



Making a difference...together

SALT SPRING ISLAND MARKET ADVISORY GROUP
Notice of Meeting on **Thursday, March 8, 2018 at 4:30 PM**
Portlock Park Meeting Room, 145 Vesuvius Bay Road, Salt Spring Island, BC

| | |
|----------------------------------------|--------------------------------------|
| Malcolm Legg (Chair-Public) | Rosemary Trump (Public) |
| Sean Goddard (Vendor) | Tye O'Connor (Vendor) |
| Bree Eagle (Vendor) | Garth Hendren (PARC) |
| Donna Johnstone (Fabric) | Alvaro Sanchez (Jewelry) |
| Peri Lavender (Island Natural Growers) | Janet Clouston (Chamber of Commerce) |
| Anne Byrne (Pottery) | Grant Wickland (Woodworkers) |
| Donna Cochrane (Basketry) | Scott Simmons (SS Arts Council) |
| Rob Pingle (Coordinator) | (r) = Regrets |

AGENDA

- 1. Approval of Agenda**
- 2. Adoption of Minutes of November 15, 2017**
- 3. Presentations/ Delegations**
- 4. Reports – Chair**
 - 4.1**
- 5. New Business**
 - 5.1 2018 Market Fees**
 - 5.2 2018 Exemption Requests**

That the Salt Spring Island Market Advisory Group recommends to the Parks and Recreation Commission that staff approve all exemption requests for the 2018 market season and further that a notice be sent out in the fall requesting exemption requests for the 2019 market season.
- 6. Outstanding Business**
 - 6.1 Pedestrian Traffic**
- 7. Next meeting TBA**
- 8. Adjournment**



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**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

| SATURDAY MARKET IN THE PARK | | |
|-------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|----------------------------------------|
| PERMITS (subject to applicable tax) | 2017 Jan 1 – Dec 31 | 2018 Jan 1 – Dec 31 |
| Seasonal | \$ 198.18 per season | \$ 198.18 per season |
| Farm | \$ 198.18 per season | \$ 198.18 per season |
| Day | \$ 6.31 per day | \$ 6.31 per day |
| Not-for-Profit | \$ 0.95 per season | \$ 0.95 per season |
| Youth Vendor | \$ 0.95 per season | \$ 0.95 per season |
| Busker | \$ 0.95 per season | \$ 0.95 per season |
| Off-Season | \$ 24.78 per off-season | \$ 27.14 per off-season |
| LINEAR CHARGES FOR TABLE DISPLAY SPACE (subject to applicable tax) (Maximum 8 feet frontage, unless grandfathered) | 2017 Jan 1 – Dec 31 | 2018 Jan 1 – Dec 31 |
| Seasonal | \$ 1.99 frontage foot / day | \$ 2.38 frontage foot / day |
| Farm | \$ 1.99 frontage foot / day | \$ 2.38 frontage foot / day |
| Day | \$ 1.99 frontage foot / day | \$ 2.38 frontage foot / day |
| OTHER (Subject to applicable tax) | | |
| Power | \$ 24.78 per season where available | \$ 27.14 per season where available |
| Wash Station/Water | \$ 34.73 per season | \$ 38.10 per season |



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**REPORT TO MARKET ADVISORY GROUP
MEETING OF THURSDAY MARCH 8, 2018**

ITEM 5.2

SUBJECT REVIEW OF EXEMPTION REQUEST FOR THE 2018 MARKET SEASON

ISSUE

A number of vendors no longer qualify under the new farmer definition and have submitted exemption requests for the Market Advisory Groups (MAG) consideration.

BACKGROUND

The Saturday Market has been operating at capacity for a number of years. Staff and vendors have witnessed vendors modifying their products to meet the requirement of a farmer so that they can be given priority placement and gain access to the market ahead of day vendors whom are assigned space based on a point system. For this reason the Farmer definition was updated in the fall of 2016 to ensure priority placement in the market is given to qualified farm vendors.

New Farmer Definition:

- 1) "Farmer" - a resident who vends eligible farm products as defined by the BC Assessment Authority on land classified for farming purposes that the farmer owns or leases. Eligibility is determined by valid BC assessment indicating farm status or a valid BC Farmer ID Card:
 - a) A farmer is permitted to sell value-added products whose contents, by volume, contain at least 50% of the product they have received farmer certification for.
 - i) All value added farm product vendors must have their products reviewed by a Market Advisory Group subcommittee to ensure the product complies with market guidelines and the spirit of the market.
 - b) A farmer may use 10% of their booth space to sell non-farmed products as long as they have been produced by the farmer and follow the regular market guidelines.
 - c) A farmer definition includes a vendor who leases land for the purpose of farming from the Salt Spring Island Farm Land Trust.
 - d) Farmers who do not qualify for farm classification under BC Assessment may appeal to the Market Advisory Group.

At the November 15, 2017 MAG meeting the following motion was passed

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

Staff have taken this under consideration and would agree that the exemption requests should be brought to MAG in the fall to provide adequate notice to vendors whom are successful in their appeal or not.

ALTERNATIVES

That the Salt Spring Island Market Advisory Group recommends the Salt Spring Island Parks and Recreation Commission that staff:

1. Approve all exemption requests for the 2018 market season and further that a notice be sent out in the fall requesting exemption requests for the 2019 market season.
2. That the report be referred back to staff for further review

CONCLUSION

Review of exemption requests should take place in the fall well in advance of the market season to allow for adequate notice to successful and unsuccessful vendors.

RECOMMENDATION

That the Salt Spring Island Market Advisory Group recommends to the Parks and Recreation Commission that staff approve all exemption requests for the 2018 market season and further that a notice be sent out in the fall requesting exemption requests for the 2019 market season.



Dan Ovington
Parks and Recreation Manager

DO