

August 20, 2017 Memo from

Karen Onrait-Casper, President, PF&C Market Society, DBA Peachland Farmers & Crafters Market

To make sure that people are **aware of the facts** and not just listening to hearsay, we hope you will **watch both webcasts** mentioned below as well as **read the additional information** in this memo. After you do that we would value any feedback you would like to share with us.

August 8, 2017 (to listen to the Mayor's concerns you can view the following two webcasts)

At the **COTW (Committee of the Whole) meeting** Mayor Fortin raised some issues regarding our market under "Other Business".

The following link is to the discussions that took place under the "Other Business" heading and the **discussion about the market is the second item** under this category.

<http://www.peachland.ca/archivedwebcast>

then click on the heading "**Other Business**"

At the **Council Meeting** that evening, more discussion took place and Council passed the following resolution:

To view the video of this discussion and the vote of the resolution

<http://www.peachland.ca/archivedwebcast>

then click on the heading "**Peachland Crafter's and Farmer's Market**"

The following resolution was then passed by Council:

"THAT Council refer the following issues with respect to the Peachland Crafter's and Farmer's Market to the Peachland Economic Development Committee:

- Research the benefits of having the market in the community
- Explore moving the market location from Heritage Park to a new location because of the congestion and safety issues in the downtown area

AND THAT the Peachland Economic Development Committee report back to Council by January 2018."

Our Board was unaware that this discussion had been brought up and subsequent resolution passed, at the August 8th meetings, until others noticed the article in the Capital News about a possible move and contacted us.

Our Board of Directors feel the **following facts are also very important** for our membership, customers, visitors or any other interested persons to be aware of as Mayor Fortin has expressed concerns regarding issues she feels are problems with our market – composition, safety and our current location.

How the market started

January 2006 I was asked by the Peachland Economic Development Committee to head up an initiative to establish a Farmers & Crafters Market for Peachland. The PEDC had done a survey in 2005 that indicated a Farm/Craft Market was ranked as "most interest" for 40% of the survey respondents. The PEDC hoped that this would be an ongoing event that would bring more people to Peachland. The PF&C Market Society was then formed.

The PEDC asked Council to give the Market the land (old basket ball court & gravel area across from the Community Center) rental at no charge for 1 year and also asked for Council to give a onetime seed fund

grant of \$600 even though our group was prepared to do all the initial funding ourselves. We formed a non-profit society and did not ask for anything. (We also gave Council a cheque for that \$600 in 2014.) All of us agreed that we did not want to see a Flea Market style event – which is a market that sells used items. There were no specific stipulations implied, suggested or placed on the composition of the market by the PEDC or Council.

Our market began renting Heritage Park in 2007. Our market is open from 10-2 but we pay rent from 7am until 4pm to accommodate loading and unloading.

2017

Our market has a membership of over 80% of Make, Bake or Grow vendors, we have a small % of vendors with Blended products – they have mainly make, bake or grow items plus a small amount of resale items and we may also have a small % of resale vendors.

Our vendors come from a variety of places, including Peachland and we are grateful that they do come to our market. Vendors are wonderful ambassadors for our community as they promote our community to their friends, family and their customers if they attend other markets. Many vendors also shop, eat and will return for other events in our community. They are often asked to recommend local shops, restaurants or activities by market visitors. They are friendly and try to make all visitors feel welcome in Peachland. They are an asset to our community.

Our Flaggers are employed by a local Peachland company that was recommended to us by District of Peachland staff as this is the same company the District uses when they need flaggers. We are very grateful for their assistance.

Neither our Flaggers nor our market can control or take responsibility for poor driving choices that are made by any driver – including, but not limited to, someone who proceeds to enter any intersection hoping that the traffic will move forward on the other side before the light changes.

In closing, our Board feels that we have met the expectations that the 2006 Council and the PEDC initially considered important.

- **We have brought many visitors to Peachland** in the 4 hours we are open on each of the 18-19 Sundays per year. Many of those visitors stay after we close or will come back on days when we are not here. They shop, eat and do other activities while in town.
- **We have built a vibrant venue** that is well liked by visitors and vendors.
- **We are financially stable.** Over the years we have spent over **\$25,000** in advertizing to bring people to Peachland, **paid our park rent** every year, spent over **\$15,000** for safety, given out **\$12,000** in Educational awards and paid all our other bills. (We are unaware of any other market in the valley that hires professional flaggers for their market events.)

I did send a letter to Council, immediately after seeing the article in the Capital News, asking them **whether or not we would be allowed to rent Heritage Park in 2018**. I explained that, as we do our planning for the next year immediately after our last market of the current year, I would need **a written confirmation of their decision by September 1, 2017**. Depending on the reply I get from them **I may have to call an Extra Ordinary meeting of the membership for September 24th** which is our last market for the season. We are members of the Chamber of Commerce so I also sent an email to them this past Friday.

Thank you for taking the time to “fully research” for the facts of this important issue.