



Minto Farmers' Market
2017 Palmerston Season Wrap-Up Meeting
October 26, 2017
7:00pm at the CNRA Clubhouse

Attendance: Councillor Judy Dirksen, Luke Hartung, Crystal Hartung, Katie Baarda, Suelaine Poot and Economic Development Assistant Taylor Keunen.

Regrets were received from Edwin Martin, Lena Martin, and Vince Tkaczuk.

Keunen welcomed everyone to the 2017 Season Wrap-Up Meeting.

2017 Budget Review

The Committee reviewed the 2017 Budget and planned the 2018 budget attached as Schedule "A". The Minto Farmers' Market would have a profit of \$479.91 at the end of 2017. Due to the extra revenue, the Committee decided to donate \$200.00 to the Minto Youth Action Council and an additional \$400.00 to the Palmerston Railway Museum and Handcar Races in 2018. The Committee also budgeted for the purchase of a bouncy castle to have at the weekly markets pending liability concerns. The Committee also decided that they would like to donate \$1,000.00 to the Palmerston Food Bank to reinvest the money into the community.

RECOMMENDATION

Moved by: Luke Hartung and Seconded by: Suelaine Poot

THAT the Minto Farmers' Market donates \$1,000.00 to the Palmerston Food Bank.

CARRIED

2017 Donation to Museum

Keunen reminded the Committee that they sponsored a bouncy castle at the Handcar Races for \$100.00. The Committee decided that they would like to donate another \$300.00 to the Museum in 2017 to make a total donation of \$400.00 to the Museum.

Marketing

Keunen highlighted the marketing efforts from 2017: Free promotions on 88.7 The River, Wightman TV ads (weekly markets and several events), free advertising in the Wellington Advertiser, through Butter Tarts & Buggies (website, brochures, social media), through posters, postcards, loyalty card, as well as through Facebook & Instagram (organic posts and paid ads for several events). The Committee was happy with the promotions and wish to continue with the postcards and loyalty cards at the beginning of the season. They suggested having less dates required to attend the market since the Harriston Market was no longer in effect

Events & Donations

The Committee reviewed the events that took place over the Market season is 2017 attached as Schedule "B". The Committee was happy with the events and thought that they added to the market as a whole, encouraging more families to attend not just for the shopping but for the experience and would plan for it next year as well. The Committee was also very happy with Kathryn Franck, Museum Student, and all of her work with the markets on Saturdays.



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Keunen highlighted that the ballots submitted each week were tracked and that over the twelve weeks, a total of 613 ballots were collected. She also shared that 99 of those ballots were from the original postcards that were mailed out at the start of the season.

Keunen reminded the Committee that due to rising cost of supplying free lemonade and coffee at the market, at the beginning of the season they decided to put out a donation box for the supplies. She shared that a total of \$181.77 was collected to help offset the cost, which can be seen in Schedule "C". The Committee decided to continue with the donation jar.

Market Bucks

Keunen shared that a total of \$2,175.00 was brought in from the Market Bucks Program to the Minto Farmers' Market from June, July and August. The Committee expressed that they were very happy with the Market Bucks program and that they saw a lot of new faces at their booths because of the program.

Other Business

Keunen updated the Committee regarding the future plans for redevelopment of the Palmerston Heritage Railway Museums. She shared that the plan was to have a new parking lot, new landscaping, and a new lane with parking behind the caboose tracks for vendors specifically. The Committee was happy to hear about the plans and look forward to the designated vendor space.

NEXT MEETING:

