



Massey Agricultural Society Board Meeting **MINUTES**
February 25th, 2025, 6:30 pm., S. Geiger

PRESENT

Board: President – Lindsey Cada-Tremblay; Vice-President – Leslee Salo; Treasurer – Dianne Emiry; Secretary - Jolie Bianchin; Directors: Amy Bowes, Keith Emiry, Jessica Rainville, Gary Vermeer,

Associates: Lina Vermeer, Ashleigh Desormeaux, Laura Courtemanche, Jane Whiter-Weston. Nick McCormick

Representative: Cheryl Phillips

Absent: Ashleigh, Karma, Montana, Ernie.

1. Call to Order 6:38 pm

2. Statement of Indigenous Respect & Acknowledgement.

We would like to recognize that we are gathered today on the land of Sagamok Anishnawbek, of the Robinson Huron Treaty Territory.

3. Confirmation of Quorum - we have quorum

4. Rules/Decorum/Info

Meeting Rules:

- Only 2025 MAS Board Members may vote on motions and in elections.
- MAS members are welcome to share ideas during the meeting.
- Please wait to be recognized by the chair before speaking
- Please raise your hand if you would like to speak and wait for the chair to address you.
- Please speak only once per motion unless you are asked a question.
- Please listen to the speaker so that we can all hear what they have to say.
- Please remember that we are here to support each other in our volunteer roles.
- Lindsey will be chairing the meeting.
- Jolie will be taking the minutes.

5. Declaration of conflict of interest - None

6. Agenda Adjustments

- 9c) Correspondence from the insurer
- Under New Business - i) Election Junior Member, j) Hiring Committee, h) Policies and Procedures Committee, i) Thank you from the seniors.

7. Approval of Agenda

Be it **RESOLVED** that the MAS Board accepts the agenda as presented with the addition of new items listed in 6. Agenda Adjustments.

MOVED by Amy Bowes. **SECONDED** by Dianne Emiry. **CARRIED**.

8. Approval of Previous Minutes

- a) Special Budget Meeting Minutes - February 11, 2025
- b) MAS Meeting Minutes - Jan 28, 2025

Be it **RESOLVED** that the MAS Board accepts the MAS Meeting Minutes of Jan 28, 2025.

MOVED by: Diane Emiry. **SECONDED** by: Amy Bowes. **CARRIED**.

Be it **RESOLVED** that the MAS Board accepts the MAS Special Budget Meeting of Feb 11, 2025.

MOVED by Jamier Fournier. **SECONDED** by: Jessica Rainville. **CARRIED**.

9. Correspondence

- a) Follow-up Letter to Sagamok - Lindsey - nothing from Sagamok yet.
- b) Follow-up Letter to Township - Lindsey - Still not on the agenda. Contacting Rainbow District for their Dirt Bike By-laws. We are not asking to change the bylaw. Looking for an update.
- c) Another letter from our insurer - litigation the process is continuing.

ACTION: Follow up on the letter to the township and bylaw for dirt bikes – Lindsey

10. Treasurer's Report.

This is the month in the last 3 years where we paid a lot of downpayments. Next meeting would be great to have quotes. If there is stuff you are thinking of let us throw it in there.

The treasurer handed out the unaudited year-ended October 31, 2024, report. The membership had an opportunity to review and ask questions.

Be it **RESOLVED** that the MAS Board accepts the MAS Financial statements for the year ended October 31, 2024.

MOTION by Amy Bowes. **SECONDED** by Leslee Salo. **CARRIED**.

The Treasurer handed out the Profit and Loss statement and Balance sheet for the month ended January 31, 2025. The membership had an opportunity to review and ask questions.

The Treasurer also reviewed her financial report and reported total available funds, along with outstanding bills, and February transactions. The membership is very happy to finally have some clarity on our financial health and thanks the Treasurer for her efforts. After some discussion of our financial health, the following motions were passed:

Be it **RESOLVED** to allow the Treasurer to reinvest \$55,000 in a cashable GIC.
MOVED by Dianne Emiry. **SECONDED** by Leslee Salo. **CARRIED**.

Be it **RESOLVED** that the MAS Board empowers the treasurer to invest money in cashable GICs when the account has more than a \$10,000 balance.
MOVED by Dianne Emiry. **SECONDED** by: Amy Bowe. **CARRIED**.

Be it **RESOLVED** that the MAS Board approves reimbursement to Lindsey Cada Tremblay and Jamie Fournier; in the amount of **\$190.64** for meals and travel to the OAS Convention.
MOVED by Dianne Emiry. **SECONDED** by: Leslee Salo. **CARRIED**.

