

AGENDA: BCCA Board Meeting

Date: Monday, December 23, 2024
Time: To follow Christmas Social (5:00pm)
Location: Bragg Creek Community Association

Mission: We support the greater Bragg Creek area through programs, events, services and facilities that build community.

Vision: Our community is connected and engaged through our welcoming and vibrant community association.

Areas of focus: Revenue, infrastructure and operations, facilities and grounds, programs and services, events.

- | | |
|---------------|---|
| TBD | Call to Order
Agenda Approval
Motion to Approve Minutes dated Nov 26, 2024 made by:
2 nd by: |
| 5 Min | Elect Today's Secretary:
Board will rotate secretary responsibility until the role can be filled. |
| 10 Min | Executive Director's Report – Guy |
| 10 Min | Treasurer's Report –

Recap of our proposed Treasurer Reporting process:
1. Sage Comparative Income Statement YTD – Guy/Accountant and Treasurer generate and review on the 15 th of each month.
2. Treasurer, with the assistance of Guy, creates any notes or comments to help interpret variances or otherwise adds qualitative information in the form of a "Treasurer Report" that accompanies the Sage Report.
3. The above two documents are put into the Board folder 1 week in advance of the Board Meeting.
4. Board Members are to review the information provided and provide any questions to the Treasurer in advance of the Board meeting to allow time for researching responses. |
| 30 Min | Committee Reports: |

STANDING COMMITTEES

- Facilities and Infrastructure – Calvin
- Sustainability and Resiliency Committee – Lindsey
- Volunteer Management Committee – Ramonde

- Rink Committee – TL
- Bragg Creek Veterans Memorial Committee – TBD
- Community Research Committee – TBD
- New committee needs to be named due to exiting directors.

ADHOC COMMITTEES

- Spirit of Christmas – Shaye
- Winter in the Woods – TL

5 Min

Liaison updates:

- RVC ASP Visioning Committee update – Lindsey
- Bragg Creek Wild – Lindsey
- Bragg Creek Environmental Coalition (BCEC) – Lindsey
- Bragg Creek Foundation – Sher
- Bragg Creek Snowbirds – Sher
- Bragg Creek Chamber – TL
- Bragg Creek Trails – TBD

10 Min

New Business –

5 Min

In Camera –

Adjournment

Next meeting:

MINUTES: BCCA Board Meeting

Date: Monday, December 23, 2024
Time: Christmas Social (5:00pm)
BCCA Meeting approx. 6:30pm
Location: Bragg Creek Community Association

Directors Attending: TL, Vic, Calvin, Jos, Tanjou, Ramonde
Guests Attending: Guy
Regrets: Lindsey

Mission: We support the greater Bragg Creek area through programs, events, services and facilities that build community.

Vision: Our community is connected and engaged through our welcoming and vibrant community association.

Areas of focus: Revenue, infrastructure and operations, facilities and grounds, programs and services, events.

- 6:21** **Call to Order**
Agenda Approval
Motion to Approve Minutes dated Nov 26, 2024 made by: Cal
2nd by: Vic
Motion approved unanimously.
Update to Board Positions: Ref email from Sher stepping away from President and other volunteer commitments at this time. TL assuming interim President role and Sher remains as Past President.
- 6:23** **Elect Today's Secretary: Ramonde**
Board will rotate secretary responsibility until the role can be filled.
- 6:25** **Executive Director's Report – Guy**
Financial note – meeting with the RVC provided more details on 3 year funding plan. Our funding will reduce on a graduated scale pulling away \$32,000.00 by the 3rd year.
TL Nominated Tanjou into the capacity of signing authority.
2nd by: Cal. Nomination accepted by Tanjou.
Nomination approved unanimously.
Motion to grant signing authority to both Guy and Tanjou made by:
TL
2nd by Ramonde.
Motion approved unanimously.
Ref: Request for refunds by two vendors at the Spirit of Christmas Market.
The Board decided no refunds would be provided.
The date for Bragg Creek Days is set for July 19th.
- 6:50** **Treasurer's Report –**
Sandy and Guy working with Sage reports as provided.
Plan to introduce the reporting at next board meeting.

Motion to adopt use of the Sage generated report for Board reporting by: Vic

2nd by Tanjou

Motion approved unanimously.

