



North Cariboo Agricultural Marketing Association  
 Farming Agriculture Rural Marketing Eco-Diversification  
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**FARMED Board of Directors  
 MEETING MINUTES  
 May 29, 2025 - 11:00 am - 12:30 pm  
 Via Zoom**

**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); Vanessa Vandermeer, Director; Lynda Atkinson, Sisters Creek Ranch; Wylie Bystedt, Director (Newsletter)

Scribe: Lori

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

**Regrets:** Barb Scharf, Arcadia Borealis Gardens;

1. Welcome / Round Table
2. **Adoption of Amended Agenda**      Wylie/Vanessa      **Carried**
3. **Adoption of last meeting minutes:** [April 17, 2025](#)      Lori / Wylie      **Carried**
4. **Financial Report:** Lori Fogarty  
 Shared via email and attached to Calendar Invite

The draft FARMED operational budget was discussed. Wylie suggested we need to consider what we want the membership fees to cover. From her experience in other organizations, it only covers operations required to keep the organization going; Lynda agreed.

Looking at the operational budget, the operations and website are the components that are required to keep the association functional. Since the marketing budget is tagged to other projects or partnerships it would not be considered 'operational' Lynda noted that with the organizations she is involved in there is an administration fee of 15-20% for all projects. Lori will rework the operational budget to reflect this discussion.

NDIT reimbursement has been deposited in the FARMED account and during the meeting an email arrived to indicate the 2025 contribution of \$3000.00 from the Cariboo Regional District was also deposited.

Lori moves acceptance of the Financial Report; seconded by Vanessa **Carried**

#### 5. Correspondence:

- Beth Holden, Cariboo Regional District  
Agricultural Labour and Food Sovereignty  
Email from Beth (May 22, 2025): *I have received funding to work on improving the domestic labour force, supporting agricultural businesses, and increasing food sovereignty in the region. I started the process of reaching out a few weeks ago, but the project start was stalled due to both personal and work commitments. I would like to host a Teams meeting to introduce the project and seek your interest.*

*A poll was included in the email. Heloise answered the poll, but has not heard back in regard to the meeting*

*It was noted the funding for this project is coming from the Provincial REDIP*

- **Reciprocal Membership Letter:** This draft communication from FARMED to various agricultural and food security organizations was drafted by Lori Fogarty and reviewed by the Directors. One change was suggested. Lori will send this out to the organizations during the summer for their consideration.
- **HDW had a conversation with Emma with the Cariboo Conservation Society and Cariboo Food Hub.** *Emma is interested in FARMED and strengthening linkages across the Cariboo*

#### 6. Membership Update: 35 members

3 new members: Stedfast Bison (Regular) Steve / Nicola Boyd, Lisa and Paul Graham - Cariboo Bees & Honey (Regular), Angela Bergen (Associate Membership)

**Sprout Kitchen update** - The building is partially standing owing to the fire wall. It will probably be at least 6 months before rebuilding begins. The manager has been hired under a marketing grant, and the van was not damaged (it typically goes to Nazko once a week with member product and to WL and PG as needed). So, the Board is looking at how the van can now be utilized. They will continue to keep incontact with the vendors who were in the building. Nourish has relocated to the building next to the firehall. The assumption is that both organizations will be in the building once rebuilt.

#### 7. New Business:

- 20th Anniversary Celebration - Brainstorm  
Wylie noted we have talked about the event in the strategic plan and is leaning toward pulling together ideas generated and then develop a time frame.
- GNC AGM - July 15 at 11 am followed by a FARMED Board meeting at 11:15

#### 8. Old Business:

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

The Action Plan was reviewed.

(i) The motion in the agenda was presented:

*Motion: Combine FARMED membership with Agriconnect Extended Listing (effective immediately).*

After discussion the following amended motion was made.

**MOTION:** Combine FARMED membership with Agriconnect Extended Listing moving forward for 2026. Heloise / Wylie **Carried unanimously**

**MOTION:** The 2026 regular/group membership fee be increased to \$60.00 annually. Seconded by Lynda. **Carried unanimously**

(ii) *Marketing Information Review*

*Lynda - Swag for director's information will be emailed. Lynda requested information on TL Design who does embroidery work. Notebooks are about \$15.00 each.*

*Quotes from Wylie*

*Community Futures folder was taken over to Big Country. And quotes include design work and printing*

*Quotes for the decal and magnet were also supplied*

*It would be valuable to get quotes from CJ Directory and other potential local suppliers (Northern Creative was noted but it may be that she only does design work)*

*It was decided we would prefer to use local suppliers.*

*Next Steps: Committee members will continue to obtain information on these suggested marketing tools*

- **Quesnel Tradeshow (May 3-4th)** - Thank you to Heloise, Wylie, Vanessa, Gloria and Lynda for creating time in their schedule to represent FARMED; Recommendation for 2026:
  - (i) Partner with other like organisations (e.g. Quesnel Agricultural & Exhibition Assoc. (e.g. Quesnel FF) and HARVEST to partner on a booth;
  - (ii) Request to Chamber that FARMED members are in one section so as to create a “mini mall” and support members “personning” their own booth should they need a break;
- **Quesnel Farmers Market Booth:** Thank you to Heloise, Lori and Barb for “personning” the booth this past Saturday; excellent feedback; we need to promote FARMED and Agriconnect (Grown for You brand) separately;

**ACTION:** Set up Schedule for subsequent QFM booths: July 12th, August 16th, September 13th, October 11th

**ACTION:** set dates to attend WL Market

- <https://williamslakefarmersmarket.com/>

**Fridays: 9 am to 2 pm**

**Tuesdays: 2 pm to 7 pm**

**MOTION:** FARMED purchases a background banner for the back of the FARMED tent and a FARMED banner to go along the front of the Tent. Heloise moves  
Lori seconds Carried

**ACTION:** Heloise will follow up with a quote Todd at the Sign Stop.

- Marketing Program Follow up - Christine Kane has been given (temporary) access to FARMED Social Media (Instagram and FB);

**ACTION:** Heloise will follow up

- Partnership Meetings Update - Integris CU, Community Futures
- Chamber of Commerce Membership - Rack Card are now at the Visitor Info. Centre (Quesnel)
- Imagine Grant Report: budget finalised; to be submitted this week
- Newsletter
  - Thank you to Wylie for creating the May newsletter; June newsletter underway
  - Upcoming Events
  - Invitation to work on the committee for the FARMED 20<sup>th</sup> anniversary
  - Invitation to work at the QFM FARMED booth July 12th, August 16th, September 13th, October 11<sup>th</sup>
  - May Farmers Market photo
  - MMF event / store crop swap

- **Directors Insurance-Wylie will send a potential insurance provider**

#### 9. Next meetings / events:

- FARMED BoD - Tuesday, July 15 at 11:15am via Zoom
- Growing North Cariboo Society (GNC) Annual General Meeting - Tuesday, July 15 at 11:00 am via Zoom
- FARMED at the Quesnel Farmers' Market - July 12<sup>th</sup> from 8:30am to 1pm

Meeting Adjourned: 12:44pm