



The Coyotes, a local band shown here, launched their first CD Friday night at Sgt. Peppers in the Wal-Mart Plaza, Aurora. Sgt. Peppers was filled to capacity for the party. The CD is titled "Out of the Woods". In the photo, left to right, are Eric Mattila, Mark LaVigne, Burke Cullen and Peter Paolucci - the four Coyotes.

On the right is Braedon Garret who sometimes plays with them, but more important, he is responsible for recording and digitally mastering the CD in his recording studio which is located in Aurora. The Coyotes were formed on February 1, 2007 and play at many local Aurora events. You can learn more about them at www.thecoyotes.ca.

Auroran photo by David Falconer

Farmer's Market a success this year, chairperson says

After wrapping up the Aurora Farmers' Market for another season at the end of last month, market organizers are looking back on what they see as their "most successful season to date."

The comments were made by Anna Kroeplin, Chair of the Aurora Farmers' Market and Artisan Fair at last Tuesday's council meeting.

Ms. Kroeplin said their success was measured not only with a "record number of sell-out days" for vendors, but also from the large number of crowds turning out to Wells Street every Saturday for the market experience, from farther and farther afield.

The success of the 2011 season, she added, allowed the Aurora Farmers' Market and Artisan Fair to make a number of contributions in areas as varied as community, education, local businesses, and other community groups.

"This year we introduced a new system to our vendors - high school volunteers," she said. "These students showed up in the wee hours to help vendors unload and set up their booths. They stayed on site as our teen helpers so that the vendors could approach them at any time to help out. There were 536 community volunteer

hours earned by 14 students."

The Farmers' Market also showcased local student talent throughout the season and provided honorariums for their work.

They also encouraged the talents of younger artists by inviting elementary school students to design a new logo for the market and fair - with the group receiving submissions from the entire

Grade 3 class of Holy Spirit Catholic School.

The educational element, she added, was not limited just to students but also to shoppers and regular market patrons through weekly cooking demonstrations at the event.

"We had a featured farmer each week showcasing their produce with our onsite chef to show residents how to cook okra and all sorts of excellent, tantalizing fare," said Ms. Kroeplin. "We also presented free children's programs. I find there are a lot of times when there aren't many opportunities for children to express themselves through art so we introduced a lot of media and gave them the opportunity."

Local businesses also received a boost from the Market through their sponsorship programs, raffling off baskets of local vendor products, and getting the word out beyond York Region.

"We conducted a survey to find out how far customers had travelled, how much they spent, and what they came to buy," she added, noting she had personally documented visitors from Toronto, Brampton, and Cambridge at the event. "The results were very encouraging and will be provided at our public AGM in February."

"Our non-special events allowed us to showcase our local talent. From rock bands to jazz quartets, from children's entertainment to approved buskers... we are proud that our market was featured in the Toronto Star this year as the top five markets to visit. The weekly coverage [locally] kept our market fresh in the residents' minds as a fun family outing. We are honoured to be part of what makes Aurora special to its residents and its visitors."

"This year we found the market was an attraction

that many Ontarians had to visit and even developers are now recognizing and promoting it as an integral part of the charm that is Aurora."

At last Tuesday's meeting, Councillor Sandra Humfries, who has acted as Council Liaison with the Farmers' Market said it was an honour to be involved with the group in a support capacity and heralded the "tremendous" work of the volunteers.

The Aurora Farmers' Market board will be delegating to general committee this week on various matters pertaining to the Aurora Farmers' Market operations, including revoking the existing Aurora Farmers' Market bylaw and forming a formal process to appoint council representation on the Aurora Farmers' Market executive.

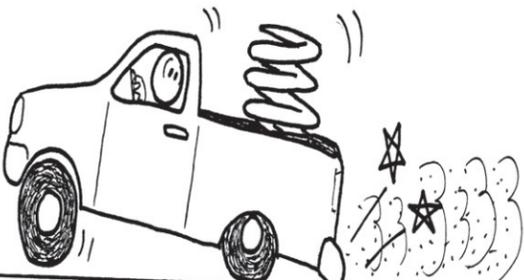


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