

Fireweed Community Market Society

AGM 2021 Meeting Minutes

March 9, 2021

7:00 pm Zoom

1. **Attendance:** Katie Young, Milla Mercier, Brad Cathers, Mike Russo, Darren Holcombe, Gerald Marchildon, Kelsey Metropolit, Carile Ferland, Cascia Krolczyk, Tim Cameron, Bart Bounds, Kate Mechan, Fay Chau.
2. **Call to Order:** 7:18
3. **Motion to accept the agenda:** Milla moves, Carlie 2nd, passed.
4. **Review and approval of 2020 AGM Minutes:** Milla moves, Bart 2nd, passed.
5. **Presentation of Reports:**

Co-Chair Report: Katie gave a recap of 2020 summer market, successes and challenges. We worked through wondering if we would be able to even have a market at all to navigating the different phases of opening as prescribed by the CMOH as the summer progressed.

The challenge was the unpredictability and our Market Manager had to constantly think on his feet and ensure our following of the safety guidelines.

Our professional marketing plan had to take a back seat to operating while in a global pandemic; Cascia is implementing as many features as we could roll into this challenging summer.

By sharing our electric power needs with the city, the power access at Shipyards Park was adapted to the plugs our vendors require and our power access was increased enough that we could safely discourage generator use to reduce noise pollution and emissions.

We introduced our online market to reach our customers at the start of the uncertain market time, called Local Line.

Looking forward to 2021:

We have booked the park for 20 weeks, an increase over our traditional 18 weeks. We are looking forward to extending the season to later in the fall as we did this year when we had to start two weeks later to work with Covid restrictions.

Will be working around the playground construction beginning this spring at Shipyards Park and have plans to move north in the park as needed.

Canada Day is also on a market Thursday this year and we look forward to collaborating with the Whitehorse Lions to host the festivities in Shipyards Park alongside the market.

We are ready to follow any Covid restrictions that may be in place for summer 2021.

Our Market Manager position is open for this summer and after that hire in April we will hire the assistant.

Local Line will continue and developing improvements and participation as needs are identified.

A good list of resources has been added to the Rules and Regulations.

12 Days of Christmas:

We were fortunate to be able to hire Darren and Cascia as managers this year and with their experience with a Covid summer market ensured that we would be able to operate in a Covid friendly manner for the entire 14 day market this year. Our overall sales were higher than ever and vendors and customers were happy.

We have booked the KDCC for 14 days again for 2021, but not the extra hours. The two extra days were well received by vendors and customers alike.

Funding: successful Canadian Agricultural Partnership funding has come through for the next two years, we qualified for some special CanNor Covid funds, and the tourism TCMF funding for marketing, CDF for our marketing strategy.

Big thanks to everyone that helped and supported the Fireweed Market during this challenging year!

Milla moves, Tim 2nd, all in favor, passed.

6. **Treasurer's Report:** please see attached reports. Carlie moves, Milla 2nd, all in favor.

Motion to waive the Financial Review for 2021 is passed.

7. Election of Officers:

Brad Cathers officiates the election

Co-chairs: Katie Young (Milla, Darren), Milla Mercier (Katie, Bart)

Treasurer: Darren Holcombe (Katie, Kelsey)

Secretary: Carlie Ferland (Darren, Milla)

Directors (4-5 positions): Tim Cameron, Bart Bounds, Mike Russo,
Cascia Krolczyk, Kelsey Metropolit

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

Darren shared ****note**** a very preliminary proposed summer market arrangement for vendors as we work around the construction of the Canadian Tire playground at the south end of the paved loop. We would extend north of the existing paved oval while maintaining access to the power banks and create a same sized loop that extends north. It allows for the "safe 6" Covid restrictions spacing and vendors won't have to downsize booth spacing. Hoping that we would not have to install the perimeter bunting as required for Covid safe precautions last summer, as that would be a very big task to complete before each market.

