



## Hubbards Barn Association

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# 2020-21 ANNUAL REPORT

## Annual General Meeting - April 12, 2021

### Governance & Operations

In addition to our core programming, the HBA made progress on a number of organizational objectives and goals, as outlined below.

#### >> Communications & Marketing

The HBA continues to develop a communications strategy that establishes a consistent approach to promoting an HBA 'brand' and HBA initiatives, news, programs, and community services through digital and print channels, in-kind promotion with community partners, and relevant networks in the culture, heritage, recreation, and tourism sectors.

Actions taken during 2020-21 include:

- Creation of a new logo for the HBA and Hubbards Farmers' Market by Rebecca Wilson of Offshoot Creative Consulting
- Creation of a new website allowing for ease of modification, and a more up-to-date approach for cross-promoting our vendors as well as providing contact information for pre-ordering prior to market. The infrastructure of this website could also potentially support an online store through which HBA could sell memberships and merchandise for fundraising in the future.
- Restructuring of the HBA newsletter was deemed necessary and as such we have halted circulation until a new formula can be created. In light of our limited customer base in the 2020 market season, this endeavor was put on hold.

#### >> Property Maintenance Plan

The HBA continues to work toward a long-term property maintenance plan for the Hubbards Barn & Community Park. Early discussion around such property plans were sidelined by the impact of Hurricane Dorian in September 2019, which caused extensive property damage and led to the HBA reassessing changes that were planned to the trails on the property. 2020 saw a reduction of income from our usual revenue streams due to COVID-19 and as such the rebuilding of trail access has once again been put on hold. Regardless, the HBA's work towards a property maintenance plan—encompassing the management of trails, washroom upgrades, outdoor seating, landscaping & grounds keeping —will be conducted through the lenses of preserving the property's cultural and natural heritage as well as environmental sustainability and accessibility.

Actions taken during 2020-21 include:

- James Sims has been engaged as the property caretaker, replacing John Publicover and Farrell Munroe who have retired from their services to the HBA. Annual maintenance tasks including Barn repairs and cleaning, lawn care, tree felling, snow clearing, garbage & recycling, washroom maintenance, off-season security checks and other duties as required, are now performed by James.
- Quotes have been taken to renovate the Barn's many doors and their locking systems in order to upgrade security and address areas of structural repair (rot).
- The ongoing and valued work of the HBA Gardeners, a volunteer group that continues to ensure the gardens and landscape of the Hubbards Barn & Community Park remain beautiful for the enjoyment of all visitors to the property. The Bee & Butterfly Garden was established, and continues to be tended by these dedicated volunteers.

## **2020 Annual Programming**

2020 was certainly a year to remember. The HBA would like to thank all of our volunteers, vendors, local businesses, and broader community for helping to make our modified market season possible.

The HBA acknowledges and thanks our Treasurer Christine Hall and Bookkeeper Jacqueline Leppard for managing demanding financial operations of the HBA. This includes funding we receive through our partnership with the Bay Treasure Chest Association, and managing the myriad financial transactions generated by our annual programming.

The HBA also offers special thanks to Ashley Marlin, our Operations Coordinator, Hubbards Farmers' Market and Events, for the tremendous effort she made to ensure our unusual season ran smoothly within the difficult confines of unprecedented health & safety protocols.

### **>> Hubbards Farmers' Market**

2020 was a year of adaptation for our Hubbards Farmers' Market. Opening day was delayed until July 4, 2020 due to COVID-19 restrictions. With a new customer traffic flow plan, carefully spaced vendor stalls, face masks and hand sanitizer, and volunteers to manage the number of customers inside the Barn, we were able to have a partial season of our Hubbards Farmers' Market.

Thankfully, we were able to welcome back all our farmers and food producers as well as a few artisans with our reduced spaces. Our customer numbers were also reduced due to COVID-19 travel restrictions, with attendance averaging approximately 600 shoppers per market.

