

## SJFM Meeting Minutes

Date of Meeting: **August 12, 2008 (6:30-8:30pm )**  
Location: Sarah's house

Who attended: Emily Doyle  
Colin Greene  
Lori Greene  
Sarah Hansen  
Laurel Anne Hasler  
Kathleen Parewick  
(Devon Crosby, Mark Wilson sent their regrets)

Topics discussed: 1) Market Minders schedule  
2) Committee member tasks  
3) Location Discussions  
4) Health Inspector issues  
5) Other notes

### **1) Market Minders schedule**

August 9 - Emily and Lori  
August 16 - Colin and Kathleen (CEI)  
August 23 - Devon and Laurel Anne  
August 30 - Colin and Emily  
Sept 6 - Lori and Devon  
Sept 13 - Kathleen and Laurel Anne

Tasks for market minders:

- a) Opening and closing the market (set-up, clean-up)
- b) Being there the whole time
- c) Fielding questions from vendors, visitors, volunteers

### **2) Committee Member Tasks**

(Note: this doesn't include everything, just specifics discussed during the meeting)

#### **Sarah**

- Contacting Media
  - Sending something to Tely Go Guide
  - On Open Line last week to counter negative press re. lack of farmers
  - To contact/already contacted: VOCM, Buy and Sell, Downhome, The Herald, OZfm (Mention workshops in PSAs)
- Promotional stuff:
  - quotes on bags (kick-ass "Raw Raw Raw" idea)
  - bumper stickers
- Email/call Lester's to thank him for coming (already done?)

Minutes recorded by:  
Laurel Anne Hasler  
(SJFM Committee Secretary)

## SJFM Meeting Minutes

### **Lori**

- Postering
  - Patrick (\$50/100 posters); maybe do half this every couple of weeks?
  - Lori to ask someone about putting posters elsewhere than downtown
- Letter to council: wrote letter to the city regarding George Street; Note: Long-term goal to make a cooperative; make sure the city knows this.
- Health Inspector communications: Yvonne Collett at MUN, Ayesha Sich (see section of Health Inspector below)

### **Devon**

- Vendor profile in The Scope (weekly)
- Visitor profile?

### **Emily**

- Questions for vendor profile in The Scope
- CDI stuff
- Send Bristol Communications email re. yearly raffle for funding

### **Laurel Anne**

- Meeting minutes
- List of local celebrities and contact info to invite to the market (e.g. Mary Walsh, Greg Malone, Carl Wells, Danny Williams) for advertising campaign: photos of celebs shopping at the market; develop a "Why I shop at the Farmers' Market" segment for print, radio, tv
- Give Lori contact info for MUN contact re. health&safety training for vendors

### **Colin**

- Finances (count money, go to bank)
- Idea to grow veggies with local celebrities faces??!!! :-)
- Contact Ray Pardy re. having the location the evening before, a few hours earlier for vendors to prepare food

### **3) Location discussion**

CEI building:

- A building that needs renovations, but which could conceivably be a permanent market in future;
- Indoor and outdoor work could make it a permanent location;
- may fall into the hands of the city in future;
- could be perfect for indoor/outdoor, tarps on outside walls, etc.
- current issues: no access to kitchen; parking a bit of an issue

Eastern Edge building is/could be a perfect location, too.

### **4) Health Inspector**

- Provincial inspector was informed there may be problems with our market
- Baked goods fine, because they don't need to be heated
- anything that has dairy or eggs or meat, that needs to be heated or refrigerated, is a problem
- Regulations state you have to have a food establishment licence, which is only given to a place, not a person, and they don't licence home kitchens.

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## SJFM Meeting Minutes

- Our health inspector can't see a way to get around this. No issues with what he saw happening at the market, though.
- Training for food vendors in health and safety issues a way to get around this?
- Lori to contact person at MUN who arranged for training for international food bazaars (Yvonne Collett ycollett@mun.ca) and Ayesha Sich 738-4413 (former coordinator for Multicultural Women's Organization)
- Frank to meet to talk about how other markets (PEI) get around this. A lot of other provinces have different legislation.
- What if vendors cook their food AT the market? Rent the place a few hours earlier and say people cooked their food in the market kitchen. (Colin to be in contact with Ray Pardy about this.)

### **5) Other notes**

Media:

- Some of our media releases are not informative enough, we've been told
- We're in the NL horticulture newsletter and Agriview article

Last week's market:

- We only had 17 vendors (while we have room for up to 30 inside)

Hiring a market manager:

- This will have to wait until next year

Suggestion to start later in June next year since growing season starts so late.

**Next Meeting:**

**Wednesday, September 3, 2008 (7pm)**

Emily's house: 63 Monkstown Road