

## EDC MINUTES – WEDNESDAY NOVEMBER 5, 2014

Present: Wave Weir ( chair), Debbie McMurray, Peter Hopkins ( quorum)

Visitors: \* David Downing, \* Peter Brewster, Greg Godbeer, Bonnie Beier, Henry Beier, Mike Kekkonen. \* members pending police check and council approval.

1. Minutes: McMurray/Hopkins- "That the minutes of Oct 1, 14 be approved as amended". Carried
2. Agenda was accepted with a couple of additions: REDAC, Budget and Food Charter additions
3. No declarations of pecuniary interest
4. Visitors: Wave welcomed David Downing to EDC
5. Correspondence: A letter was received from Blue Water Tourism group regarding brochure and an environmental charter ( clean air, clean food , clean water) by the Blue Dot Tour that may be part of our Constitution lead by David Suzuki
6. Reports:
  - i-Market. Wave read Jane Saville's report which will be attached to the minutes along with the vendors meeting summary. It was strongly felt that EDC needs to hire a market manager now in order to do the proper pre planning for the market. It was suggested that Jane be appointed for up to three years. Concern over drop in vendors; need to upgrade signage, website and need more food vendors, good theme days with music and kids day
  - ii-Pioneer College: Candle making is a go and there were 13 for cheese making. A person is willing to volunteer to organize future courses in the winter. It was suggested that a Junior Fireman, a snowmobile and a cooking course be offered.
  - iii-Smart Co- Peter reported that they have submitted a grant for 50 million dollars to install the infrastructure . Hopefully to be completed by Vianet in 2017. Still short 6.8 million dollars
  - iv-8-80 Forum on a safe, active and accessible community: Excellent presentation regarding changing the mind set to an accessible safe, healthy leisurely, active municipalities by cycling , walking trails Need bike racks and park benches at the OC and Minerva Park
  - v-Ontario By Bike: Peter circulated the information from the workshop and follow up action. Need to develop bike friendly lanes from PSto McKellar and become more bike friendly community. The information was circulated to local businesses
  - vi-Food Charter: The Board of Health is advocating a food charter in the Parry Sound area. The Biosphere is involved. Steering committee was set up.
  - vii-REDAC– putting is a combined grant application with NOHFC for a marketing study of the PS area for \$50,000 with a follow up ask to implement its recommendations
  - viii-Intern: application is in and the job description is being reviewed by each committee
  - ix-Budget. The EDC has almost \$1500 to the good. It was suggested that we use the money for new signs by contacting Julia Archer for quotes and to hire the market manager asap
7. New Business: EDC reviewed the draft format for the long term ED strategic plan. To be discussed fully at the next meeting
8. New Business: With the start of the new council it was suggested that .we review the EDC's terms of reference: Regarding 1 or 2 council reps, length of term and consistency among council committees. Remove Police check requirement

9. Motions:

-i-Hopkins-McMurray: ``That the EDC spend some of its money on new Market signs`` - carried

-ii-McMurray-Hopkins ``That the EDC hire a market manager as soon as possible`` - carried

-iii-Hopkins-McMurray ``That based on his wealth of experience the new council, approve Mr John Cole as a member of EDC - carried

1-. Next Meeting: Wednesday December 3, 2014, 7:30pm, Council

## McKellar Farm Market Vendors Meeting

Oct 14, 2014, 6:30 pm

Wave Weir, Peter Hopkins, Peter Brewster, Mary, Helen, and Jim Darlington, Charlene and Ewald Kauk, Tiziana

Regrets, Jane Savile

It was suggested that the market run Canada Day through Labour Day, with the May long weekend and a Pumpkin Fest for Thanksgiving Weekend.

The Fair weekend would be separate from the McKellar Market and individuals' choice.

Difficulties with Drop-In Vendors indicated that in not knowing when they were to arrive, with such a small vendor base it left people in the lurch. Suggestion; that Drop Ins register by Thursday with the manager if they plan on attending.

Suggestions;

- that Drop-Ins pay a premium fee above the fee for regular vendors.
- that \$10 / week / season remain the fee for committed vendors.
- that notices be sent to vendors earlier as some markets decide in Nov. – January their attendance
- that notices be sent out to encourage more vendors, crafts as well as food.
- that Market Manager be a yearlong commitment and contract to ensure continuity.
- that themed weekends be continued
- that perhaps a teen could be found to make balloon animals to give out
- that there be ongoing entertainment
- encourage BBQ, important that there be food and music
- ask Brenda Mueller if she would do her kids opera one week
- work with Rec. Committee to plan a family picnic day
- encourage the Music Camp to use the venue for busking, performances, etc.
- check schools for volunteers
- Festival of Sound be invited to use the park

Noted; that there was less goose poop this year

It was stressed that core vendors be committed to come and the market not be cancelled if one vendor does not plan to be there.

Tiziana expressed enthusiasm and offered to help organize.

Jane Savile, market manager, sent phone report with Wave Weir.

As well as some issues already stated, permanent sign needs updating, website needs to be kept up to date, felt should be left with EDC not carried by vendors group.

Felt overall was a good summer with good sales. Felt that people come to shop, not browse. Keep as an open market, not just a food market, suggested social media advertising.

Enclosed is a copy of Jane's written year-end report.

#### 2014 Farmers Market

|  |                              |                 |
|--|------------------------------|-----------------|
| Revenue  | 1,120.00                     |                 |
| Expenses                                       | 1,454.43 advertising, etc.   |                 |
|  | <u>942.84</u> market manager |                 |
| Total expenses                                 | 2,397.27                     |                 |
| Carried by township beyond revenue             |                              | 1,277.27        |
| <u>plus proposed new sign approx. for 2015</u> |                              | <u>1,500.00</u> |
|  |                              | 2,777.27        |

As often it is word of mouth that brings in new interest, **every vendor was struck with the task of convincing two new vendors to participate next year.**

November 5, 2014

Dear EDC:

Unfortunately I am unable to attend your meeting as I am teaching a yoga class in Dunchurch. I have written out a few comments below as my final report on the 2014 market.

I believe that the market had a good season overall. A few minor issues arose with regard to the drop in vendors and I would not recommend them again unless they had to notify the Market Manager of their commitment to attend certain markets. Our committed vendors this year were a mere 5 and when someone could not attend it did make us look ridiculous.

If EDC continues to run the market signage must be upgraded, along with the webpage and definitely some advertising done.

Obviously food vendors are essential but we have been unable to get anyone yet.

Sales overall for most vendors I believe went well and I discussed this with them each weekend when I would check in. A few weekends were low on numbers of customers and definitely the Fair Weekend was a complete bust, so some thought will have to go into how this can change. The Kids Theme Weekend was a great success and brought a lot of customers out, although I don't think the sales reflected the numbers.

I feel it is a matter of commitment by individuals to become vendors and also for the McKellar Market to have a stronger presence.

Please feel free to contact me for any further additional feedback or comments.

Jane Savile