



NORTH CARIBOO AGRICULTURAL MARKETING ASSOCIATION

Farming Agriculture Rural Marketing Eco-Diversification

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**FARMED BOARD of DIRECTORS
MEETING MINUTES**

March 25, 2025 - 6:00pm

Via Zoom

Directors: Heloise Dixon-Warren, Chair; Lynda Atkinson, Vice Chair; Lori Fogarty, Secretary / Treasurer; Christine Piltz, Director; Barb Scharf, Director; Vanessa Vandermeer, Director; Wylie Bystedt, Director

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

1. **Welcome:** Introductions and director background
2. **Adoption of the amended agenda:** Lori / Wylie **Carried**
3. **Adoption of member meeting minutes:** February 25, 2025 (as circulated)
Lori / Lynda **Carried**
4. **Financial Report:** Lori Fogarty
Lori / Vanessa **Carried**
5. **Correspondence:** March 10, 2025 Email - Rotary Club, Tim Hall chair of the Club Meetings committee which is in charge of planning speakers to come in and talk to us during club meetings on Thursdays over the lunch hour.

Heloise indicated the Rotary has been very helpful in supporting some of the projects we have initiated and FARMED presents periodically. Heloise will try to set up a date in May or June to do an update.
6. **Membership Update:** 31 members as of March 25, 2025
7. **New Business:**

- Assign roles - review roles and responsibilities of Executive and Board members on page 3-4 of the agenda.

Chair: Heloise Dixon-Warren - Lynda / Barb **Carried**

Vice-Chair: Lynda Atkinson - Lori/Wylie **Carried**

Secretary / Treasurer: Lori Fogarty - Heloise / Wylie **Carried**

Other FARMED Activities and Roles:

- Membership - Barb
 - Newsletter - Monthly Wylie / Lynda / Heloise / Lori part of the team
 - Marketing
 - Social media - Facebook, Instagram - Vanessa
 - Swag
 - Managing Physical Assets: Street pole banners, billboards, Grown for You trademark
 - Events - 20th anniversary celebration: Committee Chair - Wylie / Heloise support
 - Look at sponsorships / partners / archives put together
 - Website Liaison - Christine & Lori
 - Partnership Formation
 - Project Coordination
 - Sponsorship / Advertising program
 - E-commerce
- Discussion of meeting format & schedule: Meetings hosted on Zoom on the 3rd Wednesday of the month at 1pm. Some meetings may take place in-person at a selected location.
 - Board of Directors Insurance - coming up in April; Comments include past experience with other Boards and situations that have occurred. Wylie will do some research on pricing and Heloise and Lori will follow up with current rate offered at Integris Insurance Services.

MOTION: Lynda moves/Wylie seconds we pursue Directors insurance. **Carried**
 - Rack card preview - discussed and recommendations will be sent to South Hill Graphics.

8. Old Business:

- Seedy Saturday April 26th - FARMED Booth / Gift Basket Raffle / Volunteer Schedule - Looking to FARMED members and directors to sit at the booth for 2-hour shifts. A Gift Basket will be raffled and FARMED is hoping FARMED members will let the directors know if they have product to sell or gift certificates to include.
- Marketing Program Update - Christina Kane - Heloise reached out to Christina but she did not return call. Heloise will continue to follow up.

- Partnership Meetings Update - Integris CU, Community Futures - Heloise has reached out to Ryan and a meeting will be arranged in the future. Lori reports that the Integris team will not be able to meet until after April.
- Chamber of Commerce Membership - utilizing benefits - racking of promo materials; review benefits of the Chamber and identify those that will benefit FARMED and its members.
- FARMED Newsletter May edition 2025
 - Director Biography in upcoming newsletters
 - A workshop on using the Mailerlite program to create the FARMED newsletter will be held via Zoom on April 10th at 1:30pm
- Update on Imagine Grant - this grant is being wrapped up, and there is a bit of funding in the budget, specifically in promotions section. Heloise is working with Bob to develop a standup banner on the AgriConnect - Agricultural Resource Agriculture Sector Information.

Heloise noted the Northern Logo needs to be added to the Agriculture Resources webpage. Heloise will follow up with Jeff to have it added.

9. Next meetings / events:

- **FARMED Strategic Planning;** Saturday, March 29, from 10am-2pm Spirit Centre Boardroom governance / project Heloise will go to the centre on Friday to get the key. Heloise will order the food.
- **Mailerlite Workshop:** Thursday, April 10 at 1:30pm via Zoom
- **FARMED Board of Directors Meeting:** April 16 at 1pm via Zoom
- **Seedy Saturday:** April 26, 2025 from 9am-3pm at the Seniors Centre
- **Chamber of Commerce Trade Show:** May 3 from 9:30 am to 4:30 pm & May 4 10 am to 3 pm at the West Fraser Centre Arena 2