

Fireweed Community Market Society AGM 2020 Meeting Agenda

March 10, 2020

7:00 pm Whitehorse Public Library

1. Attendance:
2. Call to Order
3. Motion to accept the agenda
4. Review and approval of 2019 AGM Minutes
5. Presentation of Reports

Chair's Report

Treasurer's Report

Motion to waive the Financial Review

6. Election of Officers

Brad Cathers officiates the election

Co-chairs

Treasurer

Secretary

Directors (4-5 positions)

Adjournment

Fireweed Community Market Society AGM 2020 Meeting Minutes

March 10, 2020

7:00 pm Whitehorse Public Library

Attendance: (13 plus the board) Katie Young, Milla Mercier, Darren Holcombe, Kelsey Metropolit, Carlie Ferland, Brad Cathers, Sue Warner, Deborah Turner Davis, Joella Hougen, Gerald Marchildon, Fai Chau, Michelle Chen, Hilary Seymour, Nicole Schoeneberg, Tim Cameron, Anne Savoie, Michael Russo.

Call to Order: 7:11pm

Motion to accept the agenda: Sue 1st, Milla 2nd, all in favor, passed.

Review and approval of 2019 AGM Minutes: Carlie 1st, Kelsey 2nd, all in favor, passed.

Presentation of Reports:

Co-chair's Report: please see attached report from Katie- Chair report speaking to last year's markets summer and winter market success.

Other highlights:

- going over the few new rules and guidelines for this coming year,
- new marketing and branding plan with Smrt Popups
- new hires coming up for MM and MA
- applying for Canadian Agricultural Program funding before current funding expires
- looking at ways to have more live music at market

Treasurer's Report: please see attached statements, budget and report from Darren.

*Motion to accept the 2019 financial statements as presented, Darren 1st, Joella 2nd, all in favor, passed.

*Motion to waive the Financial Review for 2020: 1st Carlie, 2nd Katie, all in favor, passed.

Budget for 2020: please see attached budget report.

-speaking to applying for CAP funding, Brad Cathers asked about our timeline and offered to write a letter of recommendation for our application.

Election of Officers:

Brad Cathers officiates the election:

Co-chairs: Katie Young and Milla Mercier would stand in their positions, Sue 1st Katie, Deborah 2nd Katie, Hillary 1st Milla, 2nd Joella

Treasurer: Darren Holcombe would stand, Milla 1st, 2nd Michael Russo

Secretary: Carlie Ferland would stand, 1st Darren, 2nd Deborah

Directors: (4-6 positions) Kelsey Metropolit: 1st Deborah, 2nd Joella
Bart Bounds: 1st Tim, 2nd Sue
Richard Beaudoin: 1st Carlie, 2nd Darren
Jen is stepping down
Mike Russo: 1st Milla, 2nd Joella
Tim Cameron: 1st Katie, 2nd Milla

Kelsey moves nominations cease 1st, Katie 2nd. All in favor, passed.

Member input and ideas discussion- thoughts and ideas to improve are welcome!

-Sue suggests vigorously promoting shoppers bringing their own bags to summer market and the 12 Days to reduce waste. Tim offers that people might want to "bring a bag to donate/so others could take a bag". Deborah noted that at 12 Days some shoppers that brought bags were putting items in their bags vs. our shopper baskets, and that would be good to address next year with signage to not place items in your own bag until checkout. Brad offered thoughts toward keeping in mind sanitation efforts with bags, baskets, food sellers, during a potential virus alert.

-Discussing market layout and the new playground being built at south end of the gazebo inside the skating loop. We are in talks to preserve and improve out electrical access for vendors. The atmosphere and feedback regarding our new outside loop layout was all positive and we look forward to the same layout moving forward.

-Question about how and who to talk to about any special health protocol or limits to food vendors for this upcoming season. Brad recommended checking with the Yukon Health Commissioner for current or new regulations regarding Covid-19 pandemic.