11. Old Business

a) Action Items

- Volunteer Hours Log Sheet for all Directors/Associates/Volunteers. Lindsey provided all members with log sheets to record their volunteer hours continually.
- Cooper Rentals Sponsorship - Has this been secured? How much? Dianne spoke to Serge. It has been secured but we do not know the amount of sponsorship at this time. In spring when they do their walk around, we can get a better idea.
- Security Detail Quote from Serge. He has not sent that in yet. **Action: Add for next month.**
- Go Cart Rentals - Ernie Desjardin. Doug Lachance in Espanola is interested. **Action: Add to next month.**
- Follow up - Signing Authority - Dianne. We are all signed and onboard. Cheryl communicated that there is an online letter of authorization you can print off. Great info for next year or if we have a change in signatures.
- Donations for March break free skate.
A member proposed an amendment to a previous motion regarding support for the March Break Free Skate. The reason for this amendment is that the Legion has already committed to organizing this event, meaning our efforts would be duplicating theirs. Therefore, the amendment is to not support the March Break Free Skate this year.

Be it **RESOLVED** that the MAS Board agree to cancel the donation for this year's (2025) March Break Skate.
MOVED by Dianne Emiry. **SECONDED** by: Jamie Fournier. **CARRIED**.

Completed all our donations for school breakfast clubs, Senior Breakfast Club, Food Bank,

Massey Interchurch, and Anderson Farm Museum.

Discussion:

The 10 x 20 tent lent to us from Anderson farm was damaged. Did we provide enough money to compensate for the replacement of the tent along with a donation? The \$500 for the tent and use of the cow was considered to be fair compensation.

12. New Business

12 a) Back 2 Our Roots in Cowboy Boots Approval - Jessica Rainville

Communications:

For what would we use this logo? This is our 2025 Theme. We are thinking that this is for the merchandising. Consensus is NO. Do not use it for swag. Only use the fair theme logo for the Parade, Cover contest, and exhibit book. Kids should be doing the exhibit cover and logo. We will reveal our logo after the cover contest is closed.

Dianne is putting the contest together. Deadline is March 21st.

Centerfold for 1st, 2nd, and 3rd.

If members have ideas for the exhibit book, please send them to:

linavermeer.masseyagsoc@gmail.com

12 b) Second Access Road - Gary Toronto Street. Asked the Municipality to use this road. Direct trailers/Campers to go down Toronto Rad. Approach the public works committee and have to make a presentation - Summer non-maintained road access. Go ahead with a letter. The public works meets first Wednesday of every month - Gary would like to make a presentation. Excellent for emergency services. The letter/request to be on the agenda has to be submitted by Friday. Lina will assist Gary.

Be it **RESOLVED** that the MAS board empowers Gary Vermeer to contact public works and represent the Massey Fair in obtaining the Toronto Street access.

MOVED by Dianne Emiry. **SECONDED** by Amy Bowes. **CARRIED**.

12 c) Karis – Amy Bowes continues to do appreciated and respected outreach work with local schools and Karis. Amy continues to plan things with Karis once per month. Working currently with Blind River and Elliott Lake. We all come together and have fun/learning. Wade Winter Seed Sowing Jugs. Cold Stratified. Indoor Greenhouse. Interested in starting our seeds and will commence in March.

Community members are on board to work with them as well. Spinning and yarn. Planned with Keith to visit dairy farms. Morgan will allow them to see their goats. July - Sarah will allow them to visit her ponies. George Vanier School - Elliott Lake - working with them and doing Agricultural programming.

Discussion:

Ensure that Ag facts are used when sharing Ag in the classroom. Ag escapes/virtual tours.

Use this information if promoting yourself as Massey Agricultural Society.

12 d) Incubators - Amy - Proposed purchasing an Incubator and brooder plate. Any chicks that were hatched we can sell those chicks and money that came back could go towards paying for the incubators. There would be a Liability form, as well as a deposit collected before the unit goes out. The unit would go out for 21 days, return, get disinfected, and then be lent out again.

Discussion:

A brooder plate is safer than a heat lamp.

There are some models for Chick hatching program currently being used for schools - Huard Farms, Northern Feather Farm, FoxFire Farm. The membership proposed that Amy provide more numbers and programming details for us to make an informed decision.

Action: Amy to present a plan with actual cost and implementation.

12 e) Convention Recap - Lindsey

Building Community Leaders. The seminar focus was on how can I improve. Met with Frontdoors. Ticket sales tips. Stocking Stuffer Sale. The gate is 30% higher than purchasing online.

Impact motorsports. Demolition Derby. Brought back a quote., Sleigh - great price. Met with a lot of Entertainers. Avoided clowns and balloons. Looked at bleacher rentals – very expensive. Birds of Prey. Incredible. Dog Show that is blowing up in fairs. BMX/wrestling. Funny waiter. Insurance provider. K&K Chuckwagon races. Truck pull - option of becoming part of their organization. Impact - offers double points for their cars. CanPar Medic Services. Do Good Funding. Assists with Grant Proposals. Jump Start - grants through them.