6:55

Committee Reports:

STANDING COMMITTEES

- Human Resources – See Executive Directors Report.
- Bragg Creek Veterans Memorial Committee – unassigned
- Facilities and Infrastructure – Calvin
 - Rink Committee to meet with Facilities re: building project.
 - Jos to join Calvin on the Facilities and Infrastructure Committee
- Sustainability and Resiliency Committee – Lindsey
 - EV Grant was received – thank you to Kailin and TL.
 - Bike racks to be installed at the malls with the contractor costs being paid for by the Chamber – thank you to Kaitlin.
 - Rooftop Solar Photo Voltaic (PV) – exploring financing option with Bow Valley Renewable Energy Coop. Will invite them to future meeting to learn more.
- Volunteer Management Committee – Ramonde
 - Spirit of Christmas achieved 82% volunteer coverage for the entire event. Tremendous turnout of volunteers!
 - Working to support Winter in the Woods.
- Rink Committee – TL
 - Will continue work on building proposal following meeting with Facilities.
- Bragg Creek Veterans Memorial Committee – TBD – no update
- Community Research Committee – TBD – no update.

ADHOC COMMITTEES

- Spirit of Christmas – Shaye
 - Will provide event summary notes at next meeting.
- Winter in the Woods – TL
 - Planning going strong and committee members needed. Tanjou will work with TL.
 - Ordering toques for volunteers and both teams. A Silent Auction to be held following the events (after party) for additional fundraising capabilities.



Liaison updates: NO UPDATES THIS MEETING

- RVC ASP Visioning Committee update – Lindsey
- Bragg Creek Wild – Lindsey
- Bragg Creek Environmental Coalition (BCEC) – Lindsey
- Bragg Creek Foundation – Sher
- Bragg Creek Snowbirds – Sher
- Bragg Creek Chamber – TL
- Bragg Creek Trails – TBD

7:25 New Business – Nothing Added

In Camera – Nothing Added

7:25 Adjournment – Nothing Added

Next meeting: January 28 @ 6:30pm







Bragg Creek Centre

Executive Director Monthly Report

Submitted By: Guy Latour
Date: December 23rd, 2024

Summary of monthly initiatives

HR – Supervision, Payroll, scheduling

- I will be off on vacation from December 24th, 2024, to January 6th, 2024.
- William Akoto had decided to leave employment with the BCCA having not returned to work after his scheduled time off
- Starting Process of hiring new Rental & Marketing Coordinator
- Caroline Bees is progressing satisfactorily through the probation/orientation period
- Shaye is still working for us supporting through our ongoing staffing challenges

Facility

- The Community Centre will be closed December 24th to January 1st reopening on January 2nd
- Major icing issues over the daycare area and in other location. We had to hire a contractor to come in and remove ice as it was becoming a concern for the daycare and some parents
- No official policy or procedure for outdoor dressing room. Created Sing-up for volunteers to open and close over holiday break. Looking into options upgrade door to an automated locking and unlocking system.

Rentals

- Spent a significant amount of time supporting the Artisans Market
- I am now back managing the rentals bookings and check-in and check-outs until we find new Rental & Marketing Coordinator

Financial & Fundraising

- Regular financial support
- Rink Boards – has taken significant time
 - 17 new or upgraded ads
 - 36 renewed ads
 - 17 ads removed
 - \$10,454.50 net revenue currently
- Spirit of Christmas market revenue \$25,385 gross to date
- Completed the Summer Student Grant application
- Worked closely with Sandy our accountant on new monthly financial report based on exportable reports from accounting software. We still have a few tweaks but I am way happier and its much easier for Sandy taking less time
- We need additional Board Members with signing authority and possibly adding me also as signing authority. We currently only have two Board members with signing authority. Motion to add individuals as having signing authority

Administration

- No update

Short and Long-Term Planning

- No updates

Communication & Marketing

- I am still taking on led updating website with new information when it arrives
- Management of social media – new posts and weekly reposting
- Lots of time spent on updating website and social media
- I have spent a significant amount of time on Spirit of Christmas and Winter in the Woods
- Training and transitioning Carloine into program aspects of marketing and social media
- I applied for a Hootsuite not-for-profit account and was approved giving us a 75% discount. I have signed us up for the fee 30days. It would cost us \$64 per month (regular \$299 per month, \$774 a year. It allows us to manage and schedule all social media in one location. You can schedule one post for a whole month at a time. This will save us tones of time and allow us to be much more productive in our social media posting. I would like to continue with the membership.