-Question and discussion from Fai wondering about our target mission of FCMS, what is our agenda and theme. Suggested we could choose a new theme each year to promote and introduce to the community. Board members discuss that we anchor our support toward agriculture vendors as was our roots and is our core funding. Hand in hand with supporting local makers and growers. Fai discusses ideas that we could distribute or educate our shoppers more to our groups of makers, via cookbook, education of our agenda to continue more throughout the year. We spoke to our two FCMS published cookbooks that included lifestyle methods of Yukoners. Similar feature we do is our social media promotion where a vendor would take over our Instagram for the week telling about their lifestyle and approach to their Yukon made product and lifestyle to bring that product to market. Conversation continued and highlighted that our FCMS volunteer board welcomes member driven initiatives carried through by interested members volunteering their time to see it through.

Adjournment: 8:22

Sunday, February 23, 2020

AGM - chair report

A year in review

- Staffing restructure
 - Last year we had a restructure in our staff model to adjust to lower CAP funding. So far, we have done really well with this model. This is why it worked:
 - Cascia stayed on for 12 days - huge advantage
 - Market manager helped hire assistant and this made for a dream team
 - More creative incentive for the office position helped keep our mm engaged
 - She is still helping out past the end of her position
- Photo shoot with GBP Creative
 - In July we had GBP Creative come out and take some professional pictures for us to use on our website and for social media. We have made all of these pictures accessible to our membership!
- New format at Outdoor Market and Beer Garden
 - We had lots of great feedback about our new format. This leaves the green space in the center of our loop open for families and friends to sit on the grass and spend more time at the market instead of feeling crowded and rushed. It also lends nicely to our beer gardens.
 - Beer gardens were also greatly received by our customers. We met up with Winterlong at the end of the season and they have agreed to run a beer garden at each market. We tried a few different formats (using non-profit organizations to run the beer gardens or having Winterlong as the only organization running the beer garden) Seems to be the easiest to let Winterlong run these beer gardens and the money raised goes between Winterlong and the FCMS
- Record years for both Outdoor Market and 12 Days of Xmas market
 - Why:
 - Really great weather for the Outdoor Market season - makes a big difference.

Sunday, February 23, 2020

- Market Manager and Assistant made for a dream team!

What's coming up

- Changes to Rules and Guidelines
 - The board has reviewed some of the rules and guidelines. We have printed off copies for you to take and look through, but you can also find a copy on our website.
- Reserved Spaces
- Marketing with SMRT popups: funded by CDF
- New hires for Market Manager and Assistant coming up
- CAP funding: re-apply
- Music at the market: funding with the CJUC
- Refillery Station?

2020 AGM finance report

Documents

1. Compact Income Statement & Balance Sheet for 2019, 2-sided.
2. Expanded Income Statement for 2019, 2-sided.
3. 2020 Budget with 2019 & 2018 for comparison, single sided.

A few copies of the 2018 statements are also available.

2019 Income Statement

Revenues exceeded expenses by \$8308 This is a net gain for 2019.

- Reasons for this gain?
 - Reduced expenses. Lower amounts spent on equipment, bookkeeping and staff development.
 - Increased revenue from membership fees, outdoor market rentals, market product sales and “other income” (beer garden, IDL market)

Revenues for 2019

- Up \$3,200 from 2018
- 63% generated directly from memberships, vendor fees and commission on sales (unchanged)
- 9% from fundraising products and other income (up from 5%)
- 28% from government funding (down from 33%)
- 2019 was the second year of the 3-year agreement under CAP (Canadian Agricultural Program)

Expenses for 2019

- Down \$3,300 from 2018
- 44% to cover payroll (outdoor market manager and assistant, 12 days cashiers, 12 days manager)
- 21% to cover rent (Northern Vision Development, City of Whitehorse, Kwanlin Dün Cultural Centre). NVD fixed our rent below market value.
- Suite of professional photos added post-budget for \$2842 or 3% of total.

