

SJFM Meeting Minutes

Date of Meeting: **April 6, 2008**
Location: Colin and Lori's house

Who attended: Colin Greene
Lori Greene
Laurel Anne Hasler
Sarah Hansen
Devon Crosby
(Emily sent her regrets)

Topics discussed: 1) Venue: Lions Club
2) Our competition
3) Finances
4) Funding
5) Forming a cooperative
6) SJFM Committee
7) Vendors/products
8) Market ideas
9) Advertising
10) Fundraiser

1) Venue (Lion's Club):

- 30 tables (keep two free for coffee and smoothies)
- 21 days planned for this year
- Coffee, tea, smoothies, paper cups, sugar, milk, soy milk (all organic)
- Kitchen access for \$50 more, if we're interested.
- Devon to draw up floor plan
- Lori, Sarah, and Colin have seen the new venue (just renovated)
- How many electrical outlets?
- Charge the same for inside/outside tables? Outside advantages: more space, more visible, easier access/packing/unpacking/can sell right out of truck

2) Our Competition:

- Churchill Square
- Lester's Farm
- Food for Thought

3) Finances:

- Initial Costs: (Note: Don't underestimate ourselves, put costs too low.)
 - Rental fees: \$250/week (21 X \$250 = \$5250/season)
 - Insurance: \$750/season
 - Marketing and publicity: \$1000/season
 - Signage \$250
 - Posters \$500
 - Handouts/pamphlets/fridge magnets w/ calendar

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(SJFM Committee Secretary)

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- Website: \$40/6 months X 2 = \$80 webmaster
- Business development costs: (MUN business students?)
- Office/coffee supplies (kitchen start-up: \$1000 (4 brewers: \$500, etc.)
- Revenue:
 - 30 tables available (\$20 X 27 = \$540), \$15/outside tables; (Note:1 table reserved for a non-profit each week)
 - Coffee sales: \$100.00/market?

4) Funding:

- Approach ACOA for money for a business plan
- NLOWE possibly, too (since most of us are women)

5) Forming a cooperative:

- Roger Churchill (cooperative development officer)
- Glen (guy we're talking to about becoming a coop) - all the things we need to do to incorporate as a cooperative
- Members of a coop buy a share in the coop. We decide how much this will be, does it include a table, etc. (farmers', artisans, supporters....who are the members) ...what percentage of the shares can go to each group, for- or not-for-profit organization? Things to decide.

6) The St. John's Farmers' Market Committee:

For now, 7 of us are committee members:

- Emily Doyle
- Sarah Hansen
- Lori Greene
- Colin Greene
- Devon Crosby
- LA Hasler
- Mark Wilson

7) Vendors/products:

- Contacting farmers (NL federation of farmers, horticultural centre)
- 6 vendors already booked: wood-turner, soap, 2 organic farms
- Other types of vendors we need
 - take-away food: Baked goods/ dips
 - produce (including eggs, windy meadows (meat))
 - meals: eat-in food
 - arts and crafts

8) Ideas:

- wedding registry at the market
- gift certificates for the market

9) Advertising:

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- Add in The Independent this week looking for vendors
- What about the Scope?
- Always say in ads: Lion's Club, next to Curling Club; Free admission
- Set up an email list? Someone to go around asking people to sign a list at the first market if they're interested.

10) Fundraiser:

- Prizes (assorted vendor items, spa?)
- Idlers to play
- Letter for donations
- \$5 to get in?
- liquor licence

Next meeting: Saturday, the 12, 3pm Lori and Colin's