



Annual Report 2016–2017

BOARD OF DIRECTORS

- Maureen Acker, Chair
- Cathy Porter, Vice Chair
- Richard Miles, Treasurer
- Glynda Wimmer, Secretary
- Andrew de la Ronde
- Susan Doucette
- Rebecca Stone
- Megan Doucette
- Lin Cahill (Ex officio)

UPDATE

There were the following changes to the Board of Directors since the last AGM: Glynda Wimmer stepped down from the Board in April, 2016 and Megan Doucette took on the duties of Secretary at that time. Megan then stepped down from the Board in September, 2016. Andrew de la Ronde stepped down from the Board in September, 2016. As part of the Board Recruitment in preparation for the upcoming AGM, the following individuals were appointed to the Board subject to being elected at the AGM: Brent Dykeman, Christine Hall, Jonathan Meakin and John Cahill. They all immediately became very active in Board work.

We continued with the arrangement of former Board Member Jackie Leppard doing the day to day accounting. The Finance Committee made up of Board Members provides direction and consultation/decision-making which is then overseen by the Treasurer.

Linda Cahill as 'ex officio' Board Member (being that she is the former Chair) remains active in a consultative capacity and liaison between the Board and the Market Manager, Ashley Marlin.

Going forward there will be the usual agenda item of organizing the Board, appointing Executive positions on an as-needed basis and distributing the work of the Board.

FARMERS' MARKET

Another year and our Hubbards Farmers' Market continues to enjoy growth and success. It is because of our committed volunteers, vendors and community that we are able to be a force in our local economy and among the longest running markets on the South Shore.

We were happy to welcome, and welcome back, more unique local vendors to our market last year: Zoe's Kimchi, Ran-Cher Acres, Her Majesty the Flapper, Sue's Granola, Nova Scotia Worm Warehouse, Indus Cuisine, and Selwood Green. It is one of our main goals to continue to increase the variety and abundance of local vendors and products at our market.

Sadly, we had to say goodbye to a fantastic local producer – Down on the Corner Farm - due to the passing of Dave Lahey.

Our customer attendance for our 21st year was steady with small increases in May, September and October. June had a large increase of 18%; compared to 2015 we had much better weather. July also had a significant increase of 27% - this was mainly due to having 5 markets in 2016 as compared to 4 in 2015. August was the only month that had a decrease in attendance as compared to 2015, and this was mainly due to one less market that month in 2016. Our average daily attendance in May was

864, June 993, July 1420, August 1576, September 943, and October 686.

Parking continues to be an issue on Market days. We encourage those who are able, to park at the designated area at the Hubbards shopping mall or at the Aspotogan Heritage Trust parking lot. A short trail beginning behind the Pharmasave leads directly to the Barn. Many thanks to Metaline Graphics and the Pharmasave for allowing our vendors to use designated areas of their lots for parking to reduce congestion on market days.

Our 2016 Hubbards Barn Food Truck Rally drew a great crowd. Due to the success and rave reviews received about our 2015 rally, our Hubbards Barn Association decided to make it an annual fundraising event for the Barn. We continued our partnership with the NS Food Truck Association, whose members were the main attraction. Our barn was open for seating, music and non-alcoholic drinks were available for purchase. Through sponsorships, donations at the entrance and sales that night we raised over \$5500.00. Our fundraising total was down from 2015.

A huge thank you to our sponsors: Hubbards Scotiabank, Aspotogan Heritage Trust, Municipality of the District of Chester, HRM Councillor Matt Whitman, Hubbards Electric, Highlander Law Group, as well as our fantastic volunteers who helped make the night happen, and to John Cole Porter and the KickAssMatics for giving us wonderful music.

Finally, we would like to again sincerely thank all of our volunteers, vendors, musicians, and community for making our farmers' market happen every Saturday morning. We look forward to continuing to welcome new vendors, new customers and new friends to our market.

Special thanks to Ashley Marlin, who is entering her 9th year as Market Manager, for keeping the market running smoothly, rain or shine. It was decided in 2016 that Ashley would move into the role of Executive Director for the Hubbards Barn Association, also taking over the rentals of the Barn.

FUNDRAISING

As stated, the association held it's second annual Hubbards Barn Food Truck Rally.

