



2020 Year-End Report & 2021 AGM Presentation

June 30, 2021, 6-7PM | Virtual Meeting

Welcome!

- Introduction to online meeting
- This meeting is recorded for members
- Keeping camera on is optional
- Please ask questions in chat
- Q & A at the end of the presentation



Land Acknowledgement

The land on which we gather is part of the Treaty Lands and Territory of the Mississaugas of the Credit.

We are grateful to have the opportunity to work on this land, and by doing so, give our respect to its first inhabitants.

AGM Agenda

- Welcome
- About EMFM
- Board of Directors Motions
- 2020 Market Review + 2021 Plans
- Community Gardens
- Financial Update
- Community Leadership
- Questions & Community Discussion



The Erin Mills Farmers Market: Vision, Mission and Values

Vision To grow interconnected, resilient communities rooted in healthy urban food systems

Mission To enrich lives and foster social change through the creation of a healthy urban food hub

Values Health - Personal, Social, Environmental
Community - Fun, Engagement, Leadership
Quality - Food, Experience, Relationships, Diversity,
Sustainability



How EMFM operates

- Founded by Hoffmann Hayes and Daniels in 2013
- Non-profit organization (2016) and a ratified constitution
 - 3 members on Board of Directors; all volunteer
 - 2 seasonal staff and 3 consultants; paid part-time
 - 144 members (free membership, register on our website or via email)
- Funded through Daniels Program Support, Erin Mills Building Contributions, and City of Mississauga Community Grant

Planning & Decisions

- Board of Directors, Lee (Market Director), Jane Hayes (Hoffmann Hayes) undertaking strategic planning process
- Community members are invited to provide input and feedback in developing programs and strategic directions through surveys, meetings, workgroups, etc.
- How are decisions made?
 - Operational decisions - Board, Core Team
 - Ratified decisions - Annual General Meeting (voting)



Legal Update

- EMFM's Constitution does not allow an official meeting to be conducted electronically (s.23 and 24)
- **Ontario Emergency Measures:** Allow for these meetings to be administered officially even through electronic medium for the time being
- For all intents and purposes, this is our official AGM
 - Report, by-laws, and meeting minutes available on website
 - Meeting will be recorded and available upon request



Board Motions and Appreciations



Board Motions and Appreciations



1. Ratify 2020 AGM minutes and 2019 AGM minutes
2. **Constitution Amendments:**
 - a. **S. 27:** Board Directors will declare a potential conflict of interest and refrain from discussion and voting when a true or perceived conflict of interest exists.
 - b. **S. 36:** Mediation and Arbitration: The dispute or controversy shall first be submitted to a panel of mediators **in writing**
3. Thank you to **Debbie Chang** for serving on the EMFM Board as Co-Chair and supporting the gardens from 2019-2021! 🙌

Community Partnerships



DANIELS: Location and funding support



HOFFMANN HAYES: Community development and strategy



ECOSOURCE: Community engagement and Community Garden



CITY OF MISSISSAUGA: Registered Community Group and Community Grant

Overview - The Erin Mills Farmers Market, 2013-2020

- Avg. 17 weeks of the farmers markets, community gardens, and engagement activities
- In 2020, the market moved to the base of the Daniels' Arc building
- Community gardens entered a partnership with Ecosource moving to Churchill Meadows Community Garden
- Recipient of City of Mississauga Grant; created two staff positions
- Ongoing **regenerative community development** has resulted in strong community leadership on the Board, Market, and Gardens. Past programs: Music and Healthy Eating Eco Kitchen programs



Key Stats 2013-2020

- **27,000** Cumulative Visitors
- **\$270,000** into Local Food Economy
- **8** (Average) Vendors per market - new and existing businesses
- **14,000** Cumulative Volunteer Hours
- **730** Cumulative Volunteers Engaged

2020 Market Review

- 2,424 visitors in 2020, 1,713 in 2019 (fewer markets)
- Building residents supported market
- Returning customers from former location
- Local, organic, and Non-GMO in that order, continue to be important to customers, new and existing
- Procuring vendors based on market customer survey
- Kept customer & vendor focused
- Learning: Our vendor numbers are determined by our location



2021 Farmers Market

Operating models under Peel region public health during Covid-19:

- **On-site with Vendors Model**
 - Vendors are on-site and tents are spaced out 2m/6-7 feet apart
 - One entrance and one exit, masks encouraged
 - Customers sanitize hands at the entrance and exit
 - Physical distancing at all times including with vendors
- Introduced online pick-up at market model in 2020. Indicators for 2021 is showing it might not be required.

2021 Market Season: Thursdays, 3 - 7 p.m. June 17th - October 7th, 2021



Market Location - The ARC

Moved to the base of the ARC in 2020. In 2021, we moved to the east side of the ARC building due to wind issues.

We are addressing the issue and exploring mitigation strategies.