Thursday April 5, 2018

7:00pm

CNRA Clubhouse

Taylor Keunen
Economic Development Assistant



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Schedule "A"
2018 Budget

Schedule "B"
Events and Ballots

June 3 1 RADIO	Palmerston Season Opening	Cookies – Katie (5 dozen) pay @ market Lemonade (donation jar) Coffee Music – ____ (\$100) Face Painting – MYAC students? Take portable PA system Kerry Ammerman – yoga @ 9:00am
June 10 2	Railway Day	Museum Volunteer Open House Plaque Presentation to Carol Homuth Ag Society Cheque Presentation
June 17 3		
June 24 4	Handcar Races	Handcar Races taking place - there will be music & kids entertainment Kathryn - run handcars/help with - Taylor - run market
July 1 5	Canada 150 Day & Strawberry Social	Strawberry shortcake - SHORTCAKE: Joanne, Katie & Carol (1 each) - STRAWBERRIES: Edwin/Lena, Elizabeth (8 quarts SC) - COFFEE: Frank - MUSIC – Makenzie Head (confirmed \$50 from 10am-12pm) *vendors wear RED KATHRYN: If people wear red/Canadian themed clothing they can fill our ONE EXTRA ballot Canada flag tattoos for kids Small Canada flag giveaways, horns, balloons Decorations (Banner, helium balloons) Canada flag prop for PB Strawberry props for Photo Booth



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		Splash Bash in Lion's Park @ 10am - splash pad, swim, BBQ, slip n slide
July 8 6	National Ice Cream Sundae Day	Talk to Mapleton's Organic (\$ cost?) Sundae bar (vendors products – berries, honey, syrup?) Ice cream cone PB prop
July 15 7		
July 22 8	Family Day - Breakfast Carry On Women's Institute	Music (\$50) Face Painting Breakfast -Carry On Women's Institute
July 29 9	Library Day	- some stories (on a drop in basis), a craft, and some tech fun including an Osmo Kit and some robots. We can also register kids or adults for library cards, our summer reading club, or other programs.
August 5 10		*Long Weekend*
August 12 11	International Youth Day (Harriston Street Party)	
August 19 12		
August 26 13	Palmerston Season Ending Celebration & Breakfast	Music Posters August 15 Face Painting - Katie's granddaughter Emma? Free Freezies Ag society doing a breakfast at the Palmerston Fair (send people there) Corn Roast 5-7pm



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Schedule "C"
Donations

Full Season (13 Weeks)	Vendor Fees	Donations
June 3:	\$320.00	\$26.25
June 10:	\$10.00	\$13.95
June 17:	\$100.00	\$25.20
June 24:	\$0.00	\$11.20
July 1:	\$10.00	\$26.90
July 8:	\$0.00	\$7.50
July 15:	\$10.00	\$12.50
July 22:	\$10.00	\$10.15
July 29:	\$0.00	\$18.60
August 5:	\$0.00	\$4.25
August 12:	\$20	\$9.75
August 19:	\$10	\$13.85
August 26:	\$20	\$1.67
	\$510.00	\$181.77



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Schedule "D"
Market Bucks

June Market Bucks Usage		July Market Bucks Usage		August Market Bucks Usage	
Vendor	Palmerston Market	Vendor	Palmerston Market	Vendor	Palmerston Market
Anna Brubacher	\$175	Anna Brubacher	\$200	Anna Brubacher	\$85
Ann Legault	0	Ann Legault	\$20	Ann Legault	0
Carol Brubacher	\$35	Carol Brubacher	\$55	Carol Brubacher	\$25
Dorothy Noecker	0	Dorothy Noecker	\$20	Dorothy Noecker	0
Elizabeth Bouwman	\$25	Elizabeth Bouwman	-	Elizabeth Bouwman	0
Frank Folkema	0	Frank Folkema	0	Frank Folkema	0
Harwill Farms	\$35	Harwill Farms	\$115	Harwill Farms	\$180
Joanne Martin	\$55	Joanne Martin	\$95	Joanne Martin	\$75
Katie Baarda	\$20	Katie Baarda	\$50	Katie Baarda	\$90
Lena Martin	\$180	Lena Martin	\$215	Lena Martin	\$170
Pootcorners	0	Pootcorners	\$70	Pootcorners	\$35
Vince Tkaczuk	\$35	Vince Tkaczuk	\$5	Vince Tkaczuk	\$5
Vreni von Muhlenen	\$10	Vreni von Muhlenen	\$25	Vreni von Muhlenen	\$10
				Anna Martin	\$30
				Holzworth Farms	\$30
Total Market Bucks	\$570	Total Market Bucks	\$870	Total Market Bucks	\$735
elizabeth bowman paid in cash			\$5 cash to vince - 865 on sheet		