

SJFM Meeting Minutes

Date of Meeting: **April 20, 2008**

[Note: Dearest team: I am sending these minutes because they have good info although are not wellorganized. If there are some confusions- tell me about it- I'm going to make this a google doc so we could work on it that way as well.]

SJFM Concept Paper meeting Minutes

- market- variety of vendors- community gathering
- competition- Churchill square- indoor-
- Lester's farmers market- food for thought- NL eastern farmers co-op- craft fairs
- initial cost
- time frame to start business
- initial revenue expectation
- initial capital needs
- clicker person- coffee person
- 786 confirmed guests-
- FEASt- non profit table
- \$50.00 for room with stove and fridge
- pepsi cooler
- milling around areas
- look at space
- start tables after kitchen
- floor plan-devon
- payment- pay in advance- pay pal
- brew pot
- cash box
- milk sugar- paper
- full burner
- 6 burner industrial
- renovated
- parking lot and behind
- windy meadows
- Britannia tea
- Initial cost- lease- \$250 x 21 weeks
- \$1000 insurance-
- marketing and publicity- posters- fridge magnet- \$500/ year
- \$40 and 6 months
- managing- 300 hours per year
- administration- market schedule
- website fees- 4 hour. Week- \$160/ week x 6 months
- sandwich board logo
- kitchen start up -\$1000
- MUN business student help to set up business plan?
- Admin cost- office supplies- coffee supplies
- Roger Churchill- department of innovation, trade and rural deve
- Employees
- #'s too low?
- N-LOE- entrepreneurs
- Year 1- June- Nov
- Year 2- June-Nov
- Picnic tables
- Rent- \$5250

Minutes recorded by:
Emily Doyle
(SJFM Committee)

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- Ad- \$1000
- Signage- \$250
- Kitchen/ office- \$250
- Market manager/ clerk- 20 hours/ week
- Consulting fees- advice
- Time frame- started in October- start so-op by end of season vendors x 4 shares, x 1 share
- -co-op contact Glen
- Revenue- 28 tables- \$25.00 or \$30.00
- Year 2- \$50 dollars- 20 vendors
- Coffee- \$100
- Put names on concept paper- review- send draft to-
- By-laws of other co-ops- glen-
- Preference to local farmers
- Baked good- vendors- split 4 ways- seasonal change
- Next meeting- Colin- website- best suit needs of market
- Local farmers
- To do timeframe- base camp project tool- meeting
- Quota of kind of vendors

Minutes Sunday night- April 20- SJFM meeting:

- City tourism department Colin has a contact and will talk
- minutes should be uploaded as a google doc. Does everyone have google doc?
- Emily will put up today's meeting minutes and last meeting's minutes
- Eco-market this passed Saturday- SJFM should have had a booth
- Cooperative development initiative funding available- application due on May 5. funding will be for 9 months from July 1 to mar 31
- We talked about innovative aspects of our coop: 1. first coop farmers market in NL, 2. trying to encourage organic growing practices, 3. waste reduction encourages
- We reviewed the application and decided to break in up into pieces and work independently to try to get it done for next Sunday
- Measures of success- # vendors, #people to cover costs
- Looking for funding for market manager and researcher- someone to communicate with other markets
- Results from our grant could be applied to other places in NL
- The steering committee needs to review its roles and perhaps draw up a more definite version of who we all are and what our jobs entail
- We need/ could use some partners for this project : fed of coop? Innovation, trade, rural devel? Other markets? Feast? CGA/
- Budget details following up on concept paper
- Need money for advertising- advertising is needed for the coming market- need more vendors- ad in telegrams? In free papers?
- Need office supplies
- Need to consult with lawyer about liability before we decide on insurance
- Capital costs?
- Lori has contacted the cooperators and they are to get back to her. She also contacted Moncton fm and Halifax fm and they said they don't offer vendors insurance although they do encourage their vendors to get insurance. They do have insurance for themselves
- Need to work into bylaws to encourage vendors to get insurance- Lori has a contact who could be a vendor for individual vendors
- Devon's form is up on the web and very user friendly!
- Need to meet at lion's club so we can all look at space
- For application;

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- Colin- timeline and budget- roles and responsibilities- innovative- measure successproject management
- Me- contact info- objectives- Priorities of CDI matched to ours- find past funded projects- find budget breakdown in past minutes and send to Colin- expected outcomes- partnership info
- Market coordinator- 20 hours a week for 6 month market
- Lori- background- history of market- priorities
- Meeting next Sunday. Application ready to go next Sunday. Work on in google docs.

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