

## **Annual General Meeting 2019-20 ANNUAL REPORT**

### **A Note About the 2019-20 Annual Report**

The Annual Report normally covers the period of Hubbards Barn Association (HBA) governance and operations activity from April 1 to March 31. Due to the COVID-19 pandemic and the resulting public health directives, and in accordance with provisions of the provincial government allowing for a delayed AGM and/or a virtual AGM, the HBA's 2019-20 Annual Report covers the period April 1 2019 to June 12, 2020.

### **Organizational Governance**

*The Hubbards Barn Association preserves the cultural and natural heritage of the Hubbards Barn and Community Park, facilitates community activities and events on the property, and provides organizational continuity through the sound management of our resources.*

HBA's Mission, stated above, informs all that we do, not only our public-facing, annual programming but also broader organizational activities that support that programming. During the 2019-20 governance year, the HBA made important progress on the following General Governance & Operations objectives.

### **Parking Strategy**

The HBA recognizes that the Hubbards Farmers' Market and the Hubbards Food Truck Rally create significant parking pressures for businesses in the community. The HBA approached the Aspotogan Heritage Trust (AHT) about a community engagement approach to identifying issues and ideas concerning parking.

2019-20 highlights include:

- AHT-led consultation with stakeholders in the community to determine possible parking options for those attending HBA programs.
- Production of a digital and print "Where to Park" flyer, identifying parking options during HBA programs.
- Production of signage to communicate the location of available parking during HBA programs.
- Active and recurring communications about parking options shared via the HBA website, e-newsletter, and social media channels.

The HBA also recognizes that the Parking Strategy is a long-term initiative that will require ongoing messaging, media relations, and active distribution of the parking flyer. In addition, the HBA and the AHT had some preliminary conversations about a possible long-term parking solution that would require extensive community consultation and partnership.

The Hubbards Barn Association acknowledges and appreciates the efforts and support of the Aspotogan Heritage Trust, Hubbards Shopping Centre, and Hubbards Pharmasave in helping the HBA begin to develop an ongoing parking strategy.

## **Governance & Operations**

The HBA made progress in reviewing, consolidating, and refining its administrative and policy processes to ensure consistency and continuity (and thus long-term sustainability) in HBA governance and operations.

2019-20 highlights include:

- Review of consolidated hardcopy and electronic filing locations and systems, and migration of any HBA documents kept on personal computers to a shared, accessible organizational system.
- Creation of dedicated HBA email accounts, in tandem with consolidated electronic filing (G-Suite), in order to move HBA electronic communications from personal email addresses to specific organizational functions: administration, chair, treasurer, and volunteer coordinator.
- First draft of a comprehensive HBA Governance and Operations Manual as the repository for all HBA processes and resources to ensure effective succession planning and organizational continuity.
- Ongoing refinements to HBA's financial management, including engaging the services of Katherine Williams with TruePath Financial Consulting in compiling and finalising HBA's annual financial statements.
- Ongoing partnership with the Bay Treasure Chest Association that provides stable fundraising for the HBA.

## **Communications & Marketing**

The HBA continues to work towards developing a consistent communications & marketing strategy. Such a strategy will convey an "organizational identity" for the HBA that embodies its Mission and informs the promotion of its programs through digital and print channels, community engagement, and cross-promotional support with relevant networks. 2019-20 highlights include:

- Draft framework for an HBA Communications Plan along with a review and consolidation of HBA's social media channels.

## **Property Maintenance Plan**

The HBA continues to work towards 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 some initial plans. The HBA's property maintenance plan—whether the management of trails, washroom upgrades, outdoor seating, landscaping & groundskeeping, and so on—will be conducted through the lenses of the property's cultural and natural heritage, environmental sustainability, and accessibility.

2019-20 highlights include:

- Commissioned accessibility audit of the Hubbards Barn & Community Park to help determine options for improving the property's accessibility needs.
- Engaged community partners to begin planning a Bee & Butterfly Garden Project on the HBA property.
- Ongoing work of the HBA Gardeners, a volunteer group that continue to ensure the gardens and landscape of the Hubbards Barn & Community Park remain beautiful for the enjoyment of all visitors.
- Annual maintenance (Barn repairs and cleaning; lawn care; tree felling, snow clearing; garbage & recycling; washroom maintenance; and so on) by John Publicover, Farrell Munroe, and James Simms.
- Ongoing working relationship with John Boulay who has contributed to projects on the property for several years.

## **2019 Annual Programming**

The HBA would like to thank all our volunteers, vendors, musicians, local businesses, and broader community for helping make our community programming a success. We look forward to continuing to welcome new vendors, new visitors, and new partners to the community hub that is the Hubbards Barn & Community Park.

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

The HBA also offers special thanks to Ashley Marlin, our Farmers' Market Manager and Event Coordinator for a twelfth year of keeping everything running smoothly, rain or shine.

