



NORTH CARIBOO AGRICULTURAL MARKETING ASSOCIATION

Farming Agriculture Rural Marketing Eco-Diversification

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FARMED MEETING MINUTES

February 25, 2025 - 6:30pm

Via Zoom

Directors: Lynda Atkinson, Chair; Heloise Dixon-Warren, Vice Chair; Lori Fogarty, Secretary / Treasurer

In Attendance: Heloise Dixon Warren, Moose Meadows Farm; Lori Fogarty, Fogarty Woodlands; Christine Piltz, Kirby Hill Farm

Regrets: Lynda Atkinson, Sisters Creek Simmentals; Judith Kawolski, Red Bluff Pickles and Provisions; Christina Kane, Kane Marketing

1. Welcome

2. Adoption of amended agenda: Heloise / Christine
Carried

3. Adoption of minutes: January 21, 2025 (as circulated) Lori / Heloise Carried

4. Financial Report: Lori Fogarty

WCB payment made for 2024

Lori moves acceptance of the Financial Report, Heloise seconds Carried

5. Correspondence: CJ Directory - Mike Williams (see new business)

6. Membership Update: 29 members as of February 25, 2025

7. Committee and Partner Reports

i. Opportunities 2022 & Beyond committee update

- **Northern Health Imagine grant**

- AgriConnect Agricultural Resources web page update: Christine reported a few links needed to be checked and noted that government links will change over time and the webpage will need to be checked

periodically.

- Food Puzzle Workshop - Details of the organization of the March 6th workshop at the Dunkley Room were discussed.
- Zscheidrich Farm History was added to AgriConnect Stories. The story was provided by Roy Zscheidrich and formatted by Heloise for ABC Weblink to upload.

8. New Business

- CJ Directory - FARMED Advertising for 2025

The cost of a little ad in the Farming Cariboo Style is \$110.00 for an ad that is 1.9" x 1.1583" or the bigger ad is 1.9" x 2.33"

The members decided not to have a listing on the Farming Cariboo Style page. Lori will let CJ Directory know.

- FARMED Strategic Plan Update was reviewed and Heloise will contact Jeff to get ideas on e-commerce platforms. Options could include the sale of gift baskets containing FARMED member non-perishable products, gift coupons for perishable products / FARMED marketing items / FARMED gift cards, etc.

The minutes of the second Strategic Planning session will be sent out to FARMED members.

- FARMED AGM - Planning for meeting
 - Reports including Bylaws Review
 - Planning Social - gift exchange, networking ideas, RSVP, Give aways, raffle off a small gift basket of local foods
 - Motion: Heloise moves FARMED allocate \$500.00 to purchase FARMED merchandise and products of non-perishable items and gift certificates to use for gift baskets. Christine - seconds **Carried**

Discussion:

Purchase 5 items or gift certificates (nominal amount) and drop off at the ministry office with an invoice. Heloise will initiate this email

Source an idea for a basket or crate - Lori will follow up

- FARMED meeting format and schedule - to be discussed with the next board of directors / Set next BoD meeting at the AGM
- Trade Show - Set up a schedule and have schedule ready for the AGM for members to sign up for a 2-hour shift

Heloise will create a proposal and send out invitation to members

For the booth set up:

- gift basket raffle
 - banners,
 - computer to highlight website,
 - large monitor/screen, if possible,
 - membership application,
 - newsletter signup,
 - swag
- FARMED Presentation - BC Retired Employees Regional Meeting update; The members at the meeting were receptive to the work FARMED is doing and some signed up for the FARMED monthly newsletter.
 - North Cariboo Rural Caucus - FARMED presents update at their meeting on March 11 at 3pm

It was suggested the members of FARMED attending the meeting focus on the work on the AgriConnect website that has been completed since the March 2024 NC Rural Caucus update and also some of the ideas being discussed at the Strategic Planning sessions to implement over the next 5-years, including the celebration of the 20th Anniversary of FARMED in 2026.

Heloise noted in the Friends of Barkerville received a contribution agreement for \$5000.00 from the caucus.

9. Old Business:

- Seedy Saturday April 26th - FARMED Booth; An invitation to FARMED members to sign up to help at the booth and promote their business will be initiated by Heloise.
- Marketing Program Update - Christina Kane regrets not being able to make the meeting. Heloise will continue to follow up. Heloise will make Christine Piltz an administrator for the FARMED Facebook page and then Christine will try to create an Instagram account for FARMED.
- Partnership Meetings Update - Integris CU, Community Futures Heloise talked to Ryan and Dan but follow up is needed. Items to include in the discussion include the impact of the Integris Display according to anecdotal information and access to Community Futures resources as support for FARMED as referenced in the Strategic Plan.
- Chamber of Commerce Membership - utilizing benefits; put together a nice racking card with FARMED on the website and AgriConnect on the other side.

Motion: Lori moves we create a rack card for FARMED & AgriConnect with expenditures to a graphic artist and printing cost for 2000 cards with a cost of up to \$1200.00 Heloise seconds. **Carried**

Outsource to a graphic artist - Rack card style Lori will follow up on this.

- FARMED Newsletter April and May editions 2025 - A Mailerlite tutorial on the newsletter production will be scheduled for the first week in April.

10. Next meetings / events:

- The Food Puzzle Workshop: Thursday, March 6th from 4-6pm at the West Fraser Centre Dunkley Room. Please RSVP to info@farmed.ca
- **FARMED Annual General Meeting & Social: Saturday March 15th from 11:30am - 1:30pm at Craig's Table.** Please RSVP to info@farmed.ca
- **FARMED Board of Directors meeting:** Tuesday, March 18 at 6:30pm via Zoom
- **FARMED Strategic Planning;** Saturday, March 29 from 10am-2pm
- **Seedy Saturday:** April 26, 2025 from 9am-3pm at the Seniors Centre
- **Chamber of Commerce Trade Show:** May 3 & 4 at the West Fraser Centre Arena 2

Adjourned 8:40pm