



North Cariboo Agricultural Marketing Association
 Farming Agriculture Rural Marketing Eco-Diversification
 2861 Nazko Road Quesnel, BC V2J 7E5
 Phone: 250-249-5329 Fax: 250-249-5359
 Website: www.farmed.ca Email: info@farmed.ca



Celebrating 20 Years of FARMED!

**FARMED Board of Directors
 MEETING AGENDA**

January 6, 2026, 11 am - 1pm

Venue: Community Futures - North Cariboo

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; Lori Fogarty; Barb Scharf, Arcadia Borealis Gardens

Regrets: Christine Piltz, Kirby Hill Farm; Lynda Atkinson, Sisters Creek Simmentals; Wylie Bystedt, Coyote Acres Farm

Guest: Ashutosh Srivastava. Community Futures - North Cariboo (11:15 am) to discuss Marketing Plan goals for January 19th meeting 11 am-2 pm.

1. Welcome / Round Table

2. Adoption of amended Agenda Lori/Barb **Carried**

3. Adoption of last meeting minutes: November 18, 2025
 *circulated by Lori - November 19, 2025 & January 3, 2026
 * attached to Calendar Invite
 Lori/ Heloise **Carried**

MOTION: Heloise motions that FARMED meeting minutes (BoD and Membership) be posted to www.farmed.ca (without financials) along with AGM minutes; Lori seconds
Carried

4. Financial Report: Lori Fogarty
 * Circulated by Lori - January 3, 2026
 * attached to Calendar Invite
 Moved by Lori / seconded by Barb **Carried**

5. **Marketing Plan:** Ash is collecting information from the directors on the focus of the Marketing Plan workshop. The directors mentioned the following main themes:

- Sponsorship Program
- 20th Anniversary - ensure participation in 3 main activities
- Partnerships
- Funding / grants
- Budget preparation workshops / operating streams/ fund raisers

Commented [LF1]:

Ash will be at a CF meeting until noon so the schedule will be revised to 11:30 (lunch) 12 - 3pm

6. **Correspondence:**

i) **November 18, 2025, from Mike Coppin (mcoppin@quesnel.ca);**

Good afternoon,

I hope this message finds you well. I'm pleased to invite you to participate as a speaker at the upcoming North Cariboo Tourism Forum, taking place on February 19, 2026, in Quesnel, BC.

This forum will bring together tourism operators, stakeholders, and community leaders from across Quesnel and the broader North Cariboo region. It's a valuable opportunity to share and gain insights, highlight initiatives, and engage directly with those who shape tourism in our area.

We are inviting speakers from a range of organizations to contribute to discussions on topics such as:

- *Regional tourism development and collaboration*
- *Marketing and visitor engagement strategies*
- *Indigenous tourism and cultural experiences*
- *Sustainability and responsible travel*
- *Workforce development and training*

We would be thrilled to have FARMED represented to share your expertise and perspective. A table/booth will also be available for those interested to display any materials.

Please let us know by January 9, 2026 if you're able to participate, and feel free to reach out with any questions or ideas.

Thank you for considering this opportunity to connect with the tourism community in the North Cariboo. We look forward to the possibility of welcoming you to Quesnel in February.

ACTION: Heloise will contact Mike to confirm guest speaker and FARMED booth and ensure our presentation fits their needs.

ii) **November 19, 2025:** Andrea Khan Consulting (andrea@akconsulting.ca) working with City of Quesnel on Tourism and Event Inventory and Package Development Project; looking to connect with local businesses to learn “on the ground” knowledge through one-on-one conversations;

- like to learn about you and FARMED, build an understanding of agritourism here, get your opinion on Quesnel/North Cariboo, and chat about what you'd like to see for the future of tourism and events in the area.

Heloise talked with Andrea and added a few additional events providers Fall Fair / Alex Fraser Park

iii) **November 21, 2025:** Brittany Smith, Co-operators Investments - Insurance - Advice (brittany_smith@cooperators.ca);

Quote for Director's Liability Insurance

** Directors and Officers: \$805.00

** Commercial General Liability Policy: \$818.00

MOTION: Heloise moves Barb seconds that we request the Directors & Officers insurance policy. **Carried**

iv) **December 11, 2025:** Kathy Somerville, Quesnel and District Chamber of Commerce; Registration Form for the 2026 Tradeshow (April 25, 26th)

MOTION: Lori moves FARMED register for 2-adjointing booths at the tradeshow. Barb seconds. **Carried**

ACTION: Lori will contact Kathy

ACTION: Wylie will contact Kathy in regard to the plan to have a number of producers at the trade show together in one section.

