

Friends of SJFM Board of Directors Meeting Minutes

August 28 2009

7 – 9 p.m.

FSN Boardroom (new office, 44 Torbay Road, Newport Building)

Present: Colin Greene (*Chair*), Lori Greene, Kristie Jameson, Dan Ficken (*Secretary*), Patsy Gosse, Michelle May (*Treasurer*),

Regrets: Oz Rabinowitz (*Vice Chair*), Emily Doyle, Sarah Hanson (*Market Manager*), Alison Doyle, Devon Crosby (Devon is taking a short break)

Observing: Bradley Thorne (with INTRD, Lori's brother)

Agendas and other materials for the meeting were distributed.

1) Approval of Agenda

Colin added a few items to the agenda.

Passed

2) Minutes for Approval – June 24th, 2009 – July 28th, 2009

A few changes were made to the July 28 minutes. Colin only took over for the finance subcommittee for one week (as opposed to for the duration). Also, the food complaint mentioned was actually made to the “District Food Inspector” (as opposed to the Provincial Chief of Food Safety)

Passed: *Colin/Kristie*

3) Business Arising

It was proposed that Sarah could attend a market training session in New York City (relevant email added to FoSJFM binder), and that a “non-profit” rate or scholarship could be obtained to make the costs more reasonable. A discussion followed on the costs, which included insurance, and it was determined that up to \$2000 was needed for this. It was decided that we need to defer any new expenditures until we figure out what our money (collectively) will need to be spent on, *i.e.* over the next three years (3-year plan). So it was proposed that the market training will not happen this year, although it is still a possibility for the following year, or the year after.

Passed: *Colin/Michelle*

An issue was raised concerning the collection of money from the vendors in that the current system was too disorganised and that seemingly random amounts of money were being handed in at different times. It was discussed that Michelle and Sarah need to work out a system between them that works, such as ensuring the payments be made one week in advance and warning people that their table will be given away if they do not follow this rule.

[**Action** – Talk to Sarah about vendor payments – **Michelle**]

The question of whether the Lion's Chalet had already been booked for the 2010 season was raised, but Sarah may have already booked it.

[**Action** – Ask Sarah about booking – **Michelle**]

A vendor wanted to sell pop at the market, but it was discussed that this should not be allowed for various reasons including health implications and for the lack of creativity in finding a way to sell something locally produced. The same was said for hotdogs for similar reasons, unless the hotdogs came from locally produced meat. It was proposed that there will be no pop sold at the SJFM and also proposed that there will be no pre-processed foods (such as hotdogs) sold at the market (except with the above exemption).

Passed: *Kristie/Patsy* – no pop

Passed: *Patsy/Dan* – no pre-processed foods

Dogs at the market were mentioned in that they were either upsetting people by their presence inside the building or their being tied up for long periods outside unattended and barking continuously were upsetting to people; however Sarah is already taking care of it and is making a sign.

We have a need to update our incorporation documents since Laurie Butt has left the board and Alison Doyle has been added.

[**Action** – update incorporation docs – **Michelle**]

There is an upcoming Healthy Living Trade Show on the 26th of September at the Sheraton Hotel that will accommodate a table for us so we can promote the SJFM.

[**Action** – contact Melba and Sarah about Trade Show – **Colin**]

Next the subcommittees reported on their activities. First with the Fundraising subcommittee, Lori mentioned there would be a meeting regarding the outcome of the Festival fundraiser and about our next upcoming fundraiser, which will have an art show theme.

[**Action** – organise a fundraising meeting – **Lori**]

With the Funding subcommittee, Kristie had nothing to report on as Jim Winter had been working on the ACOA and the INTRD proposals. Lori mentioned that the Alberta Farmers' Market Association were offering a guide to proposal writing that we should apply to a grant for through the Growing Forward program. It was mentioned that Kristie can no longer do any grant meetings due to a complication with her position at the Food Security Network and so Colin will do these from now on.