Unfortunately, our Hubbards Barn Food Truck Rally and Christmas at the Barn Markets had to be cancelled.

We would like to sincerely thank all our volunteers, vendors, Board of Directors, contracted staff and local shoppers for making the 2020 season of our Hubbards Farmers' Market a success.

### **>> Hubbards Barn & Community Park Rentals**

Due to the COVID-19 pandemic and restrictions, 2020 was not a usual year for our Hubbards Barn & Community Park rentals. Renters under contract were given the option to change their dates at no penalty and many took advantage of this, moving their events to 2021 and 2022.

Thanks to the commitment of our contracted staff and Board of Directors we were able to accommodate two weddings in 2020.

We continued to promote future rentals of the Barn mainly through our website and social media, as the Brides2020 show was cancelled.

Our goal moving forward is still to increase the variety of rentals and use of the Barn and Community Park by our Hubbards and surrounding communities.

## **Notes on 2021 Annual Programming**

Due to the COVID-19 pandemic and continuing provincial State of Emergency, and given the requirements of the Nova Scotia Health Protection Act Order and the Provincial State of Emergency, the HBA continues to adapt our plans. We are observing the restrictions concerning public gatherings and, as such, have made some adjustments to our 2021 Annual Program. We will continue to monitor the situation as the province rolls out its vaccination schedule and eases restrictions.

### **>> Hubbards Food Truck Rally**

Cancelled. Originally planned for July 2021.

### **>> Hubbards Barn & Community Park Rentals**

Due to the COVID-19 pandemic restrictions in 2020, the HBA saw all but two of our event rentals cancelled out of necessity. Many of the renters elected to reschedule their weddings/events for this upcoming season, and while we wait for restrictions to ease or lift, some have already erred on the side of caution and chosen to cancel their events in 2021. The events that do happen as scheduled for this season will do so under observation of an outside event host engaged by the renters. Each event host will be held responsible for the most up to date health and safety protocols to be followed for the duration of any events held in 2021.

### **>> Hubbards Farmers' Market**

At this time, the 2021 Hubbards Farmers' Market season is scheduled to begin as usual on Mother's Day weekend. The Market will continue to be operated in a modified format that follows the guidelines in accordance with provincial health & safety restrictions. The market will continue to require shoppers, vendors and volunteers to wear masks and use hand sanitizer and will observe social distancing. As with last season, the HBA will rely on volunteers to help with monitoring the flow of customers inside the barn.

### **>> Property Maintenance Plan**

The trail sections that were washed out during Hurricane Dorian will be addressed for safety and to make these areas less vulnerable during future storms. The HBA will seek financial assistance through funding grants that are available for projects of this nature.

### **Thank You!**

The Hubbards Barn Association exists to help guide & grow the Hubbards Barn & Community Park as a community hub for sustainable community programming. We are grateful to our volunteers who make everything we do possible, and contribute to an essential community vision that is at the heart of all HBA's governance and operations.

The HBA is always ready to welcome new volunteers who are interested in HBA's core interests, such as food security, local producers, and the local economy that inform our Hubbards Farmers' Market program. Opportunities exist for preservation and promotion of the cultural and natural heritage of the Hubbards Barn and Community Park, program development, fundraising, communications & marketing, and a range of administrative functions, including the development of a volunteer program. We hope to call upon our volunteers for even greater engagement within these opportunities for growth in the coming year.

### **The 2020-21 Hubbards Barn Association Board of Directors:**

Amber McLean (Chair)  
Jocelyn Harrison (Vice-Chair)  
Christine Hall (Treasurer)  
Marsha Wilson (Secretary)  
Laura Keeler  
John Cahill  
Tyler Haut

### **Other Key Team Members:**

Ashley Marlin (Operations Coordinator, Hubbards Farmers' Market and Events)  
Jaqueline Leppard (Bookkeeper)  
James Sims (Property Maintenance)