

SJFM Meeting Minutes

Date of Meeting: **May 11, 2008 (2 p.m. to 4 p.m.)**
Location: Laurel Anne's house

Who attended: Emily Doyle
Lori Greene
Colin Greene
Sarah Hansen
Laurel Anne Hasler
(Devon Crosby, Mark Wilson unable to attend)

Topics discussed: 1) Funding: CDI
2) DDC downtown development corporation
3) Volunteers
4) Insurance
5) Advertising and promotion
6) Vendors and vendor guidelines
7) Coffee and other ways we can generate revenue
8) Demos at the market
9) Next year's location
10) Workshops
11) Tables already reserved

1) Funding: Cooperative Development Initiative (CDI)

Emily gave us an update; we missed the May deadline and will now try to make the June deadline. (exact date?) We are getting letters of support from:

- Shannie Duff;
- Food security network.

Funding would be received in September 08, and have to be spent by March 09.

2) Downtown Development Corporation (DDC)

DDC is looking to have a market downtown this summer (probably on George Street) either on one of our Saturdays off or a Sunday [Colin, is this correct? I'm not sure I got all the details. What did the bar association have to do with this?]

3) Volunteers

- Sarah to put out a PSA
- Tell people interested in volunteering to contact Sarah
- Tasks and responsibilities of volunteers:
 - i. set-up and breakdown (1-2)
 - ii. clicker to count visitors, directing traffic at the entrance (1)
 - iii. kitchen staff (2)
 - iv. clean-up and garbage during the market (2)

4) Insurance

- Lori still talking with people about insurance.

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5) Advertising and promotion

- *What's Happening* (Lori did an interview);
- *City of St. John's* page (we're on calendar of events);
- *Facebook* page: advertise some of the things we're looking for?
- Poster
- Did Mark talk to someone with Agriview?
- Advertising to specific groups (ideas including the following):
 - i. Association for New Canadians;
 - ii. Multicultural Women's Organization
 - iii. Refugee group?
 - iv. Hava Java
 - v. MUN

6) Vendors and vendor guidelines

- Record of sales –vendors to tell us how much they're selling;
- Other possible vendors:
 - i. Jason Bull (Eastport Organics): pickles, etc.
 - ii. Lori's aunt: home-made chocolates
 - iii. Charlottestreet: clothing (Charlotte might be interested for later in the season)

7) Coffee and other ways of generating revenue

- Discussion: whether we sell coffee ourselves, or allow someone else to do this. Decided selling coffee is too crucial a source of revenue for us, and we have already worked that revenue into our proposal budgets;
- Coffee and Company has offered to make a "market blend";
- What we need: (Fair-trade coffee, tea, hot chocolate; cups (real mugs and disposables); real spoons; milk, cream, soy milk; organic sugar, sweetener, honey; coffee makers.)
- Would anyone give us any supplies?
- Other ways of generating revenue:
 - selling bags
 - music nights

8) Demos at the market

One table per market with a demo, i.e. showing how to make a local craft like:

- furniture maker
- Sarah's crocheting

9) Next year's location

If we're thinking about moving downtown next year, we need to consider this SOON. E.g., Baird's building (by Eastern Edge).

10) Workshops

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The Lion's club is fine with us having workshops after the market, so long as we let them know ahead of time.

11) Tables already reserved

- Between 18 and 24 tables already booked for most markets;
- 3 farms: Rabinovicz, NL Organics (garlic), and Windy Meadows

Decisions made: 1) Vendors and vendor guidelines
2) Market items to list on the poster

1) Vendors and vendor guidelines:

- The African lady can't sell the bags, etc. she imported but didn't make;
- Belly-dancing troupe can't sell their stuff (but they can busk outdoors, and raise funds that way);
- People CAN sell things like fair-trade coffee (which they didn't make) but that is non-profit/charity (e.g., 10 Thousand Villages);

1) Market items to list on the poster

Organic produce, Crafts, International foods, Handmade soap, Fair-trade coffee, Handmade Jewelry, Photography, Artwork, Local meats, Baked goods, Workshops, Wheat-free and vegan foods, Smoothies and lemonade

Next SJFM meeting time and location: **Sunday, May 18th, 2008 at 11:30 a.m.**
Lion's Club (to look at the venue)
They have a flea market until noon.

Topics on next meeting's agenda:

- 1) Table layout
- 2) List of what we need in a location
- 3) Churchill Square vendors
- 4) Fundraiser
- 5) Cooking at the facility (indoors vs. outdoors)

Note: Lori & Colin are in New York (i.e., "The Big Cowbell") from the 15th to the 22nd.

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