[**Action** – take over grant meetings – **Colin**]

Also, Lori's brother Brad Thorne, a representative of Innovation Trade Rural Development (INTRD), was at the meeting and discussed the program he works with, which could potentially be a future funder for SJFM related activities. He said that we should contact Michelle Power and explain to her that we have a strong board and that we will be in operation for a long time because she specializes in maintaining good board governance. He explained that the government prefers to fund project specific endeavours and that a three-year business plan would help to include specific funding projects. The 3-year plan would set specific targets and outline how to approach these targets, and these are what the government would consider definite projects. For example, they could "potentially" fund a research project to help us find a building. Brad also explained that he had many tips that could help us leverage our funds from the bank to make it go further (*i.e.* \$2000 could become equivalent to \$20,000 if leveraged properly). INTRD also has training courses for non-profits and Brad mentioned about the Bonavista Institute for Cultural Tourism (BICT) which offers very specific courses related to culinary culture and tourism that may be of interest to our board and market manager. The INTRD could help fund courses like this. Brad has offered to follow-up on helping us out in the winter, and Kristie has offered to follow-up with information on the courses that the BICT offer that may be of interest to the FoSJFM.

[**Action** – follow up with the BICT info – **Kristie**]

It was reported that Sarah was on top of the Marketing and Media subcommittee regarding radio ads, and in-print material such as news articles relating to the SJFM.

The Volunteer Coordination subcommittee was also reported to be functioning very well, and the Market was able to open and close properly each week with not too much difficulty, due to an appropriate number of volunteers helping out with certain duties each week. It was mentioned that there may be dishes available from Boston Pizza that were being donated to the Stella Burry community organisation but were not taken, and that maybe we can take them instead.

[**Action** – inquire about dishes from Boston Pizza – **Alison**]

Lori of the Food Safety subcommittee said that on August 8th a food inspector came to the market to follow up on some complaints made regarding some of the prepared food vendors' methods; he sent us a letter, and since then the problem has been addressed and all of the food vendors are now preparing their goods in licensed kitchens. The letter and Lori's response to it has been added to the FoSJFM official binder. It was also noted that Macpherson school may have a licensed kitchen available that could be used if needed.

[**Action** – ask about availability of Macpherson kitchen – **Sarah**]

Next the Finance subcommittee reported that the Targeted Wage Subsidy reimbursement was delayed and that there would be two reimbursements next time they sent out one on their regular schedule to make up for the delay. Regarding the bank signers, it was suggested to set up the account with signing authority for two board members after the school season starts (less hectic for people at this time). We also need two bank signers to get a bank card for a FoSJFM account.

Emily was not available to comment on the Farmer Outreach and Coop Education subcommittee, however it was noted that there was some money coming in for the upcoming farmers' market conference in the fall that could also be used to pay our consultants with. Also the discussion on the conference itself was delayed but would still be going ahead.

Colin with the Permanent Location subcommittee had a meeting a month and a half ago regarding a new building and mentioned that we may be able to be tenants in a large building as another possibility of our moving to a new and better location. It was also brought up that we should try and look into a building on Hamilton Ave near the bottom end where the old service station used to be. The building is spacious, and has a nice woodframe interior with lots of windows and a view of Signal Hill. There was space for parking on the vacant lot next to the building, and it was noted that the person who grows the hydroponic lettuce that can be bought in the grocery stores operates his business from the bottom floor.

Regarding the Karl Wells article posted in the Telegram about the SJFM, the general consensus was that everyone liked the content and that it portrayed the market in a very good light and would most likely be good for business.

The Eat Local initiative was discussed next and Sarah had been in contact with the Farmers' Market in Montreal with ideas for our Eat Local Day, such as menu items and ingredients that could be bought at our market. A letter about this was received and was inserted in the official FoSJFM binder.

A letter was also received from Peter Armitage (inserted into FoSJFM binder) regarding his dissatisfaction at his attempt to be a vendor at the SJFM. He was not allowed to sell his

product, which was artwork made in Quebec (debated by Mr. Armitage that it may have been made in Labrador due to historical boundary uncertainties), due to our bi-laws concerning locally-produced goods we could not allow him to sell his products at the market.

4) Other Business

This was deferred to a later date due to the time ran out.

5) Next Meeting

The next meeting will be held about one month from now.

Meeting adjourned at 9:00P

Passed: *Kristie/Dan*