

SJFM Coop Project Steering Committee Minutes

15 March 2009
12 – 3 pm
RIAC/FSN Office

Present: Lori Greene (*Co-Chair*), Devon Crosby (*Project Liaison*), Kathleen Parewick (*Co-Chair*), Dan Ficken (*Secretary*), Jeremy Carter, Emily Doyle (*Project Liaison*), Colin Greene (*Treasurer*)

Observing: Inbal Bahar

Regrets: Oz Rabinowitz, Zainab Jerrett

Consulting Team: Lori Heath, Jim Winter

Agendas and other materials for the meeting were distributed.

1) Agenda

New items added and approved.

2) Minutes for Approval

The movement minutes of the 08 March 2009 Steering Committee meeting to be accepted as presented is deferred to next week's meeting because they were not yet available in a format everyone could read.

3) Business Arising

With regards to the payment for the Consulting Team (CT), Emily will receive the cheques from Sarah to give to Lori H who will distribute them among the other members of the CT.

[**Action:** Get CT cheques to Emily – **Sarah**]

Discussion on the Young Farmers Forum, which occurred in Gander on March 10th, will be deferred to another time since Oz was unable to make it to the meeting this week.

As a member of the April Event Planning Sub-Committee, Emily will be working on the ACAAF application related to this

[**Action:** getting ready the ACAAF application – **Emily**]

The vendor survey is now complete, and Lori H and Jim will report on this in their presentation.

There are two avenues for funding regarding the Service Canada application for the market manager (MM) position. It was determined that JCP was not a useful option because it is intended for the job to end when the funding ends. The more viable option discussed was the Targeted Wage Subsidy. It offers 60% of the market rate and Colin mentioned we have \$4000 in the bank from last year. There was discussion of raising more money to increase the MM wage, such as fundraising, increased table fees, increased table fees for tables with electricity, and holding festivals, but it may be easier to find the funding to pay for other things we used last year's budget for. This program would also mean that the MM would have to attend an employment counseling session and the turnaround would be a month to a month and a half. A financial subcommittee comprised of Devon, Colin, Kathleen and maybe Kristie was stricken to discuss this further as well as to tackle other financial issues. Devon knows a person who used to work for Revenue Canada who would be valuable to consult with in this matter.

The International Food and Craft Fair was a success overall, and the SJFM display was beautiful. The display included bookmarks made up with a link to the website and the survey on them. The people who tended to the display board went around the room and talked to various people and vendors. Lori G mentioned the importance of dealing with food safety soon before including all these food vendors into the market.

Jean Smith of the NIFCO was supposed to come in for a talk about their cooperative but was rescheduled to appear in three weeks instead.

The process of incorporating the SJFM as a non-profit is essentially a simple process. Devon's colleague, Ken (last name?) is willing to do the paperwork involved and Jim is willing to look it all over.

4) Update Report from Consulting Team (Lori H and Jim)

Lori and Jim gave a very good and comprehensive presentation on their project work and recommendations to date. Notes will be attached in another document on their presentation, but to sum it up they reported on the vendor, farmer, and consumer surveys, in addition to giving an introduction to cooperatives and FM's in Canada, and explaining the organizational options available with regards to non-profit coops (producer vs. multi-stakeholder) and not for profit 'non'-coops.

[**Action:** Lori H to send CT notes to Dan for incorporation into Minutes – **Lori H**]

5) Motion for Incorporation of SJFM

Moved that the SJFM be officially incorporated as a non-profit entity under the name “Friends of the St. John’s Farmers’ Market”

Emily/Dan – Passed

This would be a no-frills incorporation at the Provincial level to get us moving forward. It would entitle us to have a bank account and to open doors for funding. A discussion ensued after the movement and it was noted that the paperwork will be finalized by the newly formed financial subcommittee and Ken (last name).

6) 2009 Market Planning and Administration

The potential for a membership with the Alberta Farmers’ Market (AFM) was discussed. It would enable us to get a useful food safety booklet at a discount price of \$33 (as opposed to \$50), as well as access to newsletters and MM training, among other perks. However the cost of membership is \$250 for a corporate membership, and \$65 for an individual or “friend” membership. Lori G will order the food safety book and provide more info next week.

[**Action:** Ordering of Food Safety book from AFM – **Lori**]

Questions about event info and marketing were brought up, such as where to advertise (ie Shakespeare by the Sea). Discussion was deferred to the following week due to limitations on time at this point.

Discussion on the Upcoming Downtown Development Commission (DDC) meeting was also deferred. However it was noted that Kathleen, Devon and Colin would be attending it this week.

Discussion on the Agriview article, which Oz will bring to the next meeting, was deferred until the following week.

7) Other Business

The non-coop background research discussion was pushed to the following week.

Dan sent out a point of interest about a new Farmers Market at the Queen Elizabeth II Health Sciences Centre Hospital in Halifax.

8) Next Meeting

The next meeting will be held at the RIAC office on Sunday 22 March 2009 at 12:00 pm.

Meeting adjourned at 3:00 pm.

[– *Passed*]