

Fireweed Community Market Society

AGM 2022 Meeting Minutes

March 22, 2022 via 7:00 pm Zoom

1. Attendance: Katie Young, Cascia, Darren, Karen Walker, Cain Vangel, Sekyoung Park, Kelsey Metropolit, Brad Cathers, Sarah Ouellette, Alexandra Maltais, Kathleen Lundgaard, Kristin Kulachkosky, Carlie Ferland
2. Call to order: 7:07
3. Motion to accept the agenda: agenda accepted
4. Review and approval of 2021 AGM minutes: please see attached minutes
 2021_AGM_Minutes_FCMS_ **motion carried.**
5. Transitioning to new Societies Act: please review attached bylaws
 Draft BYLAWS for FCMS **motion carried.**
 - 5.1. Special Resolution to approve our bylaws that comply with the new Act
6. Presentation of Reports:
 - 6.1. Chair's Report: please see attached report
 - 6.2. Treasurer's Report  2022_AGM_Financials.pdf
 - Motion to waive the Financial Review of 2021: Darren moved, Cascia seconded, all in favor, **motion carried.**
 - 2022 budget presented
7. Election of Officers: Brad Cathers officiates the election
 - President: Katie Young, Carlie moves, Darren second, acclaimed
 - Vice President: Milla Mercier, Darren moves, Carlie seconds, acclaimed
 - Treasurer: Darren Holcombe, Cascia moves, Katie seconds, acclaimed
 - Secretary: Carlie Ferland, Katie moves, Cascia seconds, acclaimed
 - Directors (4-5 positions): Cascia Krolczyk, Carlie moves and Darren seconds, acclaimed
 - Kelsey Metropolit, Katie moves and Cascia seconds, acclaimed
 - Nominated: Alexandra Maltais, Cascia moves and Carlie seconds, accepted
8. Member input and ideas discussion- thoughts and ideas to improve are welcome, volunteers to implement improvements welcome.

-Kristin question about summer power provisions- Addressed as a fluid situation with the potential layout of the new park layout.

-Question about the TCMF funding, discussion around the Go Digital category of funding where funds go to content building and the new category of funding for staff to manage online presence. The funding breakdown for this fund if we are accepted is 60/40. We will apply when application opens April 1.

9. Adjournment: 7:58

Chair Report, AGM March 22, 2022

Intro:

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

Cascia will chair the meeting

Keep your speaker on Mute - press space bar to talk

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

Thank you 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
 - Estimated overall sales from the summer market is \$770,000, an increase from \$610,000 in the previous year. This is based on the results from our vendor survey, done at the end of the market season.
 - Covid outbreak in June saw fewer customers come out, but overall attendance was up. Avg spot count at 5pm was 412 compared to 273 from last year. Average number of vendors/week was 51, and increase of 13% from last year
 - Did not continue with the online market. Most vendors who were looking for e-commerce found it more beneficial and economical to set up their own websites.
 - Special Events:
 - We were planning a Canada Day celebration with the Legion, but the Covid outbreak in June canceled that.
 - We did take part in a kick-off for the street eats and beats festival.
 - Animal Day : sept 16
 - Christmas in the park: last two markets
 - Covid Regs similar to 2021: Maintained assigned vendor placement - this was especially needed with the construction of the new park, Maintained vendor tent rentals to 1 vendor/tent. Maintained 20 weeks.
 - Hired a professional photographer, Bonni Bakery, to capture vendor pictures and market moments. These photos were made available to all vendors for use on their own platforms/websites/marketing. We also used Bonni Bakery to help schedule social media content for IG, and our MA, Michelle helped schedule content for FB. In addition, one of our vendors was hired to make a few reels on how to make a Fireweed Market dinner : 'MealsbyLara'!
 - Blue Ribbon Champion and Harvest Raffle were used to increase support for agricultural vendors and locally grown produce. \$842 total raised in raffle tickets for the Victoria Faulkner's Women's Shelter
 - The number of hours that our MM worked was increased. Our first MM required more hours of training and did not stay for the whole season. More time needed to train a second MM who ended the season with us. Additionally, with more

vendors coming out to the market, there is more work to accompany this. We have adjusted our budget to accommodate a MM at 30-38 hours/week. Depending on the level of experience of our MM this year, we hope that they will be able to take on the full role of communications and marketing, including scheduling and posting to social media.

