



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

October 20, 2025

**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)

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

Regrets: Nil

Scribe: Lori

1. Welcome / Round Table
2. **Adoption of amended Agenda** Lori / Lynda **Carried**
3. **Adoption of September 15, 2025 minutes:** Lynda / Lori **Carried**  
(circulated by Lori via email)  
Attached to Calendar Invite
4. **Financial Report:** Lori Fogarty  
(Circulated by Lori - October 16th)  
Attached to Calendar Invite  
  
Move acceptance of Financial Report Lori / Wylie **Carried**
5. **Correspondence:**  
Sympathy card for family of CRD Director Mary Sjostrom on her passing (Tuesday, October 14) will be sent to family.

6. **Membership Update:** 36 Members

7. **Old Business:**

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

**Meeting with Ryan Adams, manager of CF.**

**ACTION:** Lori will follow up on by setting up a meeting with Ash / Ryan in regard to the AgriConnect Marketing Workshop provided by Community Futures North Cariboo. Date for the meeting is in January 2026.

The other target is to order swag items for FARMED members and public.

ii) **Directors Insurance** - the application has been completed, signed and emailed to Cooperators on October 20<sup>th</sup>.

iii) **AgriConnect / FARMED Membership Update - New and Renewing Members**

Contact was made with ABC Weblink to implement the revised 2026-member fee of \$60.00, which will include the AgriConnect Extended listing. The following steps were made:

- 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
- Changes to Square fee schedule and links

**ACTION:** Heloise suggested reviewing the list of products currently available for members to check off for their listing and identify if there are items that could be removed or added.

Lori noted that on the renewal list there are about 14 former members that are on the renewal list. If they were to renew, they might be eligible for the discount. It was decided to ask Jeff to remove the previous members.

**Re: membership - Code of Standards noted in FARMED application - this code will be developed by the Board.**

*Barb arrived at 12:00pm*

iv) **Imagine Grant** - Financials are almost complete. One last transaction for \$300.00 must be finalized will take place today.

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

FARMED review of Agritourism event:

Catering of Event by Lunch Ladies - much of the process of ordering Farm food was not made clear. They did not come back to pick up their supplies, which created extra work for the committee members. There was also miscommunication in what was expected in the menu.

It was felt that the event went well. Heloise would like to have FARMED form a partnership with CCCTA and identify how to make that happen.

Wylie had a brief discussion with Amy Reid on Saturday, and she is interested in knowing what she could do to help support the Agritourism sector.

Wylie: Provincially there is an agritourism strategy being worked on and comments are being made by upper Ministry of Tourism staff. It could be a good time to continue connections with the CCCTA as they will be using this proposal as a cornerstone.

Heloise suggests when we move AgriConnect forward to include agritourism and it will be helpful to include Patti in the discussion.

**Next Steps:** Reach out to Patti and invite her to our meetings in January. Follow up with Amy Reid as they are interested in agritourism as a city tourism product.

CCCTA Annual General Meeting and Conference update from Wylie: AGM happened on Saturday afternoon, no real changes to the Board. Conference was well attended, with a variety of presentations.

vi) **20th Anniversary Plans - Wednesday, October 22 3:30 - 4:30pm**

**ACTION:** Heloise will send out a notice to remind members

vii) **ADAC meeting** - FARMED Chair and Secretary-Treasurer sent their regrets as unable to attend the October meeting and re-scheduled to the January ADAC meeting.

**8. New Business:**

i) ~~Mailerlite Subscription Change~~

ii) **AgriConnect / FARMED Membership Update**

Perhaps this could be included in the FARMED under AgriConnect Marketing Plan and the CCCTA partnership:

Incorporation of Farm Stands for FARMED members onto Agriconnect:

Cariboo Valley Farm  
Moose Meadows Farm  
Edgewood Farm  
Dutchies Farm Stand  
Sundown Valley Farm Stand  
Firefly Meadows Farm Stand  
Chicka D's Flowers and Fancy Farm  
Gendreau Homestead  
CaloWarren Crossing Farm  
The Blackberry Basket (Violet Kritz), 286 Grosz Road South

**iii) Newsletter - November issue**

Member Showcase - Echo's Reach  
[Ravencroft Rabbitry and Urban Homestead](#) - article for Newsletter /  
Agriconnect story  
FARMED 20th Anniversary - Headliner  
Agritourism Workshop Update - Save for future newsletter  
FARMED Member Updates - Membership Renewal  
Holiday Farmers Market  
Events - FARMED BoD Meeting, Farmer's Christmas Markets, FARMED 20th  
Anniversary Committee meeting

**9. Next meetings: Tuesday, November 18 at 10am via Zoom**

**10. Meeting adjourned 1:10 pm Lynda moves**