

Ottawa Street Farmers' Market
ANNUAL GENERAL MEETING

Minutes

Monday, April 10, 2017

6:00 PM

BIA Office – 204 Ottawa Street N.

Attendance:

N. Leo	T. Warner	B. Fletcher
W. Kemp	H. McKinney	D. Trikas
M. Anderson	M. McCutcheon	K. O'Brien
S. Clarke	K. Fletcher	

Welcome and Introductions – Nancy Leo, Chair

Welcome to all from Nancy Leo, Chair, Board of Directors, Ottawa Street BIA

2017 Budget Presentation – Wendy Kemp, Treasurer

Budget Presentation. Budget was amended since there is a decrease in the Bookkeeping Fees for the Farmers' Market. W. Kemp was able to negotiate a reduction in fees and new bookkeeping budget amount is \$500.00. The re- allocation of the additional \$600 will be brought to FM Committee.

Foodland Ontario Produce Signage Regulations – Sandra Clarke, Market Manager

Regulations from Foodland Ontario regarding produce signage was reviewed, and documentation distributed. (Attached)

Q & A

K. O'Brien asked if there is any consideration regarding ready to eat food vendors, such as a food trucks, etc. It was agreed that this is something the Committee will look into for future dates.

M. McCutcheon asked what is being done about the cars entering the parking lot during the market hours. Expressed that some drivers will drive right over his sign to get in. All agreed that motorists in the lot are very aggressive and a solution needs to be in place immediately. Sandra Clarke acknowledged this and advised that starting this Saturday, April 15th, barriers would be put in place as more vendors will be coming on board for the Garden and Harvest markets.

B. Fletcher asked if there would be a Customer Appreciation grocery bag distributed again this year, and if all market vendors would have the opportunity to sponsor. She told the group that last year they were not given the opportunity. Melanie and Sandra advised that the Customer Appreciation event is already in the early planning stages and all would have to opportunity to sponsor and add their logo to the shopping bags.

S. Clarke also advised of new marketing initiatives in the works for the Ottawa Street Farmers' Market in partnership with the Ottawa Street Merchants. A YouTube channel has been launched and the market will get much publicity on this and other social media channels. S. Clarke also advised of a new, glossy print magazine that will feature Ottawa Street merchants and Market vendors on a rotating basis.

New events and customer loyalty programs are also in the early planning stages and will be announced in the near future.

7:00 PM - Dismissal