Last year we did internet upgrades, but it was not sufficient. We had three streams of internet. We have looked into doing Starlink. Offer Wi-Fi to vendors for a charge. Strictly business. Rogers company.

TCB Pulling Solutions - Pull Sleigh agreement. The price was good and working with them was great. It was a great 4 days.

Asked about cages. Many southern exhibits do not keep animals overnight. Bruce Mines Exhibit meeting - Lindsey/Leslee/Lina is attending. March 8th. We get passes to attend fairs for free.

Learned about leadership style. Learning with other societies. Our Board looks great. Sponsorships are hard for other fairs to get.

Mechanical Bull - 18+ Plus

Lindsey handed everyone a Vulnerable Sector Check.

Be it **RESOLVED** that the MAS board empowers the executive to sign contracts for motorsports and to commence with necessary down payments for Massy Fair 2025. **MOTION** by Amy Bowes. **SECONDED** by Jamie Fournier. **CARRIED**.

Discussion:

Both participants left a day early. MAS pays for full convention and last year same thing happened. Do we need to pay for full convention? Saturday was just a repeat – may not be necessary. More discussion is needed.

Tourist type brochure. QR codes at the gate. Service is not working well enough. Cell towers cannot handle it. Use maps or information centers.

12 f) Next Steps - Tentative Schedule for Massey Fair - Dianne

Lina Vermeer is updating our website. Jessica Rainville is working on our Facebook ads.

- We are ordering one stand-alone banner.
- We are opening tenders for t-shirts, sweatshirts, hats, stickers, and passports, standalone sticker sheets, tattoos, keychains and koozies. Potentially doing stickers and passport souvenirs in Canva in house.
- Working on Brand colours and images.
- Looking for a central location for photos for all to use.
- Select a date to announce fair talent, and tickets on sale.
- Looking for photos and a Massey Fair memory for board member introductions.

Schedule – What's Next.

1. COVER CONTEST – ads to encourage people to participate in the cover contest.
2. POUTINE FEAST – Advertising in person. Get vinyl pull up sign to generically advertise fair. Brochures on Massey Ag SOC to give away.
3. SPRING FAIR
Includes Fair and Feather event.
Advertising posters targeting vendors to get them to sign up.
Registration forms for the vendors
Ads for the spring fair listing events and vendors – make templates for vendors to use to show that they are attending the fair.
Grow a chick. Grow your Show.
4. KIDS SUMMER CAMPS:
Advertising kid's camp posters? Have it up by April.
Advertise on FB.
5. JOBS
Advertise for job openings (summer students)

6. VOLUNTEERS

Advertise for volunteers to help at the fair.
Working Wednesday

7. MASSEY FAIR

Artists announcements – need to send proofs to Serge.
Advertising posters targeting vendors to get them to sign up.
Ads for Fair Generally
Schedule Brochure/Write-up.
Facebook Posts advertising events – make templates for vendors to use to show that they are attending the fair.
Countdown to the Fair.
Each day of the fair – happening today at the fair.

8. HAUNTED TRAIL

Advertise event.
Advertise for participants.

9. WINTER STORAGE

Add about storage – take out and put in.

12 g) Garden Program - Laura

<https://www.victory-gardens.com/>

Victory Gardens were prevalent during WW2 as a means for individuals to contribute to the war effort by growing their food and in doing so allowing a major portion of commercially grown produce to feed our troops. It was a grand idea. And citizens in the US embraced it. They called these gardens "Victory Gardens" because they potentially helped win the war. Eleanor Roosevelt thought it was a good idea to plant a victory garden on the lawn of the White House. The Department of the Interior refused to allow her to do this, but she defied them and did it anyway. It was an era of rationing which encompassed everything from butter to gasoline. So, the American people grew their vegetables. It was a win-win. People ate better, for less, and helped the war effort at the same time. Similar efforts were made in England where even the smallest spot of land was used for a home vegetable garden. When the war ended, the US government discouraged people from continuing to grow their "victory gardens" because they felt that such gardens would compromise the growth of industrial agriculture. And so, the "Victory Garden" movement metaphorically withered on the vine and agribusiness flourished.

This concept is to assist with food insecurity and be better with personal gardening. I will be teaching inspiring and sharing. Working alone can be intimidating but having like-minded people helps to be more successful. We will learn to plant one seed to a year of pantry food. Food preservation. People have lost their ability to harvest, pressure can/dehydrate, water collection, composting, seed sharing, forage, and how to do it on a budget.

Looking to incorporate a partnership with the MAS. We can share our gardening tips and tricks. Overflow of food/Preventing food waste can be brought into teachings with MAS. Develop Harvest to harvest to create the food pantry. The goal is to get people comfortable with gardening again.

