



North Cariboo Agricultural Marketing Association
Farming Agriculture Rural Marketing Eco-Diversification
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FARMED Board of Directors MEETING AGENDA

September 15, 2025 11:30am – 1:30pm

Location: Community Futures - North Cariboo, Quesnel, BC

Directors: Heloise Dixon-Warren, Chair (Newsletter); Lynda Atkinson, Vice Chair (Newsletter); Lori Fogarty, Secretary / Treasurer (Website Liaison); Christine Piltz, Director (Website Liaison); Barb Scharf, Director (Membership); Wylie Bystedt, Director (Newsletter); Vanessa Vandemeer, Director

In attendance: Heloise Dixon-Warren, Moose Meadows Farm; Lynda Atkinson, Sisters Creek Ranch; Wylie Bystedt, Coyote Acres; Christine Piltz, Kirby Hill Farm; Lori Fogarty

Regrets: Barb Scharf, Arcadia Borealis Gardens; Vanessa Vandemeer, Mad Cluckers Farm

Guests: Ryan Adams, Manager, Community Futures-North Cariboo

Scribe: Lori

1. Welcome / Round Table
2. **Adoption of Agenda:** Deletion of repeated topic in new business Lori/Wylie Carried
3. **Adoption of last meeting minutes:** [July 15, 2025](#) Lori / Lynda Carried
(circulated by Lori - August 15, 2025)
Attached to Calendar Invite
4. **Financial Report:** Lori Fogarty
(Circulated by Lori - September 10th)
Attached to Calendar Invite

Lori / Wylie Carried
5. **Correspondence:**

Email from Vanessa Vandermeer (July 21st) - stepping down from FARMED BoD

*FARMED Board of Directors Meeting
Minutes recorded by Lori Fogarty
Distribution via email*

Action: Motion to accept her resignation. Wylie / Christine Carried

6. Membership Update: 36 members

Welcome NEW Member [DeRoche Ridge Mercantile](#) (Brad DeRoche and Devin Rogers)

*Write up in the Quesnel and District Chamber of Commerce newsletter
Own DeRoche Ridge Farm, south of Hixon (registered miniature and mic miniature livestock)*

7. Old Business:

i) **Strategic Planning:** [ACTION PLANNING SESSION \(May 15\)](#)

The targets were reviewed, and some progress has been made with the Agritourism event in partnership with CCCTA scheduled for September 24th at the Alex Fraser Park Education Building. The marketing plan is moving along with the initiation of the meeting with Ryan Adams, Manager of Community Futures North Cariboo.

ii) **Partnership Meetings Update - Integris CU, Community Futures**
Ryan Adams, Manager of Community Futures North Cariboo is joining us for Sept. 15th Meeting (CFNC)

No response from Dan at Integris CU. Heloise sent another email to Dan and Peggy (September 12)

During the meeting with Ryan Adams, an overview of the work FARMED has been doing over the last 2-years and the creation of the AgriConnect website. Ryan indicated that Community Futures can assist by providing a Marketing Workshop for a small committee to create a marketing plan for promotion and utilization of AgriConnect. This can be done in conjunction with the 20th Anniversary of FARMED. The workshop will take place in the fall (November). Community Futures will try to get a representative to attend the Agritourism event, but they are also participating in the Literacy event on the same day.

Wylie moves Lynda seconds reimbursement of \$ 43.54 for lunch. Carried

iii) **Directors Insurance**

Lori provided a draft via email

[Co-op D&O application_DRAFT Sept. 9](#)

The information in the application was reviewed and will be finalized for sending to Cooperators.

iv) **AgriConnect / FARMED Membership Update**

In looking over the website and examining the process of renewal the following items were identified for changes:

- Membership page fee and addition of extended listing to the benefits of membership
- Renew tab and payment schedule
- Listing registration/application form
- Changes to the early bird discount rate \$5.00
- Changes to Square fee schedule and links

v) **Imagine Grant**

Follow up on Invoices submitted (Reporting)
Gas Receipt (HDW need to purchase 6 x \$50.00 and submit)

vi) **[AgriTourism in the Cariboo-Chilcotin? Current and Future!](#)**

Event - September 24th (partnership with CCC)

Catering Provided by The Lunch ladies (\$735.00)

Opportunity for FARMED members to be showcased in the menu

Business Cards - FARMED Members

Presentation - Heloise / Wylie

32 people responded on FB event page

All members including directors need to register.

Lynda leaves the meeting (1:47 pm)

- vii) **20th Anniversary Plans** - Wylie provided an update that she will request participation from interested member in a couple of planning meetings scheduled for the end of October. It was suggested checking out the possibility of holding the meetings at Deroche Ridge Mercantile.

8. New Business:

i) **Mailerlite Subscription Change**

ii) **~~AgriConnect / FARMED Membership Update~~**

iii) **Newsletter - October issue** (Lori will be in Vancouver Sept. 25-Oct. 2)

- Member Showcase - Agribilt Equipment
- Agritourism event update - headliner
- Quesnel Farmers' Market - season review and highlights put in notification on Pumpkin weigh in
- Reminder to use Agriconnect to continue ordering farm products
- Watch for changes to FARMED membership benefits
- FARMED will be celebrating the 20th Anniversary in 2026 (testimonials)
- Snippets

9. **Next meeting: Monday, October 20th at 11:30am - 1:30pm at Community Futures Boardroom**

10. **Events:**

ADAC Meeting - FARMED Update

September 17th

ZOOM

Agritourism in the North Cariboo Chilcotin! Current and Future!

September 24th, 4:30-6:30 pm, Alex Fraser Park

REGISTRATION IS REQUIRED

Bouchie Lake Harvest - 9th Annual (Culture Days)

September 28th, 11 - 3 pm Moose Meadows Farm

By Donation Entrance

Lori moves adjournment 1:55 pm Seconded by Christine