- We decorated our trailer with decals from many different vendors.
- New tents ordered

- 12 Days of Christmas Market
 - Very successful Christmas market with vendors fully booked. Sales at \$617k, representing a 15% increase from the previous year. 11 of the 107 vendors were ag and represented 12.4% of the sales
 - Covid Operational Plan remained mostly unchanged from the previous year. This year KDCC did require POV to enter the facility. This was managed by KDCC staff.
 - Maintained 14 day sale and extra hours
 - We have reserved the Longhouse in the KDCC for the 2023 season to accommodate the growing number of vendors interested in the market.

Vendor listings were updated for both Outdoor Summer Market and the 12 Days of Christmas market. (Please review and make sure your information is up to date!)

Marketing was done through radio (CKRW), printed news (Yukon News, Whitehorse Star, What's Up Yukon, L'Aurore Boreal) and social media (@fireweedmarket on IG/FB). We acquired additional funding for marketing through TCMF. and used this to hire CKRW for a live-show at the market on Sept 9th, with the goal of raising awareness to our agricultural producers through interview and promoting the Blue Ribbon Champions and Harvest raffle. We also did a mail out this year to let customers know when the 12 Days of Christmas was running.

Sara is our rep for AIAC and will continue to keep us up to date. We anticipate applying for funding again this year through CAP.

New office - no rent!

Fireweed Community Market Society
Income Statement 01/01/21 to 12/31/21
Year End 2021



REVENUE

Membership Fee	11,390	226 members
12-Days of Christmas Market Rental Fees	18,253	table fees for 107 vendors
12-Days of Christmas Market % Fee	24,446	4% of vendor sales
Total Outdoor Market Fees	26,434	complete season (20 markets)
Outdoor Market POS % Fees	48	5% of vendor sales via FCMS SQUARE
Other Income	1,714	beer garden, veg. raffle
Market Product Sales	8,716	Coffee, hats, shopping bags and stickers
Reciever General GST Rebate	1,432	Public Service Bodies rebate on 2020 GST
<i>TCMF (YTG Tourism & Culture)</i>	<i>9,404</i>	Tourism Cooperative Marketing Fund
<i>CAP project (yr 1 of 2) (YTG Agriculture)</i>	<i>40,000</i>	Canadian Agricultural Partnership
Government Funding¹	49,404	
TOTAL REVENUE	141,837	

EXPENSES

Advertising & Promotional	13,588	WUY / CKRW / Astar / YK News / Star / CPost / YNoO
Marketing	3,142	Summer photos, IG posts, Harvest Raffle, trailer decals
Bookkeeping	438	Frostbite Bookkeeping
Bank Fees, Late Fees, Interest	717	includes charges for cash deposits @ 12-Days
Depreciation	6,400	includes new tents
Dues, Fees and Licenses	457	CoW, WCC, YCC, TIAY, societies filings
Cash Over/ Short	34	Office + 12-Days + Outdoor
Insurance	1,718	market, office, directors
Market Product Costs	5,252	coffee from Bean North, bags from GreenScreen
Phone	1,325	Cell phone and data charges
Merchant Fees	11,206	POS charges from SQUARE, mostly 12-Days (2.35%)
Rent	16,539	Office, Shipyards, KDCC
Supplies	4,400	Office, Outdoor Market, 12-Days Market
Payroll	43,650	includes MERCS (Mandatory Employment Related Costs)
Contract and Professional Fees	15,000	12-Days of Christmas market management contract
Casual Labour	1,644	Outdoor market manager and market assistant
Staff Development	394	Board workshop
Software & iPad	2,395	QuickBooks, Canva, VolunteerLocal, Later, Zoom, Local Line
Web Expenses	429	GoDaddy website/emails (x2)
Memorial Donations	450	Bill Thomas, Lynne Sofiak, Dayna Magnuson
GST 2.5 expense	1,183	Public Service Body rebate amount
TOTAL EXPENSES	130,361	
NET INCOME	11,477	

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	
2021-013	Milla Mercier	\$ 140.00	Outdoor Market Assistant x1
2021-018	Darren Holcombe	\$ 11,506.00	Outdoor Market Manager x1.5, 12-Days co-manager *
2021-019	Cascia Krolczyk	\$ 11,528.00	Outdoor Market Manager x1, 12-Days co-manager *
2021-020	Lara Melnik	\$ 600.00	Outdoor Market IG campaign
2021-075	Cass Collins	\$ 38.00	12-Days buttons
2021-085	Korrel Ronaghan	\$ 636.00	12-Days cashier
2021-103	Georgi Pearson	\$ 160.00	Outdoor Market Assistant x1

* includes January hours for 2020 market wrap-up.