Bragg Creek Centre

Programs

- Movie Night was on Friday December 13th
- Caroline is getting familiar with programs
- Caroline is directly supervising pickleball program and supporting other programs including movie night, Ladies Hockey, Rumble and roar.
- Caroline has started a program evaluation. It will include both and S.W.O.T analysis and GAP analysis. Once she has completed them, we will start the brainstorming components to identify best program opportunities. We will invite Board members to participate
- Working on summer camp agreement to provide summer camp programs with Peak Ambition for summer camp again this summer

Education & Networking

- Still unable to attend any networking opportunities with the Federation of Communities due to workload

Policy and procedure

- Still on hold - Program Partnership Policy- consulting with new Program Coordinator – I will bring back to the board in the new year
- Health and Safety draft to review with Facilities Committee after Christmas
- Started working on an event risk management plan template
- Started working on a Liquor Policy

Board Governance

- Updated website with documents from past meeting

Events

- Spirit of Christmas - Market is being managed by staff. Major amount of time supporting both Market and Event. See attached market report for more in-depth discussion in January
- *Two requests for refunds. One person wants a full refund, and another person want us to partially refund everyone*
- Winter in the Woods – also spending lots of time supporting event.
- *Confirm date for Bragg Creek Days – July 19th*

IT

- Supporting It in multiple ways

GA Code

REVENUE

	Last Full Year Actuals July 1, 2023 to June 30, 2024	Current Full Year Budget July 1, 2024 to June 30, 2025	Current YTD Actuals July to November 2024	Percentage Difference Full Year Budget and YTD Actuals	Balance Sheet November 1 to 30, 2024	Balance Sheet November 30, 2024
408 Donations - Unrecip	11,622.00	2,156.00	2,916.00		660.00	
409 Donations - Recip	5,176.00	4,000.00	4,000.00	161	1,000.00	
410 Donations - Pay Pfd	386.00	166.00	166.00		21.00	
411 Donations - Misc	6,347.25	1,082.23	1,082.23	21	43,893.77	
412 Donations - Other	6,104.00	4,800.00			26.00	
413 Donations - Other					50.00	
414 Donations - Other					1,111.88	
415 Donations - Other					1,812.50	
416 Donations - Other					15,802.00	
417 Donations - Other					5,979.01	
418 Donations - Other					371,824.89	
419 Donations - Other					19,882.20	
420 Donations - Other					1,000.00	
421 Donations - Other					21,952.00	
422 Donations - Other					16,684.00	
423 Donations - Other					4,119.00	
424 Donations - Other					20,692.00	
425 Donations - Other					251,871.85	
426 Donations - Other					4,322.00	
427 Donations - Other					17,788.81	
428 Donations - Other					600.00	
429 Donations - Other					3,136.00	
430 Donations - Other					4,910.00	
431 Donations - Other					100.00	
432 Donations - Other					100.00	
433 Donations - Other					8,741.37	
434 Donations - Other					3,000.00	
435 Donations - Other					4,670.00	
436 Donations - Other					891.66	
437 Donations - Other					36,820.00	
438 Donations - Other					439,786.80	
439 Donations - Other					10,741.49	
440 Donations - Other					117,823.36	
441 Donations - Other					84,768.42	
442 Donations - Other					424.88	
443 Donations - Other					3,018.00	
444 Donations - Other					88,028.38	
445 Donations - Other					778,227.34	
446 Donations - Other					305,306.47	
447 Donations - Other					90,077	
448 Donations - Other					1,000.00	
449 Donations - Other					371.00	
450 Donations - Other					3,000.00	
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473 Donations - Other					1,000.00	
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601 Donations - Other					1,000.00	
602 Donations - Other					1,000.00	
603 Donations - Other					1,000.00	
604 Donations - Other					1,000.00	
605 Donations - Other					1,000.00	
606 Donations - Other						