Motion: that the 2019 financial statements be approved as presented

**Motion: to request to waive the audit requirements for 2020
(as per subsection 9(4) of Societies Act and FCMS is category B society)**

Budget 2020

Revenues

- Same levels as 2019 with exception of Community Development Fund grant for marketing strategy.
- Year 3 of 3 in our **Canadian Agricultural Partnership** project
- Calculated revenues based on core events; Thursday outdoor market and Christmas 12 days market.
- Included estimated growth to outdoor market participation
- Included increase in outdoor market vendors (youth, senior, NFP)
- No increase in membership fees
- No increase in fees for 12 days vendors
- Same estimate of revenue from fundraising items, currently coffee sales at 12 days and market bags (could increase this with other ideas?)

Expenses

- Payroll is single largest expense. 2020 figure is calculated with a 2.5% increase on most wage amounts. Same format of increased hours for summer market manager and hourly rate for Christmas market manager. Around \$4,000 set aside in payroll to cover funding search.
- Rental of venues and office is next largest expense.
- Point of Sale expenses (or Merchant Fees) are tied to usage and what types of payments are accepted.
- Supplies/Equipment is higher as some market equipment needs replacement at the end of the summer season (tents, chairs, signs)
- Marketing strategy and brand refresh has net cost of c.\$1400 + reprinting of market equipment with new logos etc

Budget Questions / Notes

- Arts Fund application (submitted mid-March) is not shown. If successful, this would be 70% funded by the Arts Branch with remaining budget covered by FCMS as in-kind & cash (c. \$500 wages for MM).
- Planned loss of c. \$3000 for 2020
 - Net gain in 2018,2019 will cover this loss and added amounts for staff to secure long-term market funding is considered an investment.
 - Possibly reduced loss depending on use of training funds, equipment replacement funds or increased revenues.
- Office use is low, but some form of space is required organizing events.
 - NVD will allow some form of office share. No opportunities arose in 2019 to share but still possible in 2020.

Fireweed Community Market Society
Income Statement 01/01/19 to 12/31/19
Year End 2019



REVENUE

Membership Fee	10,275	213 members
12 Days Market Rental Fees	18,525	table fees
12 Days Market % Fee	20,363	5% of vendor sales
Total Outdoor Market Fees	16,717	complete season (18 markets)
Outdoor Market % Visa Fees	394	5% of vendor visa sales
Other Income	5,282	printer sale, beer garden, veg. raffle, IDL market
Market Product Sales	4,077	Coffee and shopping bags
<i>CAP project 1 (yr 2 of 3) (YTG Agriculture)</i>	<i>30,000</i>	Canadian Agricultural Partnership / delivering market
Government Funding¹	30,000	YTG Agriculture (Canadian Agricultural Partnership)
TOTAL REVENUE	105,633	

EXPENSES

Advertising & Promotional	7,937	WUY / CKRW / Astar / Black Press / Whitehorse Star
Marketing	2,842	GBP Creative market photos
Bookkeeping	1,889	Avail Administrative Services
Bank Fees, Late Fees, Interest	639	includes charges for cash deposits @ 12 days
Depreciation	1,391	3yr linear depreciation
Dues, Fees and Licenses	500	CoW, WCC, YLC, societies
Cash Over/ Short	163	overage \Office + 12 Days + Thur
Insurance	1,827	market, office, directors
Market Product Costs	2,880	coffee from Bean North, bags from GreenScreen
Phone	1,001	Cell phone and data charges (internet incl. in rent)
Merchant Fees	7,079	Visa/MC/Debit
Rent	20,173	Office, 12-Days, Shipyards
Equipment	1,719	Office, Thursday Market, 12Days Market
Supplies	2,672	Office, Thursday Market, 12Days Market
Payroll	42,058	includes MERCs
Casual Labour	510	2 days as Thursday MM
Staff Development	414	FB ads course (x2)
Software & iPad	1,233	QuickBooks, VolunteerLocal, iPad plans
Web Expenses	399	GoDaddy website/emails (x2)
TOTAL EXPENSES	97,325	
NET INCOME	8,308	