Adjournment 8:14pm

Chair Report 2020

Intro and Zoom etiquette:

Voting: find the raise your hand emoji - this will only stay up for a set amount of time, so everyone should be ready - Mike will do the count

Milla will chair the meeting

Keep your speaker on Mute - press space bar to talk

Use the chat for comments or questions - Mike will monitor this while we talk

Thank Brad Cathers for coming - he will run the vote for board members

You can 'raise your hand' to nominate a board member or vote

Please make sure you are a registered member to be eligible for voting

Outdoor Summer Market:

Hired Darren for MM to help navigate the challenges faced due to the pandemic

Lots of new Rules and Regulations 3 phases of opening - worked closely with Envir. Health and Safety

- Phase 1: food only. No Community Groups/NGO's for entire season
- Phase 2: invited crafter and artists back
- Phase 3: beer gardens, no fencing

Started market 2 weeks late - ran for 2 weeks more into the fall

Successful: assigned vendor places, direction of travel, restricted entrance, spacing between vendors (required more weights/securing tents), vendors under FCMS tent were given a 10x10 tent this year. Vendors encouraged to have cashless sales as an option

Challenges: Busker's were asked to comply with Covid 19 guidelines, monitoring customers and vendors following new rules and regulations. Unpredictability of the season

No tents were replaced this year, might have to be done next year

Marketing Strategy was completed with Selene, still relevant but some adjustments due to Covid (tourism) - hired Cascia to help implement this

Power: Upgrades to the number of 30a plugs have been made in 2020 - generators are now strongly discouraged

Tuesday, February 23, 2021

Collected financial estimates from vendors for summer market sales - this was helpful knowledge to add in our CAP application

3 beer gardens

Online Market - somewhat successful

- \$17,476 in total sales
- Using FCMS account instead of Harvest Table

Outdoor Summer Market 2021:

Run for 20 weeks: Membership will increase to \$310 due to adding additional 2 weeks for the 2021 season

Anticipate construction in the park - things will be set up different. We are in communication with the City about this

Canada Day - shared park with the legion

Possible Covid regulations to follow: Rules and Regulations have been updated, but will need to be reviewed depending on what guidelines we will need to follow due to the Pandemic

New hire approaching, added hours for social media planning and local line manager

Local Line: will still be used as a resource for selling through FCMS and for pre-orders to be picked up at the market (similar to last year)

A good list of resources has been added to the Rules and Regulations

12 Days 2020:

Darren and Cascia for MM

Covid regulations

Increased hours of operation, and the length of the sale

Successful sale: due to extra funding, experiences MM, we were able to 'flatten the curve' and spread out shoppers, sales were high enough that we were able to lower vendor fees to 4% (from 6%)

12 Days 2021:

will maintain 14 days but not the extended hours next year

Funding:

2020: Extra funding through CAP and CanNor to help with costs for Covid supplies, TCMF for marketing, CDF for marketing strategy

2021: Successful CAP application for next 2 years. CanNor doesn't have anything available yet but it's possible they will have more funding available if required (for Covid supplies) TCMF for marketing again.

Fireweed Community Market Society
Income Statement 01/01/20 to 12/31/20
Year End 2020



REVENUE

| | | | |
|----------------------------------------------------|---------------------------------------|----------------|-------------------------------------------------------|
| | Membership Fee | 8,855 | 174 members |
| | 12 Days Market Rental Fees | 18,877 | table fees |
| | 12 Days Market % Fee | 21,317 | 4% of vendor sales |
| | Total Outdoor Market Fees | 17,465 | complete season (18 markets) |
| | Outdoor Market % Visa Fees | 736 | 5% of vendor visa sales |
| | Other Income | 1,824 | beer garden, veg. raffle |
| | Market Product Sales | 6,063 | Coffee, hats, shopping bags and stickers |
| <i>CDF Marketing Strategy (YTG Economic Dev.)</i> | <i>10,148</i> | | Community Development Fund |
| <i>CanNor (Government of Canada)</i> | <i>11,500</i> | | Canadian Northern Economic Development Agency |
| <i>TCMF (YTG Tourism & Culture)</i> | <i>5,076</i> | | Tourism Cooperative Marketing Fund |
| <i>CAP Covid19 project (YTG Agriculture)</i> | <i>7,445</i> | | Canadian Agricultural Partnership / Covid19 expenses |
| <i>CAP project 1 (yr 3 of 3) (YTG Agriculture)</i> | <i>30,000</i> | | Canadian Agricultural Partnership / delivering market |
| | Government Funding¹ | 64,169 | |
| TOTAL REVENUE | | 139,305 | |

