



**North Cariboo Agricultural Marketing Association**

Farming Agriculture Rural Marketing Eco-Diversification

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**FARMED Board of Directors  
MEETING MINUTES**

**April 17, 2025 - 10:00 am**

**Location: Zoom**

**NOTE:** The April 16<sup>th</sup> FARMED Board meeting was re-scheduled to April 17<sup>th</sup> at 10am owing to a Zoom outage.

**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; Wylie Bystedt, Director (Newsletter)

**In attendance:** Heloise Dixon-Warren, Moose Meadows Farm; Lori Fogarty, Fogarty Woodlands; Wylie Bystedt, Coyote Acres Ranch; Christine Piltz, Kirby Hill Farm

**Regrets:** Barb Scharf, Arcadia Borealis Gardens; Lynda Atkinson, Sisters Creek Ranch; Vanessa Vandermeer, Mad Cluckers Farm

Scribe: Lori

Chair: Heloise

1. Welcome / Round Table
2. **Adoption of amended Agenda:** Wylie / Christine **Carried**
3. **Adoption of last meeting minutes:** [March 25, 2025](#) Lori / Wylie **Carried**
4. **Financial Report:** Lori Fogarty / Heloise Dixon-Warren **Carried**

Lori was able to connect with a Northern Development Initiative Trust employee and found out the FARMED final report disbursement is waiting for the new CEO to approve. **\*\*NOTE:** An email from NDIT came in after the meeting and the reimbursement will be transferred to the FARMED account by the end of the month.

**5. Correspondence:**

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

[“Get AGRICONNECTED with FARMED”](#) (Article for “Local Dirt”) - written by Heloise

**MOTION:** Lori moves taking out a 1/8-page advertisement for \$275.00 in the 2025 Local Dirt magazine to accompany the FARMED article on AgriConnect in the magazine. Seconded by Lynda. **Carried via email**

6. **Membership Update:** 32 members (as of March 31, 2025)

7. **New Business:**

- 20th Anniversary Celebration - Brainstorm  
Wylie said identifying the timing is important as to the types of activities would be planned for the anniversary celebration. She recommends having it in the fall.

Heloise noted a Farm to Fork type of event might work or a Farm Folk City Folk partnership might be explored. There may be an opportunity for 2 events and it would be good to partner with other groups for one or more of the events.

Heloise wants to make a new logo for the 20<sup>th</sup> anniversary year, and it would be used for the full year.

- Farmers Market - FARMED booth: Heloise would like to see FARMED at the QFM each month of the market. It would be nice to go to other regional markets.  
**ACTION:** Applications for the market booth will be completed by:
  - Heloise will apply to the Williams Lake FM and later in May do the Alexandria market, which operates only in the summer months.
  - Lori will apply for the Quesnel FM for these dates:
    - May 24
    - July 12
    - August 16
    - September 13
    - October 11

8. **Old Business:**

- [Strategic Planning \(March 29th\)](#); next steps: The chart developed by Ash was viewed and it was decided that with all the ideas developed it is now time to create actions and priorities as the next step.

The Board will review this plan at separate 4-hour meeting over lunch and create a timeline with specific actions. **The date selected is May 15<sup>th</sup> from 10 - 2 with lunch.**

**ACTIONS:**

Lori will book a space for the Action Planning Meeting on May 15th.

**Heloise will book the lunch**

- AgriConnect Baskets: product has come in from *Red Bluff Pickles & Provisions, Moose Meadows Farm, and Sisters Creek Simmentals*; Gift Certificates coming from Coyote Acres early next week and Echo’s Reach; Gloria from SharMaGlo will include a selection of soaps for creating baskets for

Seedy Saturday, Tradeshow, and E-Commerce (Online AgriConnect). Value of basket will be about \$50.00 - \$60.00 Heloise will check out having baskets available at the VIC and then online on our website. Invoices for the FARMED member products will be submitted to Lori.

- Seedy Saturday April 26<sup>th</sup> - FARMED Booth / Gift Basket Raffle / [Volunteer Schedule](#) - still a few gaps in the schedule

Booth space is by donation:

**MOTION:** Lori moves and Heloise seconds making a donation of \$25.00 to the Seedy Saturday committee as the FARMED booth donation. **Carried**

- Quesnel Tradeshow (May 3-4th) - [Volunteer Schedule](#) - still a few gaps in the schedule; more members are invited to put their names forward.
- Marketing Program Follow up - Christina Kane; This program has been delayed owing to FARMED needing to get the Instagram account up and running. This is now completed and Heloise will get in touch with Christine.
- Partnership Meetings Update - Integris CU, Community Futures Heloise will set up a time to meet with the Community Futures Manager, Ryan Adams.
- Chamber of Commerce Membership - Rack Card has gone to print (1000 copies). The FARMED membership for 2025/26 has been paid.
- Banner - still needs an updated “Value Added” photo;

**ACTION:** Wylie will check her value-added photos from the Farmers’ Market FARMED members.

- Imagine Grant Report - half of the cost of the rack card and the full cost of the AgriConnect banner will be allocated to this grant and then other expenditures will be finalized.
- Newsletter
  - Headliner - FARMED booth & Gift Basket raffle at the Trade Show
  - Include Director Biography in upcoming newsletters and FARMED website
  - FARMED members at the May Quesnel Farmers’ Market
  - Member Showcase
  - **Upcoming Workshops: Humane Poultry Euthanasia Training and Alexandria Small Flock Poultry Health Workshop**
  - Upcoming Events May 10 FARMED Classification Workshop

**9. Next meetings / events:**

- **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
- **FARMED Action Planning Meeting:** Thursday, May 15<sup>th</sup> from 10am to 2pm.  
Location TBA
- **FARMED Board Meeting:** May 21<sup>st</sup> from 10:30 am to noon or May 29 from 11am to 12:30pm

Meeting adjourned: 11:06am