Fireweed Community Market Society
Balance Sheet at 12/31/21
Year End 2021



ASSETS

Damage Deposit	1,130	for office / outdoor market
Prepaid Insurance	736	2022 part
Cash on Hand	659	office float
Scotiabank Account	56,114	reconciled to Dec 31st
Scotiabank GIC	1,073	held to cover FCMS visa
Accounts Receivable	25,652	CAP (balance), TCMF (balance), PSB rebate
TOTAL CURRENT ASSETS	<u>85,365</u>	

CAPITAL ASSETS

Trailer	4,230	
Accum Depreciation Trailer	-4,230	wrote off balance in this account
NET TRAILER	<u>0</u>	
Market Equipment, Tables & Chairs	11,729	added 6 new market tents
Accum Depreciation Mkt Tables etc	-7,979	
NET MARKET TABLES AND CHAIRS	<u>3,750</u>	
Cash Registers	1,577	added SQUARE register hardware
Accum Depreciation Cash Registers	-1,269	
NET CASH REGISTERS	<u>307</u>	
Computers and Software	9,841	added office iMac
Accum Depreciation Comp. & Software	-9,295	
NET COMPUTERS & SOFTWARE	<u>546</u>	
Furniture & Fixtures	3,162	
Accum Depre Furniture & Fixtures	-3,162	wrote off balance in this account
NET FURNITURE AD FIXTURES	<u>0</u>	

TOTAL CAPITAL ASSETS

TOTAL ASSET 89,968

LIABILITIES

Accounts Payable	11,870	KDCC (balance), 12-Days MM (balance), CKRW
Scotiabank Credit Card	355	
TOTAL LIABILITIES	<u>12,226</u>	

EQUITY

Retained Earnings	66,265
Current Earnings	11,477
TOTAL EQUITY	<u>77,742</u>

LIABILITIES AND EQUITY

89,968

Fireweed Community Market Society
Income Statement 01/01/21 to 12/31/21
Year End 2021

****expanded****



REVENUE

<i>General Membership Fee</i>	3,390	
<i>Vendor Membership Fee (try-it rate!)</i>	990	
<i>Vendor Membership Fee</i>	7,950	
<i>Volunteer Discount</i>	-940	
	Membership Fee	11,390
	12-Days of Christmas Market Rental Fees	18,253
	12-Days of Christmas Market % Fee	24,446
<i>Daily rental (own tent)</i>	5,346	
<i>Seasonal rental (own tent)</i>	13,808	
<i>Under FCMS tents</i>	7,280	
	Total Outdoor Market Fees	26,434
	Outdoor Market POS % Fees	48
	Other Income	1,714
	Market Product Sales	8,716
	Receiver General GST Rebate	1,432
<i>TCMF (YTG Tourism & Culture)</i>	9,404	
<i>CAP project (yr 1 of 2) (YTG Agriculture)</i>	40,000	
	Government Funding¹	49,404
TOTAL REVENUE		141,837

226 members
 29 @ \$15,\$30 or \$50
 159 @ \$50
 @ \$10/hr
 226 members
 table fees for 107 vendors
 4% of vendor sales
 20%
 52%
 28%
 complete season (20 markets)
 5% of vendor sales via FCMS SQUARE
 beer garden, veg. raffle
 Coffee, hats, shopping bags and stickers
 Public Service Bodies rebate on 2020 GST
 Tourism Cooperative Marketing Fund
 Canadian Agricultural Partnership

EXPENSES

<i>12-Days of Christmas Market</i>	5,834	
<i>Outdoor Market</i>	7,754	
	Advertising & Promotional	13,588
	Marketing	3,142
	Bookkeeping	438
	Bank Fees, Late Fees, Interest	717
	Depreciation	6,400
	Dues, Fees and Licenses	457
	Cash Over/ Short	34
	Insurance	1,718
	Market Product Costs	5,252
	Phone	1,325
<i>12-Days of Christmas Market</i>	9,986	
<i>Office</i>	1,220	
	Merchant Fees	11,206
<i>Office / NVD</i>	2,133	
<i>12-Days of Christmas / KDCC</i>	9,984	
<i>Outdoor Market / CoW</i>	4,422	
	Rent	16,539
	Supplies	4,400

October - December
 May - September
 WUY / CKRW / Astar / YK News / Star / CPost / YNoO
 Summer photos, IG posts, Harvest Raffle, trailer decals
 Frostbite Bookkeeping
 includes charges for cash deposits @ 12-Days
 includes new tents
 CoW, WCC, YCC, TIAY, societies filings
 Office + 12-Days + Outdoor
 market, office, directors
 coffee from Bean North, bags from GreenScreen
 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%)
 to April, then sponsored by NVD
 extended days, hours (14 days, 12hrs/day)
 Shipyards Park (x20)
 Office, Shipyards, KDCC
 Office, Outdoor Market, 12-Days Market

Outdoor Market / manager	27,630	Managers
Outdoor Market / assistant	6,040	Assistants
12-Days of Christmas / cashiers	9,980	Cashiers
Payroll	43,650	includes MERCs (Mandatory Employment Related Costs)
Contract and Professional Fees	15,000	12-Days of Christmas market management contract
Casual Labour	1,644	Outdoor market manager and market assistant
Staff Development	394	Board workshop
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* includes January hours for 2020 market wrap-up.

