almost exactly (\$140,979).

The surplus (\$18K) came from more vendors, better sales at 12 Days, and more FCMS product sales.

New Societies Act

As it's now 2023, we are now operating under the new Societies Act. The transition will be complete after submission of AGM documents. The board will retain an accountant yearly for an annual review.

CanNor Funding

Expression of Interest was submitted on November 30th. We heard back on February 6th.

Our application has been "retained" and "may be considered for full application at a later date".

Upon further inquiry with CanNor, we learned that our EOI scored quite well and there is a good chance that we may be asked to submit a full application around June.

Other Funding

Applied for and received for the first time to YTG Tourism and Culture's express micro-grant (\$1012.50) that funded a live music performance for the final outdoor market on September 22nd.

Applied for and received for the first time to the Community Tourism Destination Development Fund (CTDDF) and received confirmation of funding in March 2023.

Tourism Cooperative Marketing Fund (TCMF) funds awarded in 2022 are still being used in the beginning of 2023. Applications for the new fiscal year open on April 1st, 2023, at 8:00 a.m.

Changes in Rental fees for upcoming year (2023)

Our monthly office rent at 210B - 212 Main St will remain \$0, even with the landlord transfer from NVD to new building owners.

- Rent expenses of \$977.45 is for thank you gift baskets during Christmas to both NVD and new landlords, plus the damage deposit of \$630 from old location (Waterfront) that was put towards the sponsored rent at new location (Main St)

Outdoor market for 2023 (City of Whitehorse): \$4,555

- Paid \$4,300 in 2022

Christmas market for 2023 (KDCC): \$23,200 + GST = \$24,360

- Paid \$9,983.50 in 2022 for the 14 days
- The increase in rent is due to the larger space provided in the Longhouse
- Deposit of 25% of total (not incl gst) was paid on January 10th, 2022 (\$5,800)
- A second payment of \$5,800 was paid to KDCC on January 11th, 2023
- The amount still owing is reflected in the balance sheet

Fireweed Community Market Society
Income Statement 01/01/22 to 12/31/22
Year End 2022



REVENUE

<i>General Membership Fee</i>	3,975
<i>Vendor Membership Fee (try-it rate!)</i>	1,030
<i>Vendor Membership Fee</i>	7,645
<i>Volunteer Discount</i>	1,450
<hr/>	
Membership Fee	14,100
12-Days of Christmas Market Rental Fees	20,087
12-Days of Christmas Market % Fee	30,110
<i>Daily rental (own tent)</i>	6,147
<i>Seasonal rental (own tent)</i>	16,333
<i>Under FCMS tents</i>	8,846
<hr/>	
Total Outdoor Market Fees	31,325
Outdoor Market POS % Fees	119
Other Income	2,323
Market Product Sales	10,390
Reciever General GST Rebate	-1,432
<i>TCMF (YG Tourism & Culture)</i>	9,267
<i>GoDigital (YG Tourism & Culture)</i>	2,635
<i>Express Micro-Grant (YG Tourism & Culture)</i>	1,013
<i>CAP project (yr 2 of 2) (YG Agriculture)</i>	40,000
<hr/>	
Government Funding¹	52,914
TOTAL REVENUE	159,936

EXPENSES

<i>12-Days of Christmas Market</i>	5,804
<i>Outdoor Market</i>	8,485
<hr/>	
Advertising & Promotion	14,289
Marketing	3,876
Bookkeeping	1,800
Bank Fees, Late Fees, Interest	250
Depreciation	2,239
Dues, Fees and Licenses	699
Cash Over/ Short	10
Insurance	1,860
Market Product Costs	11,698
Phone	1,442
<i>12-Days of Christmas Market</i>	9,675
<i>Office</i>	1,366
<hr/>	
Merchant Fees	11,041
<i>Office / NVD</i>	977
<i>12-Days of Christmas / KDCC</i>	9,984
<i>Outdoor Market / CoW</i>	4,384
<hr/>	
Rent	15,345
Supplies	4,109

