

## SJFM Meeting Minutes

Date of Meeting: **September 9, 2008 (7:00-9:00)**  
Location: Emily's house, 63 Monkstown Road  
Re: Meeting with Ken O'Brien re. George St. Market

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

Topics discussed: 1) Meeting with Ken O'Brien  
2) Finances and advertising  
3) Other updates

### **1) Meeting with Ken O'Brien**

The City is proposing a market as part of the George Street Development proposal:

- \$421,000 for 20 outdoor booths at east end of George Street
- proposing a farmers' market on Saturdays, flea market on Sundays
- looking at this as "easy"? need to tell them what's involved, what considerations and decisions need to be made; talk about need for a committee to make decisions about these things, by-laws, etc.

*We want to provide our input, share what we've learned, and express our desire for a partnership, so that the proposed market will be successful and vibrant and become an integral feature of our city.*

#### **Things to discuss:**

- We're establishing ourselves as a brand, getting more well-known, desire to move forward together on this project with the City;
- Vendors – City could use ours; why we have selected the vendors we have and why it is important that vendor fees are low;
- Market HAS to be inside, with capabilities of being outside. (Every other city has a permanent location – this is NECESSARY);
- Give a clear picture of what a farmers' market is, what a market offers to the community, to vendors, for community building, etc.
- Ask about the breakdown of proposed costs;
- Responses we've received from vendors; [Devon]
- Feedback we've been getting on CBC website, Facebook, etc. [Lori]
- Clean-up from the previous night – how to deal with this;
- We think the place they've selected is the right spot for it, if it's set up/used correctly. Two stories could double the space. Colin's drawing.
- Our budget - revenues and expenses. [Colin]

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Laurel Anne Hasler  
(SJFM Committee Secretary)

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- Moncton market: started out as a cooperative, but the City now funds it. The manager says it's going very well; it's funded by the city, but they're left autonomous to manage themselves.

### **To mention or not:**

- Other possible locations? Maybe express as possibilities for the future?
- Cooperative?
- Feasibility study: how markets work in other cities in Canada?
- That they will need a market manager.

*Check to make sure they've seen the Halifax market website, what they are doing there. They have the oldest farmers' market in North America.*

### **The meeting:** 11am on Thursday

Lori will send out the location/time details again tomorrow.

Information-sharing/opening discussion; hopefully the first of a series of meetings.

### **Who's going to the meeting:**

Lori, Colin, Kathleen, Devon, Sarah, Laurel Anne, Emily

### **Powerpoint presentation (5 slides + pics) to introduce our market:**

- 1) What is a farmers' market [Lori]
- 2) History/chronology of our market [Emily]
- 3) Mandate of the St. John's Farmers' Market [ see below]
- 4) Our budget (costs and profit) [Colin]
- 5) Farmers' Markets across Canada [Lori]
- 6) A few slides with photos from our market

### **PLUS:**

- Handout with the positive comments we've gotten back
- 'One of the best markets' award

### **Concentrate on things they won't know already, which will surprise them:**

- Vendors want to be inside;
- All good markets across the country have permanent indoor locations, with a building for the purpose of the market alone; all play integral roles in their communities;
- Vendors do not just "appear"; it's been a big job recruiting them.

### **Emphasize:**

- 1) buying **local**
- 2) supporting the local **economy**
- 3) Advertizing: Sarah's voice ad
- 4) the importance of a committee
- 5) tourism potential

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## **Committee Titles:**

Lori Greene - Market Coordinator  
Sarah Hansen – Media Relations  
Colin Greene – Treasurer  
Laurel Anne Hasler – Secretary  
Devon Crosby – Vendor Relations  
Emily Doyle – Environment Development Officer  
Mark Wilson – Community Development Officer  
Kathleen Parewick – Shiny New :-) (would you like a title Kathleen?)

## **2) Finances and Advertising:**

\$2,600 spent on advertising:  
\$1,400 for 5 weeks in the Telegram, Saturdays only, plus web component (\$25)  
\$1,200 for 8 weeks on VOXM: 4 times on Fridays (giving us the non-profit rate)  
(This will bring us up to Sept/October.)

*We have \$1,100 in the bank right now.*

Weekly revenue:

We make approx. \$250 on vendors, \$100-150 on coffee stand = **\$350-400/week**

VOXM = \$150 for 4 spots

Telegram = \$300 for one ad

Eek!

How else can we make money?

- RAFFLE! - People buy tickets every week; something different each week; small prize every week until the last week when we have a big Xmas raffle. Ask about this when going around to collect the vendors fee.
- Selling bread would be really good. Who can sell bread?

## **3) Other Updates**

- We need to have another vendors meeting – When?
- We need more handouts printed: 500? approx. \$95
- Next year put handouts on a magnet :-)
- How many posters have we printed? either 200 or 500?
- Advertising:
  - Vendor ads in the Scope: how much are they?
  - No more advertising this year
  - For future:
    - Google ads
    - YouTube
    - CHMR?
    - The Muse

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- We have 6 farmers now!! Yippee!!! (Lester's, Organic Farm, Ripple Trail, Jason Bull, Mark, Howard Salliss)
- Food vendor issue: Lori thinks the health inspector is actively avoiding us; he knows all about us, but we think he's leaving us alone as an "exception"; but this will need to be addressed in the future.
- Fundraiser: around the end of October?
- We need to attract tourists!!!!
  - B&B's – These people will want to visit the market
  - Email campaign
  - Advertising in the NL tourism guide – already too late for next year!!
  - Bristol Communications
  - Ads in programs like Shakespeare by the Sea, Folk Festival programs, all the artsy things; sponsor the Art Marathon; What's Happening
- Lady coming to do a survey about the market for Canadian Farmers Market Association with our vendors, customers
- Woman who came in selling the creams. She didn't say exactly what she'd be selling. We need to be careful with this kind of thing.
- We need to become a non-profit; and we will also need to register the name: St. John's Farmers' Market

### **Our mandate:**

The SJFM aims to serve the people of St. John's by:

- promoting locally grown, fresh, high quality produce and goods;
- providing an economic outlet for local farmers, producers, and artisans;
- creating an alternative marketing opportunity that allows farmers, artisans, and consumers to interact directly with each other, rather than through a third party;
- preserving the connection between farmer and consumer;
- educating consumers about the benefits of supporting local agriculture and using locally produced foods and products;
- building a healthy community by creating a social opportunity to gather and interact and a potential forum for public education & community input on a variety of local health and environmental issues
- and celebrating the city's history, uniqueness, charm and potential.