EXPENSES

| | | | |
|-----------------------|---------------------------------------|----------------|------------------------------------------------------|
| | Advertising & Promotional | 10,750 | WUY / CKRW / Astar / Black Press / Whitehorse Star |
| | Marketing | 11,275 | GBP Creative market photos |
| | Bookkeeping | 332 | Avail Administrative Services |
| | Bank Fees, Late Fees, Interest | 816 | includes charges for cash deposits @ 12 days |
| | Depreciation | 968 | 3yr linear depreciation |
| | Dues, Fees and Licenses | 320 | CoW, WCC, YLC, societies |
| | Cash Over/ Short | -109 | Office + 12 Days + Thur |
| | Insurance | 1,575 | market, office, directors |
| | Market Product Costs | 5,002 | coffee from Bean North, hats, stickers |
| | Phone | 1,062 | Cell phone and data charges (internet incl. in rent) |
| | Merchant Fees | 9,250 | POS charges from SQUARE |
| | Rent | 21,908 | Office, KDCC, Shipyards |
| | Equipment | 782 | Office, Thursday Market, 12Days Market |
| | Supplies | 10,474 | Office, Thursday Market, 12Days Market |
| | Payroll | 65,613 | includes MERCs |
| | Casual Labour | 570 | Thursday MA |
| | Software & iPad | 4,682 | QuickBooks, LocalLine, VolunteerLocal |
| | Web Expenses | 560 | GoDaddy website/emails (x2) |
| | GST 2.5 expense | 1,433 | Public Service Body rebate amount (unrealized) |
| TOTAL EXPENSES | | 147,264 | |
| NET INCOME | | -7,958 | loss |

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 | |
|----------------|-----------------|--------------|----------------------------------|
| 2020-056 | Alison Pakula | \$ 1,229.28 | 12Days cashier |
| 2020-005 | Darren Holcombe | \$ 32,775.86 | Outdoor MM, 12Days co-manager |
| 2020-049 | Jackie Balsam | \$ 150.00 | 12Days sewing |
| 2020-085 | Korrel Ronaghan | \$ 1,204.32 | 12Days cashier |
| 2020-132 | Selene Vakharia | \$ 11,550.00 | SMRT Popups (marketing strategy) |

Fireweed Community Market Society
Income Statement 01/01/20 to 12/31/20
Year End 2020

****expanded****



REVENUE

| | | |
|----------------------------------------------------|---------------------------------------|-------------------------------------------------------|
| <i>General Membership Fee</i> | 2,535 | 174 members |
| <i>Vendor Membership Fee (try-it rate!)</i> | 760 | 20 @ \$15,\$30 or \$50 |
| <i>Vendor Membership Fee</i> | 6,450 | 129 @ \$50 |
| <i>Volunteer Discount</i> | -890 | @ \$10/hr |
| | Membership Fee | 8,855 |
| | 12 Days Market Rental Fees | 18,877 |
| | 12 Days Market % Fee | 21,317 |
| <i>Daily rental (own tent)</i> | 1,163 | 174 members |
| <i>Seasonal rental (own tent)</i> | 10,704 | table fees |
| <i>Under FCMS tents</i> | 5,598 | 4% of vendor sales |
| | Total Outdoor Market Fees | 17,465 |
| | Outdoor Market % Visa Fees | 736 |
| | Other Income | 1,824 |
| | Market Product Sales | 6,063 |
| <i>CDF Marketing Strategy (YTG Economic Dev.)</i> | 10,148 | 7% |
| <i>CanNor (Government of Canada)</i> | 11,500 | 61% |
| <i>TCMF (YTG Tourism & Culture)</i> | 5,076 | 32% |
| <i>CAP Covid19 project (YTG Agriculture)</i> | 7,445 | complete season (18 markets) |
| <i>CAP project 1 (yr 3 of 3) (YTG Agriculture)</i> | 30,000 | 5% of vendor visa sales |
| | Government Funding¹ | 64,169 |
| | | beer garden, veg. raffle |
| | | Coffee, hats, shopping bags and stickers |
| | | Community Development Fund |
| | | Canadian Northern Economic Development Agency |
| | | Tourism Cooperative Marketing Fund |
| | | Canadian Agricultural Partnership / Covid19 expenses |
| | | Canadian Agricultural Partnership / delivering market |
| TOTAL REVENUE | | 139,305 |