Note: The Williams Lake Farmer will be at the WL Seedy Saturday March 28 at a booth and will promote Quesnel activities.

MOTION: Heloise moves that we contact the QFM & Williams Lake Market and Q Fall Fair and invite them to participate with personnel in the FARMED section of the Trade Show (conditions to be determined). Barb seconds **Carried**

ACTION: Direct contact will have to be made with members to invite them to participate to promote their business NOTE - businesses who sell product will have to buy their own table / booth.

7. **Membership Update:** 18 members

Newsletter: February Content

- 20th Anniversary
- Historical Facts / Tidbits on FARMED - a review of the Early Days every month
- The Plaid Patch

- Trade show invitation and dates

ACTIONS: 20th anniversary logo - Heloise will follow up

8. Old Business:

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

ACTIONS:

Order Swag - pens / magnets with new design them (AgriConnect)

Revise / produce brochure - Wylie

Membership package to promote FARMED - notebook / stickers / pens / Note pad / jar opener / keychain / lanyard / fridge

Heloise / Lynda / Barb 20th Anniversary Swag

Heloise and Barb will meet and move this forward and meet Jan 8 at 7:30pm. Heloise will forward the invite and include Lynda

MOTION: Lori move allocation up to \$700.00 for the membership package items.
Heloise second. **Carried**

ACTION: Lori will contact Wylie about the new FARMED brochure production. Perhaps using Canva will work.

AgriConnect Marketing Meeting in January - Community Futures North Cariboo.

- January 19, 2026 at Community Futures - North Cariboo
- Partners (CCCTA, Farm Folk-City Folk, Quesnel FM, Williams Lake FM, Quesnel Fall Fair, City of Quesnel, Cariboo Regional District, etc.
- Farm Stands

ii) Directors Insurance

See Correspondence

iii) AgriConnect / FARMED Membership Update -

New and Renewing Members (see notes in Membership section)

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

Next Steps will be to pull this into the marketing plan

v) 20th Anniversary Plans: Wylie Bystedt

November 25, 2025, Meeting Minutes

** attached to calendar invite

** circulated via email December 1, 2025

Next 20th Anniversary Committee Meeting is scheduled for January 12th at noon.

vi) ADAC meeting to provide a FARMED update:

Email from Lauren Dillabough, Admin. Assistant; once date is known for next meeting, FARMED will be notified. We have not yet heard from Lauren.

9. New Business:

i) Roots to Grow: Building Agricultural Strength in the Cariboo

<https://pub-crd.escribemeetings.com/filestream.ashx?DocumentId=51295>

** notes in November meeting minutes

Project Outline:

The Cariboo Regional District seeks to strengthen its agricultural sector by supporting small to medium sized businesses and attracting and retaining workers and investors through, showcasing resources and training, and targeted marketing. This project aims to increase visibility of agricultural careers, support local food sovereignty, and promote the growth of small and medium-sized farms.

I would like to work with you to help make this project a success. If you and some of your members are interested, I would love to organize an engagement meeting either in person in the North Cariboo, or online.

This should be kept in mind as partnership opportunities for FARMED.

**ii) North Cariboo Tourism Forum
February 19, 2025 (City of Quesnel)**

FARMED will present and have a booth

iii) Seedy Saturday: A request has been sent out for support, but the dates have not been provided.

FARMED Contribution: Promotion of the event through the newsletter, and Facebook as well as a gift for every vendor. A financial contribution will be discussed at the next Board meeting.

Next meetings:

FARMED Board Meeting: Tuesday February 10th, 2026 11am - 1pm via Zoom

FARMED 20th Anniversary Committee Meeting: Monday January 12 from 12 noon - 1 pm via Zoom

FARMED Marketing Plan: January 19, 2026 - Meeting date 11:30 am for lunch with a

start time of noon to 3pm Community Futures Boardroom Catering from Bliss

Heloise will contact Bliss / Lori will send out invite

Meeting adjourned: 12:58 pm