The lack of a bar may have made an impact and the plan is to offer a bar at the upcoming food truck rally. Additionally, the weather was not quite as nice as the year before, a factor that is beyond the control of the association.

Events like this are impossible without the contribution of dedicated volunteers.

Two of our volunteers deserve special recognition as they spent the entire time at the parking lot at the Hubbards Plaza assisting with orderly parking. They are Ruthie Westhaver and Dwight Westhaver. Our Market Manager Ashley again brought extensive Event Planning expertise to the organization of this event.

The Hubbards Barn Association has been selected as a beneficiary of the Bay Treasure Chest funds. While it can only be estimated what the amount will be that we will receive, it would appear that it is likely to be in the \$10,000 range annually.

To be a recipient, there are many volunteer man-hours that must be contributed. We have been very fortunate to have Christine Hall and Brent Dykeman on the Board attend some meetings along with Ashley and

they have been instrumental in educating the Board with respect to all of the details of our obligation. Additionally, Ashley has worked very hard to recruit volunteers, attend meetings and communicate with the Board about this endeavour. Hours have been donated by volunteers Esme Malanchuk, Ethel Smiley-Marshall, Irene Barkhouse and new Board Members Jonathan Meakin and Christine Hall as well.

PROPERTY AND GARDENS

John Publicover and Farrell Munroe continue to provide maintenance to the Barn property. Ex-officio Board Member Lin Cahill took on the portfolio of 'Property' during the year.

Maintenance and improvement of the property continues to be a very important priority. The meadow was re-seeded and fertilized as there were still some sparse patches after the major re-do the previous year. As well, there was a wobbly barrier at the bottom of the ramp leading to the bathrooms that was serving no real purpose so it was removed and a small amount of landscaping was completed where it had been.

The 'go-forward' projects in the property portfolio are the replacement of the back ramp with a concrete one and the replacement of the large doors on the lower level front side of the Barn.

We are very excited that the construction of the Lin Cahill Pavilion is under way. A small portion of the Meadow will be sacrificed for the purposes of having a beautiful, multi-functional timber-framed shelter. The three newest Board Members, Brent Dykeman, Christine Hall and John Cahill put in tireless hours getting this project off the ground. The financing is largely thanks to the Shatford Trust from whom we received a very large and generous

grant. We look forward to the unveiling of the Pavilion in time for Canada Day, 2017.

The new and improved barn table, thanks to volunteer Esme Malanchuk, was the recipient of many compliments.

The extremely important work of prepping, planting, pruning and weeding of the many gardens on the property was once again taken on by an army of volunteers working on the gardens and grounds with Board Member Susan Doucette acting as liaison between the Board and the volunteers.

Following much debate and research, two large heaters were purchased and installed in the entrance way to each of the halves of the Barn as an attempt to improve the comfort inside the Barn during the shoulder season

PERSONNEL

John Publicover and Farrell Munroe have continued in their role as groundskeeper and general handyman/maintenance. They stepped away from the provision of supervision and bar-tending at functions that took place as a result of rental contracts.

The Board had approved the expansion of the Market Manager's role on a pilot project basis with specific goals around marketing the Barn to diversify its use and increase use by the general public and strike up partnerships with other local community organizations. Ashley signed her contract as Executive Director in July. It will be incumbent on the new Board to strike a Personnel Committee to measure the success of the new role and make recommendations for modifications.

Ashley with the assistance of the Board developed a job description inclusive of a competitive wage and hired, trained and supervised four new Event Staff.

During the season, it was decided to add a second person to the evening complement of Event Staff to assist in customer service and safety and security of staff and the property. Some of these staff members are returning and some are not so Ashley is in the process of recruiting more individuals so that she has a full complement.

Lin Cahill and Susan Doucette made up the Personnel Committee for the purposes of recruiting a summer student. Despite their best efforts, a student was not hired for this past summer. The request for funding has been filed for the upcoming summer in the hopes of being able to hire someone.

SHATFORD TRUST

The major purchase from the Shatford Trust Fund that we were the recipient of in 2015/2016 was the sign which has been a great addition to the property. All other purchases have either been made or are ear-marked to be made.

