

**Yukon Agricultural Association - Annual General Meeting
November 4, 2018 - Yukon College, Whitehorse**

MINUTES

Members Present: Mike Henderson, Sonny Gray, Cain Vangel, Rian Lougheed-Smith, David Lozada, Trevor Stochinski, Gail Riederer, Vibeke and Don Coates, Brad Barton, Kevin Bowers, Kathy Pritchard, Matt Ball, Anne Savoie, Kristine Ferris, Fiona S, Randy Lamb, Steve Mackenzie-Grieve, Pat Bort, Michel Duteau, Stephanie Bourret

Guests: Dale Bort, Jenna C, Peter Turner, Amelie de Pasille, Al Aasman, Jim Gowan

Staff: Jennifer Hall

1. Call to Order

Sonny Gray called the meeting to order at 1:18pm

2. Approval of the Agenda and May AGM Minutes

MOTION: Darrin Sinclair made a motion to adopt the agenda, seconded by Mike Henderson. Carried.

MOTION: Cain Vangel made a motion to approve the May 2018 AGM minutes, seconded by Mike Henderson. Carried

3. Presentation: "Clarifying Our Brand"

Al Aasman of Aasman Brand Communications presented information about the basics of building a brand, branding, and brand management. In keeping with the goals of YAA's strategic plan*, the YAA board has invited Al to help us learn about how we can clarify the ways we present YAA to our members, to our key partners, and to the wider community. Volunteer Bénévoles Yukon and the NGO Training Fund provided a majority of the project funding needed for YAA to engage in this educational opportunity.

* **GOAL 3: COMMUNICATIONS AND BRANDING - Priority 3: YAA Brand Reflects the Future Vision of the Org'n**

YAA will work with its members to refresh the association's branding to reflect the future vision of the organization.

Action 1: YAA will solicit member feedback on current branding to determine level of support for a rebranding exercise

Action 2: If there is sufficient support YAA will seek funding to work with a branding company to develop a new brand for the organization.

4. Financial Statements

a) Darrin Sinclair presented the financial statements for YAA's stump fiscal year, April 1, 2018 to August 31, 2018, as presented in the AGM meeting materials.

b) Darrin Sinclair also noted that BDO had completed a review of YAA's 2017-18 financial statements. They did not note anything of concern. But did send some journal entry amendments to the bookkeeper.

MOTION: Steve Mackenzie-Grieve made a motion to adopt the financial reports as presented, seconded by Mike Henderson. Carried.

5. President's Report

Sonny Gray directed members to his letter on page 7 of the agenda material and verbally reviewed the highlights of the message. He thanked all those who help make YAA's work possible, including government agencies and representatives, committee and board members and staff.

6. Committee and Activity Reports

Sonny reviewed the written activity reports see pages 8-10 in the meeting material package. The reports are aligned with YAA's current strategic plan: infrastructure, advocacy, communications, member retention, and governance. No questions arose out of the review.

7. Election/Acclamation of Officers and Directors

a) Following Ted Fagbamila's resignation in July 2018, the board appointed Darrin Sinclair (from the YYF committee) to the position of secretary-treasurer of the YAA board. A call to the general membership for nominations to the position was made in September. No nominations were forthcoming.

b) The next election cycle will take place in the fall of 2019. It will include an election for the vice-president position and three director positions. In the fall of 2020, there will be an election for the positions of president and secretary-treasurer and three director positions. Bios of all current YAA board members are included in the AGM package, page 11-12.

MOTION: Mike Henderson made a motion to acclaim Darrin Sinclair as YAA's secretary-treasurer for a two-year term, seconded by Steve Mackenzie-Grieve. Carried.

8. Adjournment

Meeting was adjourned at 2:34pm