New site is visually attractive with the soft landscaping and integrating the commercial space.



Erin Mills Community Garden Goals

- Provide our community access to land, resources, and opportunities in Mississauga
- Education and skill sharing to grow food
- Being of service to the community
- Fun, Engage, Lead → Eat, Grow, Give
- Connects to Ecosource, Hoffmann Hayes, the development of Mississauga Urban Agriculture Network



Community Partnerships: Relationship with Ecosource

- All Mississauga residents are welcome to participate in workshops offered through Ecosource and Erin Mills Farmers Market
- EMFM community gardeners have plots at Churchill Meadows Community Garden (CHM) which is an Ecosource site
- EMFM members can apply for a plot, members can [register on our website](#)
- Garden plots at CHM are managed and administered by Ecosource
- Worked collaboratively on new community garden (coming in 3-5 years)



Community Partnerships: HH, EMFM, and Erin Mills Buildings

- Sharing gardening ideas through connecting to broader network
- Participate in workshops and engagement at CHM and online
- Joint program with HH, Ecosource, and EMFM
- Leadership opportunities and resource sharing
- **Integrated into future community engagement ideas & outreach**



HOFFMANNHAYES

healthy food programming, gardens + community development



What It Costs To Run the EMFM

Actual Results 2020

| Sources of Funding | Amount |
|---|--------------------|
| Market Fees | \$2,600.00 |
| Garden Fees | \$725.00 |
| Daniel's Marketing Fund Contribution | \$7,500.00 |
| Program Support - Daniel's General | \$20,000.00 |
| Program Support - Daniel's Erin Mills- Skyrise | \$3,888.00 |
| Program Support - Daniel's Erin Mills- West Tower | \$3,492.00 |
| Program Support - Daniel's Erin Mills - The Arc | \$4,308.00 |
| Grants & Other Income | \$10,036.32 |
| Total Funding | \$52,549.32 |

What It Costs To Run the EMFM

Actual Results 2020

| | |
|--|--------------------|
| Program Expenses - Market/Garden | |
| Market, Garden, Healthy Eating Eco Kitchen Supplies, Music, Market Management | \$46,076.18 |
| Admin Expenses | |
| Overall Administration, Insurance, Software, Bank Service Fees | \$2,564.20 |
| Total Market, Garden Admin & Office Expenses | \$48,640.38 |
| Excess Revenues over Expenses | \$3,908.94 |

What It Costs To Run the EMFM

Budget 2021

Sources of Funding

Amount

| | | |
|---|-------------------------|---------|
| Program Support-Daniel's Erin Mills - The ARC | \$1 per unit, per month | \$4,308 |
|---|-------------------------|---------|

| | | |
|---|-------------------------|---------|
| Program Support-Daniel's Erin Mills - Skyrise | \$1 per unit, per month | \$3,888 |
|---|-------------------------|---------|

| | | |
|---|-------------------------|---------|
| Program Support-Daniel's Erin Mills -West Tower | \$1 per unit, per month | \$3,492 |
|---|-------------------------|---------|

| | | |
|----------------------------------|--|----------|
| Daniel's Funds - General Support | | \$21,000 |
|----------------------------------|--|----------|

| | | |
|---|--|---------|
| Daniel's Marketing Support incl. Market Bucks | | \$7,500 |
|---|--|---------|

| | | |
|-------------------------|--|-------|
| Anticipated Garden Fees | | \$620 |
|-------------------------|--|-------|

| | | |
|-------------------------|--|---------|
| Anticipated Market Fees | | \$2,600 |
|-------------------------|--|---------|

| | | |
|--|--|-------------|
| Other (Municipal Grant and Capital funding - Section 37) | | \$13,924.69 |
|--|--|-------------|

| | | |
|----------------------|--|---------------------------------|
| Total Funding | | \$57,332.69²¹ |
|----------------------|--|---------------------------------|

What It Costs To Run the EMFM

Budget 2020

Program Expenses - Market/Garden

| | |
|--|-------------|
| Market, Garden, Music, Market Management | \$54,491.00 |
|--|-------------|