## **Hubbards Farmers' Market**

The Hubbards Farmers' Market continues to be a tremendously popular program and an important contributor to the local economy. Highlights of the 2019 season include:

- The addition of new local vendors, including: Old Barn Pottery, Conrads Road Studio, Debuces Crafts, Green Apple Crafts, and Middlefield Farm. HBA also welcomed the new owner of Sweet Indulgence, Shelly Young, as Kate Cocks happily retired. Our total vendor roster for 2019 was 67.
- Monthly customer attendance for 2019 had gains in May, July, and August. The summer months continue to be the program's most popular period. August saw the largest year-over-year increase in attendance compared to 2018 due to an extra market day. September had a sharp decrease in attendance due to cancelling the Market on September 7, 2019 due to Hurricane Dorian. In summary: average daily attendance in May was 935, June 973, July 1706, August 2020, September 710, and October 659.
- The Christmas at the Barn markets also continue to be successful. Average attendance was 1324 per market with a full house of vendors inside and outside the Barn at all three markets.

## **Hubbards Food Truck Rally**

Once an HBA fundraiser, the Hubbards Food Truck Rally has grown to become a greatly anticipated summer event in our community, produced and promoted in partnership with the Nova Scotia Food Truck Association. The HBA thanks our sponsors: Aspotogan Heritage Trust and Municipality of the District of Chester, as well as our volunteers for providing on-site staffing assistance on the day. A special thanks to John Cole Porter for providing musical entertainment during the event.

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

The Hubbards Barn & Community Park continues to be a popular destination for weddings and other events. 2019 had a total of 23 rentals. Our thanks to the experienced event service providers who returned for another season and did a fantastic job of ensuring all rentals went successfully.

We continued to promote our Hubbards Barn & Community Park as a rental venue at wedding shows, through print brochures, and through our active social media presence.

## **Notes on 2020 Annual Programming**

In addition to documenting a successful 2019 season, this extended 2019-20 Annual Report period must also acknowledge the significant disruption to the 2020 season following the COVID-19 pandemic and resulting provincial State of Emergency.

Given the requirements of the Nova Scotia Health Protection Act Order and the Provincial State of Emergency, and the likelihood that restrictions concerning public gatherings would remain in place in some form for the foreseeable future, the HBA made a number of cancellations and postponements of our 2020 Annual Program. As this the pandemic is still an active and evolving situation, the following captures the status of HBA's 2020 Annual Programming as of June 12, 2020

### **Hubbards Food Truck Rally**

Cancelled. Originally planned for July 4, 2020.

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

June and July rentals were cancelled. Although these are, for the most part, private event bookings, the cancellation of rentals has a significant on HBA's operations and ability to fund our contracted services. June and July event rental bookings were provided the opportunity to re-book in 2021 or receive a full refund.

Event rental bookings in August, September, and October currently remain in place, and the renters were advised that the HBA will continue to monitor public health directives on a month-to-month basis. In this way we are striving to be responsive to public health directives, flexible and fair as possible for renters, and careful in managing the financial impact on the HBA.

### **Hubbards Farmers' Market**

In early May, the HBA **postponed** the 2020 Hubbards Farmers' Market for at least May and June. In mid-June, the HBA assessed the latest public health directives and guidelines and have decided to go ahead with a modified in-person Hubbards Farmers' Market in July. The HBA is busy planning the modified Market in consultation with vendors, and will be communicating details about this modified program throughout June.

The decision to postpone the Hubbards Farmers' Market was a difficult decision for the HBA to make. Compared to year-round markets or markets with staff or organizations that exist to provide a market only, the Hubbards Farmers' Market is a seasonal market program and one, interrelated element of HBA operations (rentals; property maintenance; etc.). As a result, the HBA was not able to 'pivot' to an online market system due to internal capacity and resources. Instead, the HBA helped promote vendors existing online ordering services and offered the Hubbards Barn & Community Park as a site for vendors to coordinate order pick-ups with their customers directly.

## **Thank You!**

The Hubbards Barn Association exists to help guide & grow the Hubbards Barn & Community Park as a community hub for sustainable community programming. All HBA volunteers--whether one of the gardening team or a member of the Board of Directors--contribute to an essential community vision that is at the heart of all HBA's governance and operations. The HBA could not achieve its broad range of organizational objectives without its tremendously dedicated volunteers and their many, many volunteer hours!

Respectfully submitted by

### **The 2019-20 Hubbards Barn Association Board of Directors:**

Jonathan Meakin (Chair)

John Cahill

Rebecca Stone (Vice-Chair)

Jocelyn Harrison

Christine Hall (Treasurer)

Tyler Haut

Sarah Collins (Secretary)

Amber Maclean

Marsha Wilson

### **Other Team Members**

Jaqueline Leppard (Bookkeeper)

Ashley Marlin (Farmers' Market Manager and Event Coordinator)

John Publicover (Property Maintenance)

Farrell Munroe (Property Maintenance)

James Simms (Property Maintenance)