265 Members
c. 34 @ \$15,\$30 or \$50
c. 198 @ \$50
145 hrs @ \$10/hr
265 Members
table fees for 119 vendors
5% of vendor sales
20%
52%
28%
complete season (20 markets)
5% of vendor sales via FCMS SQUARE
beer garden, veg. raffle
Coffee, hats, toques, shopping bags and stickers
Public Service Bodies rebate on 2020 GST - denied
Tourism Cooperative Marketing Fund incl. GoDigital
GoDigital Fund
Express Micro-Grant Fund
Canadian Agricultural Partnership

October - December
May - September
WUY / CKRW / Astar / YK News / Star / CPost / YNoO
Summer photos, 12-Days photos, Harvest Raffle
last 4 months of 2022
includes charges for cash deposits @ 12-Days
no new fixed assets in 2022
CoW, WCC, YCC, TIAY, societies filings
Office + 12-Days + Outdoor
market, office, directors
Bean North coffee, GreenScreen bags, Pukka hats
Cell phone and data charges
Square (12-Days sales)
Square (Office, Outdoor and 12-Days registration)
POS charges from SQUARE, mostly 12-Days (2.35%)
sponsored by NVD
extended days, hours (14 days, 12hrs/day)
Shipyards Park (x20)
Office, Shipyards, KDCC
Office, Outdoor & 12-Days Market incl. volunteer exp

<i>Outdoor Market / manager</i>	35,190	Manager (71%)
<i>Outdoor Market / assistant</i>	4,248	Assistants (8%)
<i>12-Days of Christmas / cashiers</i>	10,286	Cashiers (21%)
	Payroll	includes MERCs (Mandatory Employment Related Costs)
	49,724	
Contract and Professional Fees	16,000	12-Days of Christmas market management contract
Casual Labour	1,338	fill in days for outdoor market MM & MA
Performances	1,430	Final outdoor market
Staff Development	945	Board workshop, 12-Days Vendor Mixer
Software & iPad	2,259	QuickBooks, Canva, VolunteerLocal, Later, Zoom
Web Expenses	423	GoDaddy website/emails
Memorial Donations	0	
GST 2.5 expense	1,132	Public Service Body rebate amount (will not recoup)
TOTAL EXPENSES	141,907	
NET INCOME	18,029	

¹as per section 8(2)(a) of the Societies Act Regulations (2015)
below as per section 8(2)(c) of the Societies Act Regulations (2015)

member no.	name	amount	
2022-023	Alex Maltais	\$ 1,014.88	12-Days cashier
2022-001	Cascia Krolczyk	\$ 8,559.96	Outdoor Market manager x1, 12-Days co-manager, 12-Days cashier
2022-191	Cass Collins	\$ 322.50	12-Days buttons, 12-Days poster artwork
2022-003	Darren Holcombe	\$ 9,800.00	12-Days co-manager, bookkeeping
2022-122	Georgi Pearson	\$ 587.93	12-Days cashier
2022-091	Robert Postma	\$ 315.00	Outdoor Market photos

Fireweed Community Market Society
Balance Sheet at 12/31/22
Year End 2022



ASSETS

Prepaid Insurance	381	2023 part of D&O insurance
Prepaid Expenses	5,800	KDCC deposit for 2023 12 days
Cash on Hand	745	office float
Scotiabank Account	90,120	reconciled to Dec 31st
Scotiabank GIC	1,073	held to cover FCMS visa
EFT payable	-839	payments to be submitted
Accounts Receivable	<u>5,035</u>	TCMF (balance)
TOTAL CURRENT ASSETS	<u>102,315</u>	

CAPITAL ASSETS

Market Equipment, Tables & Chairs	11,729
Accum Depreciation Mkt Tables etc	<u>-9,649</u>
NET MARKET TABLES AND CHAIRS	<u>2,080</u>

Cash Registers	1,577
Accum Depreciation Cash Registers	<u>-1,474</u>
NET CASH REGISTERS	<u>102</u>

Computers and Software	9,841
Accum Depreciation Comp. & Software	<u>-9,659</u>
NET COMPUTERS & SOFTWARE	<u>182</u>

TOTAL CAPITAL ASSETS	<u>2,364</u>	no new capital assets added
TOTAL ASSET	<u>104,679</u>	

LIABILITIES

Payroll Liabilities	1,518	federal taxes
Accrued Expenses	185	December bank fees
Accounts Payable	6,534	MM contract, Yukon News
Scotiabank Credit Card	<u>670</u>	
TOTAL LIABILITIES	<u>8,907</u>	