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

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

membership no.	name	amount	
2019-005	Darren Holcombe	\$ 3,890.14	12Days co-manager
2019-207	Selene Vakharia	\$ 413.70	SMRT Popups FB course

Fireweed Community Market Society
Balance Sheet at 2019 Year End
Year End 2019



ASSETS

Damage Deposit	630	for Office
Prepaid Insurance	612	2020 part
Prepaid Expenses	-118	QuickBooks Q4 subscription
Cash on Hand	192	office
Scotiabank Account	77,042	reconciled to Dec 31st
Scotiabank GIC	1,060	held to cover FCMS visa
Square Recievable	0	
E-Transfer Recievable	0	
Accounts Receivable	0	
TOTAL CURRENT ASSETS	<u>79,419</u>	

CAPITAL ASSETS

NET TRAILER	491
NET MARKET TABLES AND CHAIRS	2,393
NET CASH REGISTERS	241
NET COMPUTERS & SOFTWARE	252
NET FURNITURE AD FIXTURES	797
TOTAL CAPITAL ASSETS	<u>4,174</u>
TOTAL ASSET	<u><u>83,593</u></u>

LIABILITIES

Payroll Liabilities	1,358	federal taxes
Accounts Payable	5,630	balance for 12days/KDCC, YKnews
Wages Payable	1,765	for last 2019 payroll
Scotiabank Credit Card	683	
TOTAL LIABILITIES	<u>9,436</u>	

EQUITY

Retained Earning	65,849
Current Earnings	<u>8,308</u>
TOTAL EQUITY	<u>74,158</u>

LIABILITIES AND EQUITY

<u><u>83,593</u></u>

Fireweed Community Market Society
Income Statement 01/01/19 to 12/31/19
Year End 2019

****expanded****



REVENUE

<i>General Membership Fee</i>	3,090
<i>Vendor Membership Fee (try-it rate!)</i>	710
<i>Vendor Membership Fee</i>	7,250
<i>Volunteer Discount</i>	-775
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Membership Fee	10,275
12 Days Market Rental Fees	18,525
12 Days Market % Fee	20,363
<i>Daily rental (own tent)</i>	4,610
<i>Seasonal rental (own tent)</i>	6,504
<i>Under FCMS tents</i>	5,603
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Total Outdoor Market Fees	16,717
Outdoor Market % Visa Fees	394
Other Income	5,282
Market Product Sales	4,077
<i>CAP project 1 (yr 2 of 3) (YTG Agriculture)</i>	30,000
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Government Funding¹	30,000
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TOTAL REVENUE	105,633

213 members
 12 @ \$15 / 2 @ \$30 / 12 @ \$50
 145 @ \$50 . Fees waived for NGO
 @ \$10/hr
 213 members
 table fees
 5% of vendor sales
 28%
 39%
 33%
 complete season (18 markets)
 5% of vendor visa sales
 printer sale, beer garden, veg. raffle, IDL market
 Coffee and shopping bags
 Canadian Agricultural Partnership / delivering market
 YTG Agriculture (Canadian Agricultural Partnership)

EXPENSES

<i>12-Days of Christmas</i>	2,725
<i>Outdoor Market</i>	5,212
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Advertising & Promotional	7,937
Marketing	2,842
Bookkeeping	1,889
Bank Fees, Late Fees, Interest	639
Depreciation	1,391
Dues, Fees and Licenses	500
Cash Over/ Short	163
Insurance	1,827
Market Product Costs	2,880
Phone	1,001
<i>12-Days of Christmas</i>	6,210
<i>Office</i>	869
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Merchant Fees	7,079
<i>Office / NVD</i>	7,794
<i>12-Days of Christmas / KDCC</i>	8,410
<i>Outdoor Market / CoW</i>	3,969
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Rent	20,173
Equipment	1,719
Supplies	2,672
<i>Outdoor Market</i>	25,119
<i>12-Days of Christmas / management</i>	11,126

