



MINTO FARMERS' MARKET
2024 Season Kick-Off Minutes
November 5th, 2024 at 7:00 PM
Lion's Club House

Attendance: Anna Martin, Edwin Martin, Lena Martin, Tiffany Byrd, Michael Holzworth, Mabel Amapali, Bob McEachern.

Staff: Erin Raftis

Regrets: Chair Luke Hartung, Suelaine Poot, Councillor Jean Anderson, Samantha Moore, Rabeca Witzke.

- 1. Call to Order at 7:01 p.m.**
- 2. 2024 Season Wrap-Up Review**

The committee reviewed the 2024 Season Wrap-Up Report, which highlighted key marketing efforts, the Market Bucks and Taste Real initiatives, and attendance tracking by Market Student Sadie-Lyn Bieman. Sadie-Lyn also reported on the success of various events.

The committee agreed to continue hosting monthly events and expressed satisfaction with the Taste Real collaborations, recommending their continuation in 2025.

Bob McEachern, Museum representative, noted that renovations to the Grain Car in 2025 might reduce available vendor spaces.

- 3. 2024 Budget Review**

The committee reviewed the 2024 Actual Budget and the 2025 Proposed Budget (Attached as Schedule A). Chair Luke Hartung's trivia nights were highlighted as a success, raising \$1,130 from the third event, which was donated to the MRI Campaign. Other discussion points included:

- One-time expenses, such as the website, were not expected to recur in 2024, although annual hosting fees would increase.
- The committee decided to continue using the same advertising campaigns in *The Independent Plus*, *Community News*, and Ranch Radio, while ensuring ads also ran on



River Radio. Members discussed incorporating photos of shoppers and vendors into advertisements to encourage local support.

- The committee agreed to approach Norwell DSS about involving communications or technology classes to create video promotions by filming & creating videos about the market in June.
- A donation to the Railway Heritage Museum was approved as a thank-you for hosting the market rent-free.
- The Loyalty Card Program was scheduled for review at the March season kick-off meeting.
- Additional signage and shade for 2025 were discussed. Raftis was tasked with exploring pricing and logistics for more lawn signs and umbrellas or tents for picnic tables.
 - It was noted that there is signage in the shed, that is difficult for the students to place around town without access to a car.

The final 2025 budget will be approved at the Spring meeting.

4. Plan for 2025

The committee confirmed the 2025 season would run from June 7 to September 27, 2025 at the same vendor fees.

Raftis informed the committee of a change to Public Health's vendor ratio rules for 2025, where artisan vendors would count against the farmer-to-non-farmer ratio. It was noted that this could lead to a waitlist for artisan vendors. Members discussed the possibility of organizing a separate weekly Makers' Market nearby and Raftis agreed to look into this.

The committee acknowledged the need to hire a new market student since Sadie-Lyn would not be returning. It was decided that the job description would be shared with Norwell DSS.

Luke Hartung asked Raftis to share the 2025 Market Trivia dates:

- January 17
- February 21
- March 28

Anna Martin and Edwin & Lena Martin agreed to donate trivia night prizes and will coordinate with Hartung closer to the date.



The committee agreed on the following dates for 2025 events:

- **June 7:** Grand Opening
- **June 21 or 28:** Strawberry Social (Raleway Festival will be on June 21st)
 - to be discussed further at the March Meeting
- **July 26:** Family Day & Breakfast (pending Palmerston Traditional Scouting Association availability)
- **August 2:** Food Day Canada (aligned with Palmerston Homecoming, where the committee expressed interest in participating in the parade)
- **August 23:** Library Day (pending library availability)
- **September 20 or 27:** Fall Fun Day (pending student availability; Raftis noted she would not be available on September 27)

The committee expressed a keen interest in the possibility of offering a weekly breakfast at the market, emphasizing the importance of consistency. May expressed interest in leading this initiative and planned to consult with the Public Health Inspector.

Adjournment at 8:17 pm



Schedule A

Minto Farmers' Market Budget			
<i>*As of November 1, 2024 // Approved October 25th, 2023</i>			
	2024 Budget	2024 Actual	2025 Budget
Revenue			
Trivia Night (3 nights)	\$ 1,500.00	\$ 2,970.00	\$ 1,500.00
Strawberry Social	\$ 300.00	\$ 465.00	\$ 300.00
Vendor Fees	\$ 1,500.00	\$ 1,039.00	\$ 1,500.00
Bag Sales	\$ -	60	\$ -
Market Donations	\$ 200.00	\$ 570.10	\$ 200.00
County of Wellington Funding	\$ 2,000.00		\$ 2,000.00
Market Box	\$ -	\$ 2,798.00	\$ -
Market Bucks Payment from County	\$ -	\$ 2,740.00	\$ -
Minto Cultural Roundtable Sponsorship	\$ 500.00		\$ 500.00
Food Day Canada Box		\$ 192.00	
County of Wellington Receipt		20	
Palmerston Ag Society		40	
Total Revenue	\$ 6,000.00	\$ 10,894.10	\$ 6,000.00
Expenses			
Advertising			
Loyalty Cards / Postcards	\$ -	-	\$ -
Social Media Paid Promotions	\$ 200.00	-	\$ 200.00



Wellington Advertiser Ads	\$ 900.00	1060.9	\$ 900.00
Banner	\$ 310.00	-	\$ 310.00
Radio Ads (100.1 Ranch)	\$ 615.00	610.56	\$ 615.00
Norgan Pre-Show Advertisements	\$ -	-	\$ -
Misc. Advertisements	\$ -	-	\$ -
Donations			
Mayor's Golf Tournament Sponsorship	\$ 150.00	\$ 150.00	\$ 150.00
Donaton to Railway Museum	\$ 400.00		\$ 400.00
Donation to MRI Campaign		\$ 1,130.00	
Events			
Strawberry Social	\$ 150.00	264.69	\$ 150.00
Family Day	\$ 150.00		\$ 150.00
Library Day	\$ 150.00	\$ 150.00	\$ 150.00
Fall Fun	\$ 150.00	\$ 36.69	\$ 150.00
Coffee/Utensils/Glasses/Plates	\$ 150.00	\$ 289.22	\$ 150.00
Foodland	\$ 100.00		\$ 100.00
Musicians	\$ 600.00	\$ 600.00	\$ 600.00
Loyalty Card Prize Pack			
Taste Real Prize Pack	\$ 100.00	\$ 56.00	\$ 100.00
Memberships			
FMO Membership	\$ 203.52	\$ 203.52	\$ 203.52
Miscellaneous			
Website Update & Domain Renewal	\$ 35.62	\$ 35.62	\$ 35.62
Market Box	\$ -	\$ 2,681.75	\$ -



Market Student	\$ 1,000.00	-	\$ 1,000.00
Market Bucks	\$ -	\$ 2,710.00	\$ -
Website Update	\$1,000	\$ 508.80	\$1,000
Farmers' Market Reusable Bags	\$1,000	\$ 1,260.32	\$1,000
quarterly hosting	\$ -	\$ 396.86	\$ -
Student Tshirt	\$ -	\$ 15.26	\$ -
Yard Signs	\$ -	-	\$ -
Food Day Canada Box	\$ -	\$ 48.00	\$ -
other supplies	0	\$ 17.29	0
Total Expenses	\$ 7,364.14	\$ 12,225.48	\$ 7,364.14