



shopancastervillage.com

Minutes of the Ancaster Board (ABIA) Meeting Dec 20th, 2022 5:15 pm. at The Olive Board

Present: Jason Wynne, Diane Price, Patricia Rastin, Ryan Macdonald, Milap Bedi, Councillor Cassar

Regrets: Dean Hodge, Jane Steinberg

Also present:

Joel Newman – ABIA Bookkeeper
Interim Executive Director - Heather Peter

1. Chair, Jason Wynne called the meeting to order at 5:16pm

2. Additions made to the agenda.

No additions were made to the agenda.

3. Review and acceptance of the minutes from November 21, 2022

Diane Price moved and Patricia Rastin seconded to accept the minutes from the Executive meeting which was held on November 21st, 2022.. Motion carried.

4. Chairman's Report - Jason Wynne

Jason report – Approved bonus for Heather at a cost of \$2000 – This will be pro-rated for end of year date and the rest will be paid out at the end of the contract term.

The Tree lighting was a success. Jason was not able to be there but there was a record attendance – Congrats to all

5. Executive Directors Report. - Heather Peter

Market Manager position – Heather asked about how the hiring works and regarding the location for the market.

Diane has someone very interested in the position. The board hasn't put it out to tender.

Regarding the location – Diane asked whether the vendors would pay a little extra for higher level of exposure. Would more people attend because of the location in the BIA. She would love to go to the market but the St Johns parking isn't ideal and she doesn't go there because of it. She can walk to the market if it's at the Memorial Arts Centre. Diane votes to change the location. Could pay more because of the better exposure.

Another idea is to raise the cost more for the second year, if vendors felt they made more money at the new location. Diane thinks they would make more money. Cindy ran some informal polls

Feedback was general and scattered about what people like. People liked the St Johns Location. People did not like when the market moved. They liked st johns more than the Schillaci field. Not much to go on in terms of the move.

Some people will like it, some will not.

Vote for Memorial Arts Centre, it was the plan to go ahead for 2022 but as of two weeks out from the event there was no lease approved. We were told a week prior that the new location wasn't going to be ready at all that's why we ended up at St. Johns.

Memorial Arts is cheaper. Memorial Arts is the way to go. Parking lot is larger at Memorial Arts. DO we have specifications regarding the parking? 40 spots on the St Johns. Very busy. Connected to the Rail Trail, many people visit that are not associated with the market to go to the rail trail.

Councillor Cassar – no shade whatsoever at the Arts Centre.

Arts Centre is the superior location even if we can't fit the same amount of vendors. We don't need a motion, all just discussion. We are interested in the Arts Centre and the main factor has to do with the rent price. Many board members find it surprising that St Johns has high rent. They also have a free stall at the St Johns location and we have arranged to allow them have a stall at the new Arts Centre. Given the lack of space we may have. Diane would vote that they don't get a new location booth at the Farmers Market at a free cost. They made baked goods. Ryerson can get their baked goods – Diane is a member and the booth is free. If you do it for one, you have to do it for another. Rotation for churches? Is an idea that was pitched.

We offer a booth to BIA members. We don't have anything in place with the Arts Centre . Colin is a busy person and can be hard to connect with

We should have the market manager in place before we have any further discussion

regarding the location.

Joel - If the vendors don't buy into it, we are going to get blown out of the water. They can go to other markets if they don't want to come to our location, you have to attract them. You must have 50% farmers. Each volunteer organization counts against you. The rules are in place with the 50% so that you don't have to have a health inspector come through each time. There are more regulations if we have farmers under 50%.

Telling Vendors ahead of time - We are moving to the Arts Centre – are you interested?

Do they have any significant objections? And reasons why? Selling the positives regarding the location, benefits etc.

In the first year, if you don't make x amount of money, we would lessen the fee for the booth with some reserve fund. The fee is based on a minimum amount of revenue?

If the objection is, I don't know if I'm going to make as much, we could gather information regarding how much they have made in terms of revenue. Can they prove their revenue went down with a location change.

Streetfest- they gauged success with private companies and they didn't want to divulge their sales it is considered confidential. There's nothing preventing us from subsidizing us from the vendor fees. Mom and Pop shops are not keeping track of their revenue. It might be more effort.

Make a hire for Market Manager

What is the process.

Put it out to the general public

Advertise for the position

Interview candidates.

Jason went through the job description. Farmers Market part is fine, Cindy and Jen invisioned the rest of the events manager description this for the role. Take this stuff out for now and just keep the market manager description.

Social; Media and Indeed postings. LinkedIn job postings on BIA?

Get the market manager in place. Take the message out to vendors. New Manager, new location, positives, avoid talking about revenue. It's a great location compared to fair grounds. Evolution and trouble and change. Don't speak to the revenues, just market it as a new positive experience.

Market would be outside. Every year there's some crisis for the 50/50 ratios. Dundas is Thursdays, we don't have other markets to compete with on Wednesdays. We will have to

find a new storage if/when we move to the new Arts Centre.

The Arts Centre had worked out something for building in a storage solution. The back goes onto water but it's a flood plain. Storage at Ancaster Cycle. Trevor may be willing to store things as Diane knows Trevor well. Trevor may be adding murals to the side barn that faces the Market. There was also interest from his wife to join the board. 2/3 people are interested in the BIA. We have wanted to get Ancaster Cycle onboard for a long time.

Diane may be able to get a connection with Trevor to discuss storage. Ancaster is a big cycling community,, he didn't own building until 3 months ago. There is no upper limit to the amount of board members we can vote in. There's no limit on the committee memberships. There's no limit on the board. Diane has fed the list of interested members to Heather.

Historically it has been 10 on the board.

Long-time members have retired, enthusiasm down during COVID. We need to make quorum, more input is better. Would make people feel involved.

Diane and Heather can go together and bring Trevor a coffee

Diane is putting her name forward to the Chair. Nothing is decided until we vote in January. The Chair would act as a figurehead run the meetings, sign cheques, ideally Diane would be more involved in the day to day to oversee the Executive Director and ongoing. Jason has met with the church heads etc. You make of it what you will. There are a few defined things and day-to-day oversight of the. Excited to nominate.

Events discussion.

6. Next meeting date: January 16th, Extras will be invited, in person

Attendance is better on Zoom.

Goal is attract new people. In person is the way to go. City was working on hybrid model - can they provide us with a solution? Diane can talk about hybrid if she becomes Chair. We need a system for taking notes.

We follow what the city does in terms of counting votes. What are the rules. Unless there's a large number of people it's not cumbersome.

9. Adjournment – Patricia Rastin **MOVED** that the meeting be adjourned. Meeting adjourned at 6:08pm