EXPENSES

| | | |
|-----------------------------|---------------------------------------|------------------------------------------------------|
| <i>12-Days of Christmas</i> | 3,955 | 12 Days |
| <i>Outdoor Market</i> | 5,795 | Thursday (x18) |
| <i>FCM Online</i> | 1,000 | FCM Online |
| | Advertising & Promotional | 10,750 |
| | Marketing | 11,275 |
| | Bookkeeping | 332 |
| | Bank Fees, Late Fees, Interest | 816 |
| | Depreciation | 968 |
| | Dues, Fees and Licenses | 320 |
| | Cash Over/ Short | -109 |
| | Insurance | 1,575 |
| | Market Product Costs | 5,002 |
| | Phone | 1,062 |
| <i>12-Days of Christmas</i> | 8,214 | WUY / CKRW / Astar / Black Press / Whitehorse Star |
| <i>Office</i> | 1,036 | GBP Creative market photos |
| | Merchant Fees | 9,250 |
| | | Avail Administrative Services |
| | | includes charges for cash deposits @ 12 days |
| | | 3yr linear depreciation |
| | | CoW, WCC, YLC, societies |
| | | Office + 12 Days + Thur |
| | | market, office, directors |
| | | coffee from Bean North, hats, stickers |
| | | Cell phone and data charges (internet incl. in rent) |
| | | Square (12-Days) |
| | | Square (Office, Thursday) |
| | | POS charges from SQUARE |

| | | |
|-----------------------------------|----------------------------|------------------------------------------------|
| Office / NVD | 7,621 | incl. heat/electrical |
| 12-Days of Christmas / KDCC | 10,517 | 12 days |
| Outdoor Market / CoW | 3,771 | Shipyards Park (x18) |
| | Rent | Office, KDCC, Shipyards |
| | 21,908 | Office, Thursday Market, 12Days Market |
| | Equipment | Office, Thursday Market, 12Days Market |
| | 782 | Manager + Social Media + Assistant |
| | Supplies | Manager(x2) |
| | 10,474 | Cashiers |
| Outdoor Market | 31,277 | CAP proposal |
| 12-Days of Christmas / management | 17,839 | includes MERCs |
| 12-Days of Christmas / cashiers | 15,356 | Thursday MA |
| Office - Funding | 1,141 | QuickBooks, LocalLine, VolunteerLocal |
| | Payroll | GoDaddy website/emails (x2) |
| | 65,613 | Public Service Body rebate amount (unrealized) |
| | Casual Labour | |
| | 570 | |
| | Staff Development | |
| | 0 | |
| | Software & iPad | |
| | 4,682 | |
| | Web Expenses | |
| | 560 | |
| | GST 2.5 expense | |
| | 1,433 | |
| TOTAL EXPENSES | <u>147,264</u> | |
| NET INCOME | <u><u>-7,958</u></u> | loss |

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|----------------|-----------------|--------------|----------------------------------|
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Fireweed Community Market Society
Balance Sheet at 12/31/20
Year End 2020



ASSETS

| | | |
|---------------------|--------|----------------------------|
| Damage Deposit | 630 | for office |
| Prepaid Insurance | 692 | 2021 part |
| Cash on Hand | 860 | office float |
| Scotiabank Account | 65,200 | reconciled to Dec 31st |
| Scotiabank GIC | 1,060 | held to cover FCMS visa |
| Square Recievable | 0 | |
| Accounts Receivable | 10,850 | CAP, CanNor final payments |

TOTAL CURRENT ASSETS 79,292

CAPITAL ASSETS

| | |
|-------------------------------------|-------|
| NET TRAILER | 344 |
| NET MARKET TABLES AND CHAIRS | 1,914 |
| NET CASH REGISTERS | 193 |
| NET COMPUTERS & SOFTWARE | 164 |
| NET FURNITURE AD FIXTURES | 642 |