Thursday (x18)
 WUY / CKRW / Astar / Black Press / Whitehorse Star
 GBP Creative market photos
 Avail Administrative Services
 includes charges for cash deposits @ 12 days
 3yr linear depreciation
 CoW, WCC, YLC, societies
 overage \Office + 12 Days + Thur
 market, office, directors
 coffee from Bean North, bags from GreenScreen
 Cell phone and data charges (internet incl. in rent)
 Square (12-Days)
 Square (Office, Thursday)
 Visa/MC/Debit
 incl. heat/electrical
 12 days
 Shipyards Park (x18)
 Office, 12-Days, Shipyards
 Office, Thursday Market, 12Days Market
 Office, Thursday Market, 12Days Market
 Manager + Assistant
 Manager(x2)

<i>12-Days of Christmas / cashiers</i>	5,813
Payroll	42,058
Casual Labour	510
Staff Development	414
Software & iPad	1,233
Web Expenses	399
TOTAL EXPENSES	<u>97,325</u>
NET INCOME	<u><u>8,308</u></u>

Cashiers
includes MERCs
2 days as Thursday MM
FB ads course (x2)
QuickBooks, VolunteerLocal, iPad plans
GoDaddy website/emails (x2)

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

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

membership no.	name	amount	
2019-005	Darren Holcombe	\$ 3,890.14	12Days co-manager
2019-207	Selene Vakharia	\$ 413.70	SMRT Popups FB course

Fireweed Community Market Society
2020 Budget



	Jan - Dec 2018	Jan - Dec 2019	Budget 2020	comment
INCOME				
4100 Memberships (society and vendor)	9,072	10,275	11,000	growth at outdoor market
4300 12 Days Market Rental Fees	18,487	18,525	18,500	
4350 12 Days Market % Fee	21,195	20,363	20,000	
4400 Outdoor Market Fees - Thursday	13,775	16,717	19,000	change in fees & discount rate
4450 Outdoor Market % Visa Fees	273	394	500	
4650 Other Income	1,293	5,282	2,500	IDL market, beer garden
4750 Market Products Sales	3,531	4,077	3,500	coffee @ 12-Days, bags
4800 Funding - YTG Agriculture	34,775	30,000	30,000	CAP 2018-2020 (year 3 of 3)
4850 Funding - YTG Economic Dev.	0	0	10,148	CDF grant (marketing strategy)
Total Income	102,401	105,633	115,148	
EXPENSES				
5001 Market Product Costs	2,807	2,880	2,400	coffee + bags(or other)
5005 Advertising & Promotional	6,991	7,937	9,000	continue FB/IG ads
5008 Marketing		2,842	11,550	marketing/brand strategy (cost \$1402)
5010 Bank Fees inc. interest/late fees	934	639	800	
5020 Bookkeeping	4,683	1,889	2,500	
5025 Depreciation Expense	2,288	1,391	1,000	
5030 Dues, Fees and Licenses	391	500	600	
5035 Cash Over/Short	164	163	150	
5080 Insurance	1,434	1,827	2,000	
5100 Merchant Fees (Visa/MC/Debit)	6,579	7,079	7,000	
5115 Phone and Internet	848	1,001	1,000	
5120 Rent - Outdoor Market	3,820	3,969	4,000	
5125 Rent - 12 Days	7,419	8,410	8,500	
5132 Rent - Storage Unit	179	0	0	
5134 Rent - Office	7,781	7,794	7,800	
5140 Supplies	2,757	2,672	3,000	
5150 Equipment (Repair and Maintenance)	477	1,719	6,000	market tents (replace some) + banners
5185 Staff Development & Conference	0	414	1,500	market manager training if req'd
5280 Ag Workshop Materials	921	0	0	
5290 Ag Workshop Labour	3,500	0	0	
5525 Software & iPad	1,144	1,233	1,000	
5550 Web Expenses	403	399	400	
Payroll + Expenses	45,081	42,568	48,000	increase for CPI + 4K for funding search
Total Expenses	100,600	97,326	118,200	
profit/loss	1,801	8,307	-3,052	