EQUITY

Retained Earnings	77,742
Current Earnings	<u>18,029</u>
TOTAL EQUITY	<u>95,771</u>

LIABILITIES AND EQUITY	<u>104,679</u>
-------------------------------	----------------

Fireweed Community Market Society

2023 Budget



	Jan - Dec 2022	Budget 2023	2023 comments
INCOME			
4100 Memberships (society and vendor)	14,100	16,500	more vendors in both markets, + NFP fee increase
4300 12 Days Market Rental Fees	20,087	29,758	based same fee structure, more space (using 400' vs 270')
4350 12 Days Market % Fee	30,110	30,000	based on 4% but could range to 6%
4400 Outdoor Market Fees - Thursday	31,325	32,000	same rate for regular vendors, increase rate for NFP, Government
4450 Outdoor Market % Visa Fees	119	100	
4650 Other Income	2,323	2,500	beer garden, harvest raffle
4750 Market Products Sales	10,390	8,500	bags, hats, toques and Bean North coffee
4800 Funding - YTG Agriculture	40,000	50,000	Sustainable Canadian Agricultural Partnership (SCAP) / April intake pending / will be 3 year
4850 Funding - YTG Tourism & Culture		18,176	Community Tourism Destination Development Fund (CTDDF) / pre-approved March 25
4850 Funding - YTG Tourism & Culture	9,267	10,000	Tourism Cooperative Marketing Fund (TCMF) / April 1 intake
4850 Funding - YTG Tourism & Culture	2,635	365	GoDigital (2022 leftover)
4850 Funding - YTG Tourism & Culture	1,013	0	Express MicroGrant
4910 Funding - CanNor (Federal)		28,000	CanNor / EOI submitted but not approved as of Feb 2023 / possible this may be re-assessed?
Receiver General GST rebate	-1,432		
Total Income	159,936	225,899	*total of \$108,000 in funding - none with TPA yet
EXPENSES			
5001 Market Product Costs	11,698	5,000	we have \$6,400 in products at start of year
5005 Advertising & Promotion	14,289	16,500	tied to TCMF (ie. TCMF + 6K)
5008 Marketing	3,876	2,000	Outdoor market photo contract
5010 Bank Fees inc. interest/late fees	250	500	
5020 Bookkeeping	1,800	7,400	Bookkeeping + Accountant review
5025 Depreciation Expense	2,239	9,000	Sound system (CTDDF), Tents/SQUARE (CanNor)
5030 Dues, Fees and Licenses	699	700	
5035 Cash Over/Short	10	0	
5080 Insurance	1,860	1,900	GL and D&O
5100 Merchant Fees (Visa/MC/Debit)	11,041	13,252	1.6% of 12days sales+fees
5115 Phone and Internet	1,442	1,500	
5120 Rent - Outdoor Market	4,384	4,555	CoW - Shipyards Park / half-day x 20 weeks / confirmed
5125 Rent - 12 Days	9,984	24,360	KDCC Longhouse / confirmed
5134 Rent - Office	977	350	sponsored by 836924 Yukon Inc
5140 Supplies	3,378	6,000	increased to accomodate growth for both markets
5150 Equipment (Repair and Maintenance)	0	0	CTDDF sound system \$7000, = capital asset
5185 Staff Development & Conference	945	1,500	BoD workshop, vendor mixer, etc
5185 Volunteer Expenses	731	500	outdoor market help
5280 Ag Workshop Materials		2,000	tied to SCAP funding
5290 Ag Workshop Labour		8,000	tied to SCAP funding
5300 Arts Workshop Materials		1,400	tied to CTDDF funding
5310 Arts Workshop Labour		2,800	tied to CTDDF funding
5525 Software & iPad	2,259	2,500	
GST expense (for PSB rebate)	1,132		no longer tracking GST for PSB rebate
5550 Web Expenses	423	500	
Miscellaneous Expenses	1,430	4,000	tied to CTDDF funding = music + tech
Payroll + Expenses + Taxes	67,062	105,400	includes CTDDF, SCAP and CanNor funding proposals
Total Expenses	141,907	221,617	
profit/loss	18,029	4,282	