

## SJFM Project Steering Committee

25 January 2009

12-2 p.m.

Hava Java

*Present (Steering Committee):* Jeremy Carter, Emily Doyle (*Project Liaison*), Kathleen Parewick (*Co-Chair*), Dan Ficken (*Secretary*), Oz Rabinowitz, Devon Crosby (*Project Liason*).

*Observers:* Inbal Bahar

*Consulting Team:* Mark Wilson

*Presenter:* Glen Fitzpatrick (*NLFC*)

*Regrets:* Lori Greene (*Co-Chair*); Colin Greene (*Treasurer*); Zainab Jerrett; Sarah Hansen.

The Steering Committee was accidentally locked out of RIAC so the meeting was moved to Hava Java. The meeting was called to order approximately 12:15 p.m. Agendas and minutes were circulated. Dan received the official SJFM records binder.

### 1) Agenda

Glen was late so his presentation was deferred to later in the meeting.

### 2) January 18<sup>th</sup>, 2009 Minutes for Approval

**Moved that the Minutes of the 18 January 2009 Steering Committee meeting be accepted as presented.**

*Oz/Emily – Passed*

### 3) Business Arising

Mark provided the Committee with membership forms for the Newfoundland and Labrador Environment Network (NLEN) and the Wellness Coalition as discussed with Krista in the last meeting. The NLEN membership entails payment of a fee based on the organization's budget. The Treasurer will need to confirm the amount (either \$60 or \$90 depending on the figures used).

**Moved that the SJFM subscribe to membership in each of the Newfoundland and Labrador Environment Network (NLEN) and the Wellness Coalition.**

*Emily/Dan -Passed*

Information is needed respecting the deadline for the Wellness Coalition Grants.

**[Action: Research Wellness Coalition deadline and grant process – Emily]**

The provision for truck-based selling at the Lion's Chalet was discussed. As discussed last meeting, Zainab has recently acquired a "chip truck" which she will use for selling of cooked food in approved zones. It is not known whether this activity is currently allowed on the Lion's property and, if not, what might be required to provide for it in time for this year's market (i.e. rezoning? a special permit?). If significant changes are required, formal requests will need to originate with the property owners (Lion's Club and perhaps ReMax if spill-over consideration may be warranted for the Curling Club lot). Other questions to be answered would concern the number of trucks allowed, and any restrictions which may apply to the types of products they are

allowed to sell (*i.e.* prepared foods; meats; fish; *etc.*). It was agreed that further information is required prior to preparing any written request to Council.

**[Action:** Make calls to Cllr. G. Colbert and others as required to determine whether and how truck-based selling may proceed at the Lion's Chalet – **Jeremy]**

**[Action:** Based on the outcome of the above, correspondence required will be drafted for consideration by the Steering Committee – **Dan]**

Kathleen noted that Crystal Anderson (Market Development Officer, Agrifoods Division, Dept. of Natural Resources) had not been contacted as yet by the Consulting Team and was making a trip into St. John's in the coming week. Jim Winter had met the week prior with Dave McKay (Crystal's Director) and had suggested that the Steering Committee arrange for a meeting in order to fill him in on the project. It was determined that a meeting for this purpose should be arranged during the first week in February.

**[Action: Kathleen in consultation with Jim Winter and SC]**

#### 4) Update Report from CT

Emily and Devon summarized the CT update report noting that the team was planning to meet again on Monday morning. The CT has been:

- i. Working on a schedule
- ii. Establishing their farmers interview questions (semi-directed interview template forthcoming for comments), phoning still expected to start in February
- iii. Arranging models in a plausible but more simple format

The CT has also completed research on other co-ops nation-wide. It was noted that a farmers' market in Saskatchewan has been identified that has a comprehensive set of by-laws and the kind of multi-stakeholder co-op approach of interest to the SJFM organizers.

It was suggested that the Newfoundland and Labrador Independent Filmmakers Co-op (NIFCO) would be a good example of a sustainable co-op in St. John's to research as well.

**[Action:** Jean Smith, NIFCO Executive Director will be contacted - **Kathleen]**

Mark was asked to offer an update. Discussion followed respecting the approach being taken to the farmer interviews and the kinds of potential co-op membership benefits, which might be of interest to them, including:

- i. Market advertising for farmers and possibly maps to their farms
- ii. "Value added" features such as donating leftovers from market to the Co-op to turn into a product that can be sold at future markets
- iii. Volunteers "hired" to sell farmers' produce to help them when they can't commit the time needed at the market

Kathleen asked for clarification on when the semi-directed interview template would be made available to the SC for review and comment. Mark indicated that it would be provided in the coming week. **[Action: Consulting Team]**

#### 5) Co-op Presentation

Glen Fitzpatrick, Managing Director of NL Federation of Co-ops arrived and, following a round of introductions, handed out copies of his presentation (*please refer to copy on file*). He noted that they usually offer three day-long modules:

- i. Co-op basics (*what we got in a very condensed form*)
- ii. The benefits of co-ops
- iii. How they are developed

The presentation was very concise and informative and generated a good discussion especially with respect to the approaches that might be taken to establishing member classes. He referred to an Ambulance Co-op (Southern Shore) that offers full membership to the drivers and paramedics only (i.e. an employee co-op model) but that addresses the communications needed with its other stakeholders using an advisory association (non-voting)

Glen provided his contact info to add to the SJFM contact list [**Action: Kathleen**]

#### 6) **Concept Paper**

As there was little time left in the meeting, it was agreed that the brainstorming session should be deferred to the next meeting of the SC. Kathleen provided a brief review of the concept paper content 'inventory' she'd prepared based on the last SJFM concept document and the suggested concept paper format provided by Jim Winter (*please refer to copies on file*). She noted that the sections requiring the most attention included the preliminary Co-op description (in particular, the prospective membership, member benefits/services, and geographic area to be served) and the developmental issues. She proposed that a first stab at a redrafting of the other sections could be pursued by the Executive in the coming week in order to keep the process moving. She asked that the SC members consider the areas identified as requiring more input in preparation for their discussions next week. [**Action: Steering Committee**]

#### 7) **Other Business**

Discussion occurred about the former restaurant/Stagehead location in Quidi Vidi as a possible future site of the SJFM. Jeremy knows the parties involved. It was agreed that the SC should monitor and research a variety of these potential facilities as opportunity permits.

#### 8) **Next meeting**

The next meeting will take place at the RIAC office (*above Coffee & Co*) on Sunday, February 1<sup>st</sup> at noon.