

SJFM Coop Project Steering Committee Minutes

22 March 2009
12 – 2 pm
RIAC/FSN Office

Present: Lori Greene (*Co-Chair*), Devon Crosby (*Project Liaison*), Dan Ficken (*Secretary*), Zainab Jerrett, Jeremy Carter, Colin Greene (*Treasurer*)

Observing: Inbal Bahar

Regrets: Oz Rabinowitz, Kathleen Parewick (*Co-Chair*), Emily Doyle (*Project Liaison*), Sarah Hansen

Consulting Team: Kristie Jamieson

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.

Moved that the minutes of the 15 March 2009 Steering Committee meeting be accepted as presented.

Lori G./Jeremy – Passed

3) Business Arising

Regarding the payment to the Consulting Team (CT), the cheques need to be distributed.

[Action: Get CT cheques to Emily – Colin]

As with the previous week, 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.

The April Event Planning discussion will be deferred to next week because Emily was not able to make it to the meeting and Mark W was out of town as well.

Devon and Ken are working on the Service Canada application to fund the Market Manager (MM) position. Directors need to be chosen for the application to go through. Colin, Sarah, Jeremy, Lori G., Dan and Kristie have volunteered to be directors. Devon is an incorporator of the organization and cannot be a director. It was noted also that where Sarah has expressed interest in applying to be the MM, she would not be able to be a director if she became MM. Her name was taken off the list of directors for the time being. Kathleen was nominated but she declined for now. Also noted, it costs \$10 to officially change board members of an organization.

Devon will finish the paperwork for the incorporation of the Market on Monday. He requested a mission statement and a mandate to support the FM to continue.

[**Action:** Incorporation paperwork finished by Monday – **Devon**]

The highlights of the Canadian FM survey results from the FMC impact assessment summary report provided by Dan were briefly discussed as a point of interest. It was noted that there were lots of positive stats that could be taken from the report and used in funding applications, etc, to boost the positive outlook of the FM.

4) Update Report from Consulting Team (Kristie)

Kristie pointed out that although having the SJFM as a coop was still a more feasible idea than not, it did not have to be a coop right away. She said it would be best to use the Friends of the Farmers Market name for now so at least we would be incorporated as a non-profit since non-profits as well as coops get access to great funding opportunities. She said that the only real drawback to being a coop right now was that there are not really enough farmers onboard yet to make it feasible. This having being said, it was noted that the SJFM was currently being driven by a number of highly motivated and interested individuals and so the multi-stakeholder approach would be the best coop option for now. Jeremy mentioned that he may know some farmers who could be interested in joining.

Kristie said that the CT are hoping to have their final report, which is mostly focused on coops, completed by Sunday.

[**Action:** Final CT report – **CT**]

5) 2009 Market Planning and Administration

With regards to the Alberta Farmers' Market (AFM) membership, Lori G is waiting to hear back from AFM to see if we can get a cheap membership so we can have access to their newsletters, which could be useful to us. Their food safety book is also not ordered yet since we have not heard back from the AFM yet.

It was mentioned that we should advertise at popular events this year, such as in the Folk Festival and Shakespeare By The Sea brochures, as well as in with other promotional tourist info. We need to determine the prices of marketing with these events and the deadlines from when to post our info. We should market the SJFM at places such as the airport, permanent bulletin boards, coffee shops, libraries, the tourist bureau downtown, and the Downtown Development Commission (DDC) Kiosk on Water St in the summer. The details presented in all this media need to be worked out, and handouts and posters need to be printed.

[**Action:** collect rate-sheets and deadlines to advertise in various avenues of media – **Devon**]

[**Action:** Contact Folk Festival – **Lori G**]

[**Action:** Contact City events website and maybe other media sources – **Colin**]

We need an advertising subcommittee to handle this huge job.

It was mentioned briefly that the one day we are not able to be in the Lion's Chalet in the summer, maybe we can set up the market in the Remax Centre instead. It was also suggested that maybe this day be a SJFM "holiday". There will be more discussion on this next week.

Last week, Colin, Kathleen and Devon met with the DDC, who promote anything downtown. Although SJFM is not quite downtown (yet), the DDC may still be able to help us in the future (*i.e.* finding a permanent building to house the SJFM). Also noted, the DDC are having their 20th Anniversary Events this summer and maybe this is something we should take part in (*i.e.* having a special one-time downtown market). It could be coordinated with an existing festival such as the Buskers' Festival, or set up on its own. Another idea would be, with the help of the DDC and maybe the Food Security Network (FSN), to set some vendors up next to a cruise ship, or even, with the help of the City, have a shuttle bus set up to take passengers from the cruise ships to the market at the Lion's Chalet. It was mentioned that maybe this could happen on a Sunday, but that a Sunday event might take away from the Saturday customers.

The Agrivew article obtained from Oz, written by Mark, was written from the point of view of a coop. We need to be careful around the media because we are not actually a coop right now.

Lori, Inbal and Zainab, who are a part of the Food Safety Sub-Committee, updated on what they have been finding out. They contacted the MM's in other provinces to find out

how they handle prepared food in their markets. Although there is legislation, non-profits might be exempt from some of the rules as long as the food is prepared in a licensed kitchen.

The Financial Sub-Committee did not have very much to report, but the notion of how we will cover our expenses came up. Different options for funding a MM were discussed. Kristie will recheck the JCP grant application to see if it is viable, and she will get together with Lori G to try and work something out regarding this.

The increased number of jewelry vendors was a concern, and it was discussed whether the MM should have more authority to authorize whether a jeweler should set up or not, or whether there should be a jury or a sub-committee devoted to this. There should be a maximum of three jewelry tables per week at the SJFM, and the farmers should get first priority over this type of vendor. The jewelers should be staggered each week to ensure that they all get a fair chance at selling their wares at the market.

[**Action:** Revisit bi-laws to see what the vendor/farmer priority is – **Lori G**]

Building the final board was discussed briefly. It was mentioned that the CT will most likely be re-integrated into the SC when their job is finally completed.

6) Other Business

The non-coop background information was obtained from last week's presentation by Lori H and Jim, and so was not discussed.

7) Next Meeting

The next meeting will be held at the RIAC office on Sunday 29 March 2009 at 12:00 pm.

Meeting adjourned at 2:07 pm.

[*Colin/Devon – Passed*]