As mentioned earlier, another application was sent to the Shatford Trust Fund during this year and was approved. What is being called the HBA Legacy Project as it will be completed in the year that Canada celebrates its '150th birthday', will utilize all of the grant funds as well as other funds in the Barn Budget.

We are immensely grateful to the Shatford Trust for continuing to support our organization.

EVENTS/ACTIVITES

The Food Truck Rally was our only Board-sponsored Event at the Barn this year.

Weddings continue to be a key source of income. The activity in this regard is covered in a report by Ashley regarding Rentals.

Ashley, in her Executive Director role has taken over the coordination of the rentals. There is an honorarium set aside in the budget for an assistant for Ashley so that the Barn can be shown at the convenience of customers.

In response to a decrease in the use of the Barn by other non-profit organizations, there has been a change to the fee structure such that they may use it at a reduced rate during the non-peak dates.

The Board approved a new brochure which outlines all of the services and amenities of the Barn as well as the fee structure.

The Rental Contract was tweaked based on feedback from Event Staff and the Board.

The Barn Association contributed financial sponsorship and the use of our popcorn machine at the Movie Nights at the Waterfront Amphitheatre.

At the final Farmers Market of the season a small celebration was held with the Board providing coffee and sweets. All volunteers and vendors were invited and were each given a Thank You Card with volunteers being given Barn Bucks as well.

A project that was on-going through the year and is being completed at this Annual General Meeting is an update of the By-laws. This has been a lengthy process complete with debate, writes, re-writes, editing and legal vetting which has culminated in a resolution that is being presented to the membership for ratification.

RENTALS REPORT

2016 was another successful year for the rental business of our Hubbards Barn & Community Park with a total of 29 rentals.

It was also a transition year as our volunteer Rental Coordinator, Rebecca Stone, stepped down from supervising rentals, along with our long-time custodian John Publicover.

Our market manager, Ashley Marlin, moved into the role of Executive Director and took on the duties of rental coordinator and hired 4 Event Staff whose specific role was to supervise to the barn during rentals and aid in clean up. We were lucky to have 4 fantastic local people apply for the job and ensure there was no gap in service to our rental customers.

We would like to sincerely thank Rebecca and John for their hard work and all the volunteers and staff that made 2016 another great year.

Moving forward our goal is to increase the variety of rentals and community usage of our Hubbards Barn & Community Park.

GOING FORWARD

This report mentions a number of projects that are underway so the new Board certainly will start with a healthy agenda.

There are always items that pop up over the course of the year that get set aside as other priorities use up time and resources. Among those would be a visionary session for the organization so that there are some well-established tenets off of which ideas can be bounced, thus stream-lining decision-making. Another is the idea of establishing some electronic payment mechanism both for in-coming and outgoing payments of wages, fees, and donations, to name a few.

Outgoing Board Members Maureen Acker and Susan Doucette have endeavoured to put together a binder for all Directors on the Board that contains pertinent documents and can be updated as new material emerges.

As the new Board gets their feet wet, they will have to consider who they may appoint to the work of volunteer coordination and maintaining of the membership, a role that has been filled by Glynda Wimmer to whom we owe a big thanks!

Additionally, Lin Cahill who has been Director Ex-Officio, a capacity that I will take over as of this AGM will be stepping down. She has been pivotal in all of the workings of the Barn and the Farmers Market. The liaison work she does for the property as well as her support of Ashley will be much missed and we thank her for her ongoing dedication!

Richard Miles is leaving the Board as well and his 'bean counting' and eye to detail will be a tough act to follow. Thankfully there will be continuity in having Jackie Leppard continue in the vital role as bookkeeper and, I believe, the Board has someone in mind for the vital position of Treasurer. Thank you Richard for your hard work!

Cathy Porter is completing another term and not re-offering. Cathy has been the brains behind the re-vamp of the by-laws and always brings to the Board a keen awareness of the legalities involved in the organization.

Susan Doucette is not re-offering but I know we will see her on the Barn Table, just as we see Meghan Doucette there since she stepped away from Board work! We thank them both for their devotion to the Barn and the Farmers Market, as their contributions have been invaluable!

Respectfully submitted,
Maureen Acker, Chair