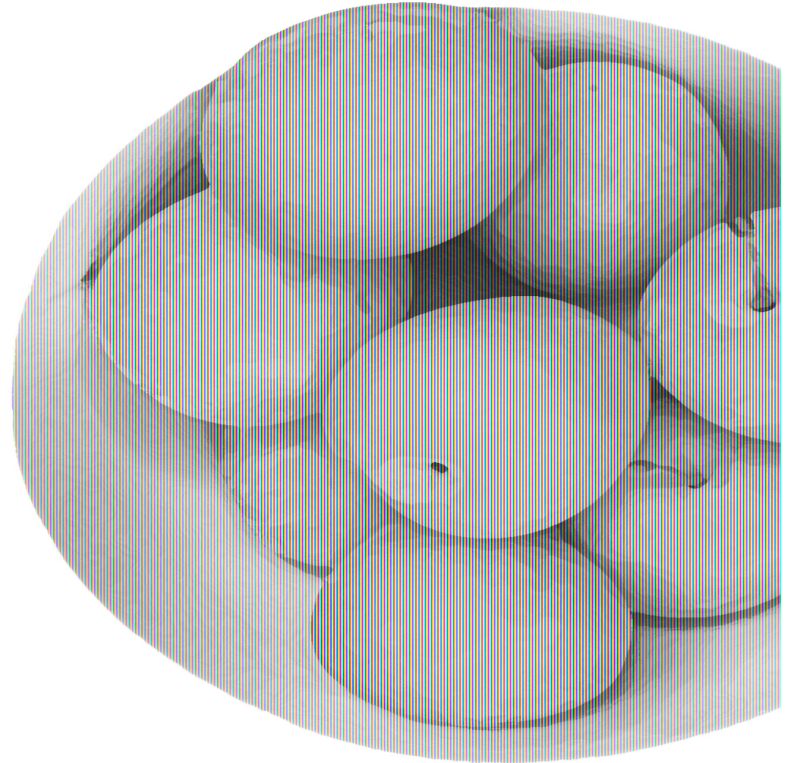
Admin Expenses

| | |
|---|------------|
| Overall Administration, Insurance, Bookkeeping, Bank fees | \$2,600.00 |
|---|------------|

| | |
|---|--------------------|
| Total Market, Garden Admin & Office Expenses | \$57,091.00 |
|---|--------------------|

Financial Outlook

- In 2020 we received 52% of funding from Daniel's for operations and marketing
- Daniel's funding will taper in next 4 years
- Local community funding model in place and will grow to cover funding needs by 2023
- City of Mississauga Grant; additional fund development a goal past the pandemic
- Capital expense planning in 2021/2022
- Impact on market sales due to COVID-19



Community Development and Leadership

- Areas of volunteer leadership: Board of Directors, community garden, and farmers market
- People are taking on more complex roles and staying multiple years
- Paid project leaders mentoring volunteers and vendors in their small businesses
- Volunteers took on paid market assistant roles, positive impact on market

Volunteer Hours

Board / Community development - **1,100**

Community Garden - **600**

Farmers Market - **100**

Volunteer Engagement

Volunteers Engaged - **28**

40+ hrs contributed - **11**

80+ hrs contributed - **8**

Community Leadership: Board of Directors

- Membership has remained stable at 144 registered members in 2020; 117 Mississauga residents
- Secured City Community Grant Funding for 2021
- Key areas of focus in 2021:
 - Sustaining market, fund development, and strategic planning
 - Board development: looking to grow team in finance, HR, and fund development



Community Development and External Relations

- Connected with residents and management at the Daniels Erin Mills community to better understand demographics and invite/welcome them
- Evolved our relationship with Ecosource and the City of Mississauga
- Joined steering committee of Mississauga Urban Agriculture Network
- Participating in development of Mississauga Urban Agriculture Strategy
- Expanded our work online as much as possible and have taken steps to facilitate community development virtually

Feedback & Testimonials

“We were so glad to have the market last year during Covid. We have really been looking forward to it this year!” - **Arc Building Resident** while visiting the market

“The Erin Mills Farmers Market... is a prime example [of] regenerative agriculture, is aiming to improve the natural resources that are used rather than depleting them” - **Podcast Interview on Erin Mills Farmers Market**

Community Development: Moving Forwards

- Due to Covid-19 impact operations have shifted to online engagement and work, we will continue online work past the pandemic
- We adapted the market to meet the health and safety guidelines for this year
- More outreach is underway to connect further with ARC, Skyrise, and West Tower project condo boards, property management teams, and residents
- City Councillor and City of Mississauga Affiliate relationships continue
- Sponsorships and grants are being more actively sought as we transition away from Daniels' funding
- Strategic planning underway, we see this as a further opportunity to connect with our community and share our work

Regenerative Community

- What is a regenerative community?
- What it looks like for us... [in a quick slideshow!](#)

Strategic Plan

| Focus | Breakthrough Objectives | Tactics Over Time |
|----------------|---|---|
| Sustain | Stabilize & enhance sustainability of the project. | 2020: Sustain customer base & vendor income levels as we move - <u>and with Covid 19.</u> New 2021-25 strategic plan: Sustain, Engage, Grow. Emerging Context: Mississauga Urban Agriculture Strategy |
| Move | Preserve, conserve, and build community energy and engagement as we move. | 2020: Move and stabilize in our new home. Continue seeking additional stable funding sources for 2021. |
| Grow | Grow the economy and impact of the project. | 2021-2025: Grow the market. Equity and accessibility. Grow loyalty of existing customers |

Questions & Community Discussion





Thank you for your years of support!

For more information on this report or the project contact us at:

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