



Making a difference...together

**Minutes of the Salt Spring Island Market Advisory Group
Held November 15, 2017 at the SSI Public Library, 129 McPhillips Ave, Salt Spring Island,
BC**

DRAFT

Present: **Chair:** Malcolm Legg (member of the public)
Committee Members: Bree Eagle (Vendor), Garth Hendren (PARC), Julia Grace (Island Natural Growers), Donna Cochran (Basketry), Rosemary Trump (Public), Alvaro Sanchez 5:20 pm (Jewelry), Janet Clouston 5:30 pm (Chamber of Commerce), Donna Johnstone (Fabric), Wendy Squirrell (Pottery) Tye O'Connor (Vendor), Grant Wickland (Woodworkers)
Staff: Dan Ovington, Parks and Recreation Manager; Rob Pingle, Market Coordinator; Tracey Shaver, Recording Secretary
Absent: Scott Simmons, Sean Goddard

Public Gallery: estimated 20 people

Chair Legg called the meeting to order at 4:15 pm.

1. Approval of Agenda

MOVED by Garth Hendren, **SECONDED** by Bree Eagle,
That Salt Spring Island Market Advisory Group agenda of November 15, 2017 be approved as presented.

CARRIED

2. Adoption of Minutes

MOVED by Bree Eagle, **SECONDED** by Donna Cochran,
That the minutes of the Salt Spring Island Market Advisory Group meeting of March 6, 2017 be approved as presented.

CARRIED

3. Presentations/Delegations

3.1 Wendy Beatty

Ms. Beatty provided personal observations on the crowded environment at the Saturday Market during the peak season. A suggestion was made to form a subcommittee to determine ways to improve the flow of pedestrians through the market area. Ms. Beatty would like to participate on such a committee.

ACTION

The Chair referred the suggestion to staff for consideration.

3.2 Lee Fairbrother

Mr. Fairbrother provided information on his personal situation of leasing several small parcels of land for growing crops and the instability this creates when attempting to meet the new definition for "Farmer Status".

His request is for a clear standard on how MAG will address any appeals for exemption.

Brief discussion around the room:

- BC assessment skewed against small parcels of leased land
- Day vending not a viable option for farmers; perishable crops
- Current review process for all vendors involves the market coordinator viewing the property and processes on an individual bases and then reporting to MAG
- Timing for appeal process; must be earlier for the 2018 season
- February is the traditional registration deadline for all permit holders
- Set guidelines for appeals process for the 2019 market season

MOVED by Rob Pingle, **SECONDED** by Bree Eagle,

That the Market Advisory Group requests staff to allow farmer exemption appeals at the fall and spring MAG meetings.

CARRIED

3.3 Valerie Perkins

Ms. Perkins presented concerns with the Farmer definition being tied to BC Farm Tax Assessments and the burdeon this places on the attraction and growth of new farmers in the community.

Brief discussion around the room:

- Priority placement is a privilege
- Sales revenue is needed to get farm status; hard for new farmers to qualify
- Perishable products should get priority placement in the 2500 sq ft farm area
- Some products would qualify as perishable but not as farmers
- Define value added
- Perhaps extend the leght of time on exemptions
- Significant efforts made to define “farmers”; interested in hearing any better suggestions

3.3 Joanne Burns/Mariola Jamrozinska

Information was provided to clarify roles and responsibilities between the families working together under the Makert business of “Island Fudge” who are requesting recognition of their partnership.

4. Reports – Chair

4.0 No Chair report

4.1 2017 Season Review-Coordinator Rob Pingle

Market Coordinator Rob Pingle provided a brief overview of the 2017 Market Season to supplement his written report.

- Overall good season
- Assistant coordinator, Dwayne was a big help
- Farmer Definition helped clarify products
- 26 registered farmers 2017 (1 new farmer left for other work, 1 didn't meet the 50% requirement, 1 took a leave of absence for 2017)
- No other new farmers applied
- Indigenous Vendors were placed in a not for profit/child space when in attendance

5. New Business

5.1 New Partnership Request by an Existing Vendor

Staff provided a brief report that discussions regarding this partnership began in 2016. Staff feel communications were not clear and perhaps wrong impressions were given. In 2017 the guidelines for a partnership have been changed and they most likely don't qualify.

Brief discussion around the table:

Guidelines need to clearly state that the vending space is held by a vendor, not the business Partnerships can request a review at the beginning when they first start vending

MOVED by Donna Johnstone, **SECONDED** by Garth Hendren:

That the Market Advisory Group recommends to the Parks and Recreation Commission that staff approve the request from existing vendor J. Burns to be recognized as a partnership with M. Jamrozinska.

CARRIED

5.2 Vendor Attendance

Attendance was discussed several times throughout the meeting.

5.3 SSI Parks and Recreation Strategic Plan Update

First stakeholder meeting to be held on November 23, 2017 at 4:30 pm.

6. Outstanding Business- None

7. Correspondence- None

8. Next meeting in the spring

9. Adjournment

MOVED by Alvaro Sanchez, **SECONDED** by Donna Cochrane,
That the meeting adjourned at 5:40 pm

CHAIR

SENIOR MANAGER