Code	Account Name	Balance	Debit	Credit	Debit	Credit	Debit	Credit	Debit	Credit
6978	Indian Auxiliary - Nonmembers Day	284.69								
6977	Indian Auxiliary - Events	83.00								
6985	Gas	14,000.00		2,447.89						
6982	Electricity	26,000.00		7,377.69						
6984	Water	3,300.00		1,406.00						
6985	PVC - Watermeter	1,000.00		0						
	Event Purposes		472.5							
	Total Utilities	32,682.79		11,632.57						
6700	Staff & Volunteer Development	2,000.00		600.00						
6716	Web Page	100.00								
6720	Lesson & Printing Costs	1,000.00		282.87						
6740	Tools and Supplies	100.00								
6748	Equipment Repair & Rentals	860.00								
6750	Other Supplies	200.00		38.36						
	Total Staff & Volunteer Development	4,160.00		919.23						
6791	AVS - Welfare Committee	-4,164.14								
	General & Administrative Expenses	-312,911.28		68,911.28						
	Programming Expenses	10,000.00		10,022.76						
6410	Camp Expenses	3,000.00								
6417	Indian School/Activities Fee	3,000.00								
6500	Adult Programming Expenses	800.00								
6505	Children Programming Expenses	800.00								
6520	Youth Programming Expenses	300.00								
6540	Parents & Host Expenses	3,000.00								
6570	1075 Events-Meets, Hallmark	3,000.00		49.27						
	Total Programming Expenses	26,800.00		16,552.02						
	Event Expenses									
6600	Community Night in the Creek									
6601	Food Release - Covid 19									
6602	Quest Birthday 2022									
6607	Farmers Market	200.25		171.00						
6610	BCCA Events	100.00		129.00						
6615	A Busy Busy Party	9,842.87		3,979.80						
6620	Write in the Woods	1,000.00		8,416.24						
6625	Bring Craft Day									
	Total Event Expenses	11,842.87		12,695.04						
	TOTAL EXPENSES	686,273.14		212,280.52						
	NET INCOME	-70,873.42		20,379.04						

Spirit of Christmas Market Report – Guy Latour



Market Participation: 317 Friday, 1,302 Saturday (65% 2023), 837 Sunday (I have been told that 2023 on Saturday they had up to 2,000)

Donations \$1,025.65

Market Fees Revenue \$25,385

Market Competition: on the same weekend. Saskatoon Farm market, Cochrane Made Lions, Azuridge, Bears paw, Spruce Meadows, second Cochrane market? Black Friday weekend – big box chain sales (do not have on Black Friday weekend)

Staffing: The coordination of the Market went through many staff. Robin and Lily at first, Shaye and Guy next, and then we tried to integrate William and Caroline into the team when they arrived. Having multiple staff trying to coordinate caused challenges and lot of conflicting information for both staff and vendors. Staff debrief on the market took place on December 19th

Marketing:

- No official marketing plan done or was available for what was done last year.
- multiple times it was indicated from the volunteer event side that they did not want separate marketing between events and market. Some minimal marketing was done separately from the event for the market, but I was very cautious of their wishes.
- As a result, most marketing was done locally and combining both the event and market
- Significant amount of local marketing and social media
- I did pay for one \$300 social media boost
- It was also identified that the High-Country News was not delivered to the community in December, so our advertising was not circulated

Emergency Action plan:

- It was minimal and not a documented plan
- FRS radios are useless and did not work well
- No communication ability between anyone

Market organization:

- Two many staff trying to coordinate vendors caused lots of miscommunication with the vendors
- Person taking vendor registration has to be very conscious that the information they got in the forms, over the phone, inputted into the system and spread sheet are all in alignment. There were lots of discrepancies between our systems of tracking vendor information. The invoice created by Amila is what they receive.
- Chain of command. For the market it is confusing to vendors when there are several people giving them conflicting information.
- Rules information should be on printed sheet sent out early and handed out when they arrive
- **Vendor booth sizes**
 - First of all, the booth sizes did not fit into our actual spaces on the map, so they really did not fit into our building as the map indicated
 - The result was that many of the vendors did not fit into areas we gave them
 - There needs to be significant rethinking of how we fit the vendors into our building and properly communicating and selling spaces to our customers with true dimensions
 - Recommendation: on the map 100% properly measure the spaces and label them the actual space size on the map. Sell spaces according to size range not exact size. Large, Medium, Small. There were many people who thought they were getting a 10x10 space and did not
 - Many vendors came with more set-up than could fit into there space
 - If we properly label on the map and sell and communicate the size of there space, they then should be held accountable to staying inside marked areas
 - We have to be very cautious of booths blocking exits
- **Parking**
 - More clarification for vendors for access on Saturday and Sunday. If they arrive before 8:00 they need to park across the street until open not on main road
 - Front parking – I am supportive of continuing only using the front for accessible parking. There were a couple of occasions when we did not have parking control that people came flying into front parking lot almost hitting kids and wagons. If we have events taking place in front of the building with kids and horses, we have to have parking control
 - We need parking control for the whole days 8:00 am to 5:00.
 - Better signage indicating handicap parking for anyone with accessibility issues. Handicap sing makes people think its only for people with handicap passes

- **Vendor verbal feedback**
 - Some vendors very upset with customer turn out
 - Lots of vendor also very happy with their sales for the weekend
 - Booth size and location issues
 - Complaints about the festival events taking away from market
 - Complaints about advertising
 - Many vendors told me there have seen significant lower numbers at all of the markets they are attending
 - Some vendors indicated we were expensive – it looks like this is accurate
 - Complaints about parking lot being closed for event and handicap parking
- **Vendor official feedback survey 14/51 respondents (we most likely received feedback from those mostly dissatisfied – its still important to give them the opportunity to provide feedback and show we are listening to them)**
 - **Overall Experience:**
 - How would you rate your overall experience as a vendor at this market?
 - 4.4/7 score 63% satisfaction 9/14 vendors rated their experience from neutral to positive experience
 - **Event Organization:**
 - How satisfied were you with the event's organization, including communication, setup process, and logistics?
 - 4.9/7 score 70% satisfaction 9/14 vendors rated their experience from neutral to positive experience
 - **Sales Performance:**
 - How would you rate your sales during the market compared to your expectations?
 - 3.8/7 score 54% satisfaction 6/14 vendors rated their experience from neutral to positive experience
 - **Customer Engagement:**
 - How would you describe customer turnout and engagement at your booth?
 - 3.8/7 score 54% satisfaction 8/14 vendors rated their experience from neutral to positive experience
 - **Suggestions for Improvement: (most repeated)**
 - What improvements or changes would you suggest for future markets?
 - Multiple suggestions for more marketing
 - Multiple suggestions to allow more parking in lot
 - Two requests for refunds. One person wants a full refund, and another person want us to partially refund everyone
- **Recommendations:**
 - Clear purpose on why we are having market. Do we want to continue having event? “Part of wider community event”
 - Do not have market on Black Friday weekend
 - Significant planed marketing campaign for the market with accompanying budget if we want to compete with multiple other markets.
 - Industry Benchmarks for Marketing Budgets:
 - Businesses or events typically allocate 5-10% of total revenue toward marketing. For a first-time or major event like a Christmas market, you may want to lean closer to 10% or more, especially if building brand awareness is a key goal.
 - Event-Specific Marketing:
 - Event planners often recommend spending 15-25% of the event's total budget on marketing if you're aiming for maximum visibility and attendance. This is particularly useful for community-focused events like a Christmas market, where local advertising and word-of-mouth are key drivers.
 - Separate focused marketing campaigns for the market and event. They can include both in each campaign but with different primary focus. For example, the market campaign can focus on the market as the primary message with a secondary message about the events. The same with the events
 - Friday night attraction concept – I have lots of ideas written down but so far, my favorite is from Caroline that we partner with local businesses to provide market attendees a coupon for a discount that night at a local business. 15% that night only at the following...
 - How do we sell the booths needs to be reconfigured
 - Lower booth costs by \$50 across the board for each size
 - Prepare Emergency action plan document template – Guy
 - Purchase regular standard radios handsets - \$2,000 - \$3,000 depending on # of radios and brand – This is for all events
 - Parking remains the same with some tweaks to improve. There are valid safety concerns with event activities. I do not believe parking had any effect on the Market and concerns are not valid – regardless a majority of the participants will need to park and walk and minimal distance. If we open up parking, then we will have situations where the handicaped and disabled will have to make the longer walk