TOTAL CAPITAL ASSETS 3,257

TOTAL ASSET 82,549

LIABILITIES

| | | |
|------------------------|-------|-----------------------------------------|
| Payroll Liabilities | 4,734 | federal taxes |
| Accounts Payable | 6,129 | KDCC rent, CKRW, MLTE (12 days related) |
| Wages Payable | 4,717 | for last 2020 payroll |
| Scotiabank Credit Card | 747 | |

TOTAL LIABILITIES 16,326

EQUITY

| | |
|-------------------|--------|
| Retained Earnings | 74,182 |
| Current Earnings | -7,958 |

TOTAL EQUITY 66,223

LIABILITIES AND EQUITY 82,549

Fireweed Community Market Society



2021 Budget

| | Jan - Dec 2019 | Jan - Dec 2020 | Budget 2021 | comment |
|-----------------------------------------|-------------------|-------------------|----------------|-------------------------------------------|
| INCOME | | | | |
| 4100 Memberships (society and vendor) | 10,275 | 8,855 | 9,000 | no fee increase |
| 4300 12 Days Market Rental Fees | 18,525 | 18,877 | 18,500 | no fee increase |
| 4350 12 Days Market % Fee | 20,363 | 21,317 | 25,000 | 6% of sales |
| 4400 Outdoor Market Fees - Thursday | 16,717 | 17,465 | 19,000 | no fee increase, + 2 weeks |
| 4450 Outdoor Market % Visa Fees | 394 | 736 | 500 | more vendors with own POS |
| 4650 Other Income | 5,282 | 1,824 | 2,000 | beer garden, IDL |
| 4750 Market Products Sales | 4,077 | 6,063 | 5,500 | coffee, bags, hats, stickers |
| 4800 Funding - YTG Agriculture | 30,000 | 37,445 | 40,000 | CAP 2021-2022 (year 1 of 2) |
| 4850 Funding - YTG Economic Dev. | | 10,148 | | |
| 4850 Funding - YTG Tourism & Culture | | 5,076 | 8,000 | Tourism Cooperative Marketing Fund (TCMF) |
| 4910 Funding - CanNor (Federal) | | 11,500 | | |
| Total Income | 105,633 | 139,305 | 127,500 | |
| EXPENSES | | | | |
| 5001 Market Product Costs | 2,880 | 5,002 | 3,500 | |
| 5005 Advertising & Promotional | 7,937 | 10,750 | 11,000 | up to 80% can be covered by TCMF |
| 5008 Marketing | 2,842 | 11,275 | 4,000 | photos for outdoor/12days market + video |
| 5010 Bank Fees inc. interest/late fees | 639 | 816 | 300 | switch to ScotiaConnect |
| 5020 Bookkeeping | 1,889 | 332 | 3,500 | |
| 5025 Depreciation Expense | 1,391 | 968 | 900 | |
| 5030 Dues, Fees and Licenses | 500 | 320 | 500 | |
| 5035 Cash Over/Short | 163 | -109 | 0 | |
| 5080 Insurance | 1,827 | 1,575 | 1,600 | |
| 5100 Merchant Fees (Visa/MC/Debit) | 7,079 | 9,250 | 9,500 | coffee, bags |
| 5115 Phone and Internet | 1,001 | 1,062 | 1,000 | |
| 5120 Rent - Outdoor Market | 3,969 | 3,771 | 4,300 | for 20 week season |
| 5125 Rent - 12 Days | 8,410 | 10,517 | 10,500 | for 14 day run + separate set up day |
| 5134 Rent - Office | 7,794 | 7,621 | 8,000 | |
| 5140 Supplies | 2,672 | 10,474 | 7,000 | includes contingency for Covid19 expenses |
| 5150 Equipment (Repair and Maintenance) | 1,719 | 782 | 1,000 | |
| 5185 Staff Development & Conference | 414 | 0 | 1,000 | MM training, BoD workshops |
| 5525 Software & iPad | 1,233 | 4,682 | 1,200 | |
| GST expense (for PSB rebate) | | 1,433 | 1,300 | |
| 5550 Web Expenses | 399 | 560 | 600 | |
| Miscellaneous expense | | | 2,400 | FCM Online dropoff / pickup location rent |
| Payroll + Expenses | 42,568 | 66,183 | 56,000 | |
| Total Expenses | 97,326 | 147,264 | 129,100 | |
| profit/loss | 8,307 | -7,958 | -1,600 | |