Fireweed Community Market Society

2022 Budget



as of
March 16, 2022

	Jan - Dec 2019	Jan - Dec 2020	Jan - Dec 2021	Budet 2022	comments
INCOME					
4100 Memberships (society and vendor)	10,275	8,855	11,390	11,500	no fee increases
4200 Yukon Made Store Rental Fees					
4250 Yukon Made Store % Fee					
4300 12 Days Market Rental Fees	18,525	18,877	18,253	18,500	no fee increases
4350 12 Days Market % Fee	20,363	21,317	24,446	25,000	no fee increases
4400 Outdoor Market Fees - Thursday	16,717	17,465	26,434	24,000	no fee increases
4450 Outdoor Market % Visa Fees	394	736	48	100	
4650 Other Income	5,282	1,824	1,714	2,500	better beer garden sales, post covid?
4750 Market Products Sales	4,077	6,063	8,716	7,500	coffee, bags, hats, stickers
4800 Funding - YTG Agriculture	30,000	37,445	40,000	40,000	CAP 2021-2022 (year 2 of 2)
4850 Funding - YTG Economic Dev.		10,148		0	
4850 Funding - YTG Tourism & Culture		5,076	9,404	7,200	TCMF application pending
4850 Funding - YTG Tourism & Culture				3,200	GoDigital Yukon application pending
4910 Funding - CanNor (Federal)		11,500		0	
Reciever General GST rebate			1,431	0	2021 below 40% limit
Total Income	105,633	139,305	141,836	139,500	<i>still >\$120 even w/o TCMF re:Societies</i>
EXPENSES					
5001 Market Product Costs	2,880	5,002	5,252	7,200	toques, hats, coffee, bags
5005 Advertising & Promotional	7,937	10,750	13,588	14,000	some covered by pending TCMF
5008 Marketing	2,842	11,275	3,142	3,000	
5010 Bank Fees inc. interest/late fees	639	816	717	900	
5020 Bookkeeping	1,889	332	438	1,500	no CPA fees yet, more from Frostbite Books
5025 Depreciation Expense	1,391	968	6,400	2,240	amount if we don't add any assets
5030 Dues, Fees and Licenses	500	320	457	600	YCC, WCC, TIAY, VBY
5035 Cash Over/Short	163	-109	36	0	
5080 Insurance	1,827	1,575	1,717	1,800	liability and directors
5100 Merchant Fees (Visa/MC/Debit)	7,079	9,250	11,206	12,000	heavily tied to 12-days revenue
5115 Phone and Internet	1,001	1,062	1,325	1,300	paying off phone still
5120 Rent - Outdoor Market	3,969	3,771	4,422	4,500	pending annual increase from CoW
5125 Rent - 12 Days	8,410	10,517	9,984	10,500	last year in Mulitpurpose Room
5134 Rent - Office	7,794	7,621	2,133	0	sponsored by NVD (@\$380/mth)
5140 Supplies	2,672	10,474	4,463	3,500	back to pre-covid levels with inflation
5150 Equipment (Repair and Maintenance)	1,719	782	0	1,500	back to pre-covid levels
5185 Staff Development & Conference	414	0	394	2,000	bylaw workshop, BoD workshop, MM training
5525 Software & iPad	1,233	4,682	2,332	2,400	
GST expense (for PSB rebate)		1,433	1,183	1,200	will be below PSB rebate threshold again
5550 Web Expenses	399	560	429	500	
Miscellaneous expense			450	0	
Payroll + Expenses + Taxes	42,568	66,183	60,294	70,000	increases of 3% + some extra hours + \$9k
Total Expenses	97,326	147,264	130,360	140,640	
profit/loss	8,307	-7,958	11,476	-1,140	

funding as % of total revenue (PSB rebate threshold = 40%)

28% 46% 35% 36%

new societies act: class of society / threshold = \$120k

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Fireweed
COMMUNITY MARKET



Thank you!