Discussion:

Q: How can we all work together – you, the Horticultural Society, and the MAS? If we partner up, do we use our existing garden bed/community garden, What is the correlation?

A: This is a work in progress for sure and more thought and time has to be put into it. My group can attend a garden-sharing club to learn how to garden and then come to our plots to learn how to grow. The community garden gets volunteers. Excess produce they can take and dehydrate and make soup mixes. Yes, we would use your preexisting plots.

12 h) Exhibit Book Cover Contest – conversation should start this evening that all schools should be notified and get the ball rolling.

12 i) Junior Director

Wade Bowes has been nominated for Junior Director. Welcome aboard Wade!

Be it **RESOLVED** that the MAS accepts the nomination of Wade Bowes as a Junior Director.

MOTION by Dianne Emiry. **SECONDED** by Leslee Salo. **CARRIED**.

12 j) Hiring Committee

What are we hiring for? Canada Summer Jobs for Students. Help out at camps and fairs. Getting ready for programs.

Maintenance Position/Office Detail/Ticket sales/Sponsors/Fair Manager. Can we review the Job Description?

Dianne will send Lindsey Job Descriptions.

Discussion:

Hiring committee should be established. Goal is to establish more detailed job description for the applicants. Interest from Jolie Bianchin, Amy Bowes, and Lindsey Cada Tremblais to sit on committee.

Be it **RESOLVED** that the MAS Board approves a hiring committee for the 2025 year to be formed.

MOVED by Dianne Emiry. **SECONDED** by Jamie Fournier. **CARRIED**.

12 k) Policies/Procedures Committee

Note: This was missed. Target for another meeting.

13. Committee Reports **SPRING FAIR - May 24th, 10 am to 2 pm**

- Amy, Jamie, and Montana met on Zoom. Recommended to charge \$20 for vendor tables and use the same outline as last year.
- Having Agricultural group displays.
- Inviting vendors, we had last year first. Send bulk email.
- How do we get food at Spring Fair - do a BBQ? Jamie would do the cooking. Sudbury District Health Unit - need to get information from them. I believe food needs to be precooked.
- Grow your show - staying with chicks. Heritage breeds. Add it to their board presentation.
- Adds a different element for them to research - change what they do in their presentation. Switches it up but keeps it simple with chicks.
- Vermi composter. Education booth. Separating castings from worms. We can sell small vermicompost. One pound of red wiggler worms \$50
- Deposit for the chicks and then they get it back when they come to the show.
- Bring birds for the entire weekend. Lina added the grow show as a category.
- Back 2 your roots - give out seeds as a root vegetable.
- Leslee needs Vendor forms from last year. Map of the inside of the Emery building.
- Horticultural society wants to sell plants.

Be it **RESOLVED** that the MAS board accepts the Spring Fair report and agrees to the suggested increase of \$20 charge per vendor table.

MOVED by Amy Bowes. **SECONDED** by Jessica Rainville. **CARRIED**.

Promotions – Lina

Lina/Jess/Dianne met on Saturday to discuss the Promotions.

Making a special dates calendar. Farmers Mental Health Day/women in agriculture. List start dates and a space to prewrite posts. If dates are important for things, you are doing send them to Lina linavermeermasseysoc@gmail.com.

Website - version that is easy to use. Easy to update. Links to buy your tickets here. General days important to agriculture, gov websites, etc. What information/photos would you like to see on the website? Photos should be high quality. Please send the information to Lina at the address above.

The goal is to build it and will not be available publicly until it is agreed upon. Work on our branding.

Good contrasts/Fonts/ Goal with brand obvious immediately that it is instant visual recognition and easy to read. Develop that in Canva. File storage. We have lots of photos. We should have a digital storage process. Digital file source to put our meeting minutes, etc. Easier to share. There is something that links to our Facebook - and Instagram gram Jessica will look into linking them. Send the link to Lina when you have this figured out. Banner - generic. Ordering a professional banner. Opening up tenders for local people. Do not use any dates or years.

T shirts, sweatshirts, hats, stickers, and passports, stand alone sticker sheets, key chains,

tattoos, and cozies.

14. Comments/Announcements

(Special announcements, congratulations, recognitions, and reminders. Board members can also use this time to **suggest agenda items** for the next meeting).

- Cages/design for the animals. - Amy
- Risk Assessment - Jamie
- Health and Safety Committee - Jamie
- Quotes - all
- Spring Fair

15 . Adjournment

Be it **RESOLVED** that the MAS Board adjourned the meeting at 9:23 pm.
MOVED by Amy Bowes.

Signatures:

President – Lindsey Cada Tremblais	Secretary – Jolie Bianchin
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