

SJFM Meeting Minutes

Date of Meeting: **November 3, 2008, 6pm-7:30pm**
Location: City Hall

Who attended: Councillor Gerry Colbert
Members of the SJFM volunteer committee:
Lori Greene
Colin Greene
Kathleen Parewick
Mark Wilson
Emily Doyle
Laurel Anne Hasler

Regrets: Sarah Hansen
Devon Crosby

What was discussed:

1989 Churchill Park Survey

Gerry Colbert told us about a 1989 City Survey of Churchill Park, which proposed an enclosed structure to house a farmers' market; Councillor Colbert to provide us with a copy of this study.

George Street Redevelopment

Regarding the George Street Study, and the proposed market, Councillor Colbert agreed that this is not a good space for a market, and that there would be all sorts of issues with this location, including limited space, sanitation, water, washrooms, congestion, etc.

(Councillor Colbert has proposed an "artist's alley" at the West end of George Street by Mustang Sally's and Convention Centre. This area could be covered, even by a canopy, and could be used by local artists.)

"Blank Cheque" Ideas/Plans

Gerry Colbert asked us: if he were to give us a blank cheque, what would our priorities be for the market?

-Lori: Right now we're a volunteer organization; we have managed for the first year, but this is not sustainable. We need to hire a market manager.

Other related/connected groups

FEASt (Food Education Action St. John's) www.feastnl.ca

Food Security Network, www.foodsecuritynews.com

Safer Soil, www.safersoil.ning.com

Community Garden Alliance, www.feastnl.ca/cga.html

(booths and presentations at each market giving information on these groups).

Discussed these organizations coming together to work cooperatively on a potential proposal for a permanent farmers market. To start, the groups will meet with Councillor Colbert and other interested parties to present their interests.

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Gerry Colbert: ISSUE: Who are the farmers/vendors? Are they from the City? i.e. would the City be paying for/supporting people from outside the City?

Location

What are our needs?

We told Gerry Colbert about our location hunt; to date, we have not found an ideal location, but the Lions' Club will suit our needs for now, and we have it booked through all of next season. However, we are already outgrowing this location, and are having to turn vendors away.

The SJFM committee will make a list of everything we need in our ideal location, including specific dimensions, etc.

Pleasantville: All of Pleasantville is being redeveloped. The land is in the process of being rezoned for Seniors' residences, small commercial, green space, etc. There's going to be a Public Hearing in a couple of weeks:

November 18: 10am-8pm Open house @ Canadian Legion

November 19: 10am-9pm Open house, with formal presentation at 7pm

*** the SJFM committee will send representatives to this presentation to put in a word for a potential market space in this redevelopment.*

Garreth Griffiths, the Real Estate Officer for the City of St. John's: Gerry Colbert to contact him for possible locations suggestions.

Downtown: Councillor Colbert feels space here is just too expensive right now; not viable in the short-term.

Colin: In thinking about getting a permanent building for the market, we should also think about possible uses for the other days of the week that we can pitch, partnerships we can form, etc.

Funding

This year's aim: GETTING ESTABLISHED

Teaching people what a farmers' market is, getting a consistent, suitable location, gaining customers and vendors.

Next year's focus: FUNDING to sustain the venture

Councillor Colbert suggested following:

1) Meet with ACOA: Rick Comerford is a person we should make contact with regarding funding possibilities.

2) John Skinner, Minister of Innovation, Trade and Rural Development

Note: SJFM committee should attempt to hire a student to do Power Point presentation on our objectives, other Atlantic Markets; bring presentation to ACOA, etc.

Lori: Our main concern with George Street plan was the the City would throw a lot of

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money at something that would fail, and people (vendors and customers) would get scared off; also, that the City would take funding from our possible sources.

Other:

Gerry Colbert has offered to work with us as a champion of our project, facilitating meetings for us, making phone calls for us, and providing a meeting room for us whenever possible.

Blank Cheque Idea:

What are our requirements, long-term and what do we need to meet these requirements?

parking

electrical

building so big

Professional Survey of the SJFM

Lori: Farmers' Markets Canada – Professional survey being done of our market as well as other markets across the country. Will send this to Gerry Colbert when we get it.

City's Outdoor Greenspace Plan – Public Hearing Soon

Note: There will be a major public hearing regarding the City's outdoor greenspace plan. We need to find out when this will be.

To Do's:

Gerry Colbert has kindly offered to do the following:

- 1) Provide us with a copy of the 1989 City Survey done on Churchill Park as a possible location for a farmers' market, consisting of a fully-enclosed building, plans for water, sanitation, etc.
- 2) Contact Garreth Griffiths (Real Estate Officer for the City of St. John's), who knows which properties the City has owned, and could possibly offer fruitful location suggestions;
- 3) Call Elizabeth Lawrence (Director of Economic Development and Tourism) to request information on other farmers' markets, particularly in Atlantic Canada, including information regarding how funding was accessed by these markets, photos of the markets, etc.

Lori Greene:

- 1) Lori to email Gerry Colbert with a list of contact information for these other farmers' markets.

Future Business:

1. Once SJFM committee has prepared their specifications for a permanent market, will contact Councillor Colbert to meet to discuss.
2. SJFM committee to attend the Pleasantville Meeting on Nov. 19, and the public forum on St. John's Greenspace.
3. SJFM committee will look into potential sources of funding.

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