

SJFM Steering Committee Meeting

05 April 2009

12-2 p.m.

RIAC/FSN Boardroom

Present: Colin Greene (*Treasurer*), Oz Rabinowitz, Kathleen Parewick (*Co-Chair*), Emily Doyle (*Project Liaison*), Sarah Hansen, Zainab Jerrett, Jeremy Carter

Regrets: Lori Greene (*Co-Chair*), Dan Ficken, Inbal Bahar

Consulting Team: Kristie Jameson

Agendas and other materials for the meeting were distributed.

1) Approval of Agenda

New items were added to the agenda and approved by the SC. It was suggested that the meeting be limited to two hours. Emily volunteered to keep track of the time.

2) Minutes for Approval

It was moved that the minutes of the 08 *and* 22 March 2009 Steering Committee Meetings to be accepted as presented.

[Colin/Sarah – 08 March Minutes – Passed]

[Zinab/Colin – 22 March Minutes – Passed]

3) Business Arising

The incorporation of the Friends of the St. John's Farmers' Market was discussed. It was noted the distinction between this and Friends of the Farmers, which it is not an incorporation of. We will need a business number that says no to the GST/HST from the Sir Humphrey Gilbert Building.

[**Action** – obtain business number – **Colin**]

Regarding the Consulting Team (CT) payment, funding from the ITRD of the amount \$4000 was received. Emily sent an email from the SC wondering if we are in competition with anyone else. It was mentioned that \$1000 would be delivered after the final report was received, but that \$9000 was already paid. This was split evenly as required. Administration and insurance was discussed as well, and it was noted that the project management should be accounted for as well.

Oz discussed the Young Farmers Forum and AGM, which occurred on 10 March 2009 at Hotel Gander. He said it was a good time and a good opportunity for networking. Young Farmers paid for his accommodation. Oz says we should send a thank-you letter on behalf of the SJFM. With regards to the AGM, there were not many young farmers in attendance, and there was not much crossover from the horticultural crowd either. The dairy groups from the West Coast were represented, as well as that from the fox farm. Survey slips were mentioned as well.

The FM Event Planning sub-committee is meeting on Wednesday to discuss a portion of funding we applied for.

The Alberta Farmers' Market membership and food safety (FS) book was brought up again. Lori G. mentioned in an email that for an individual membership of someone within the SC the cost is \$65, and that the cost of the FS book would be \$33. **It was moved to accept that this was in the interests of the SJFM to obtain an individual membership and to purchase the resource material.**

Colin/Emily – Passed

The follow-up meeting with the DDC was deferred until the next meeting.

The issue of the Service Canada application for the position of Market Manager was discussed again. With regards to the JCP portion, Colin mentioned that he was very busy and had not had a chance to complete the application. He would like to speak with someone at Service Canada before proceeding as well because although the main person to talk to is away for the duration of April, Colin has a contact for another person to consult with.

[Action – to discuss the application this week – Kathleen/Lori and Kristie]

An Annual General Meeting is to be held on the last weekend of April around the 25th/26th. The AGM will hopefully accommodate 20 to 30 people. Much planning is needed, however an agenda will be produced; the CT final report will be presented; a new SC meeting will occur regarding the reorganization of the Board; there will be a financial report; and the details of last year will be discussed as well as that of the upcoming year. A venue is needed and several locations were discussed including the Eastern Edge Gallery, the Gower St. United Church (if the AGM falls on a Saturday), and St. David's Church (if the cost to rent is less than \$100). The AGM would probably fall on a Sunday afternoon and last for two hours.

[Action – organize the AGM – Mark/Krista/Colin/Kathleen]

The trip reimbursements for Dan and Sarah's expenses to attend the FMC AGM in Ontario were delayed because Mark was away.

A follow-up discussion on truck-based vending was deferred until next week.

4) **Report from Consulting Team**

The project report was discussed but the presentation by the CT is to follow in the following week in order to tie up any loose ends such as incomplete work according to the original work plan. This would include the business plan regarding this scenario. The final payment to the CT for administration would be the leftover from the \$12,624 allocated for this initiative: \$12,624 minus the \$9000 = \$3624.

5) **2009 Market Planning and Administration**

Planning for the FM ensued. The deadlines and details of the event info and the marketing were discussed. With regards to the scheduling, it was moved that on the Aug 1st date that the Lion's Chalet is not available there would be no market.

Oz/Colin – Passed

There will be 25 markets this year with the first falling on the Saturday of June 6th. Cruise ship passengers will be targeted when possible as potential customers of the SJFM.

[**Action** – aim marketing towards Saturday cruise ships – **Sarah**]

Posters, handouts, and brochures need to be put up and distributed at general locations around town, such as at the airport and the St. John's tourism office.

A Pay Pal account needs to be set up so that vendors can pay their weekly fees online.

An update came from the Food Safety Sub-Committee in that most FMs they contacted make their vendors cook the food in a licensed kitchen. They are still waiting for a call-back from the local inspector after 3 messages have been left with him, but it seems that the location needs to be licensed instead of individuals. Also, it was mentioned that baking at the chalet is not an option because other events are normally booked late at night on the nights prior to the SJFM. Contact will be made with the Fredericton and Antigonish FMs since baked goods are exempt from the licensing rule at those markets due to the fact that they have to store the food in a fridge at the respective markets. Although inspectors make random appearances to these markets, they seem to be lenient with regards to the food safety rules, since the food vendors selling meat, cheese, and vegetables take up a lot of space at these markets.

Our bylaws governing the vendor variety will be revisited and revised, and will be sent out before the next meeting. The market rules, such as the standard operating procedure need to be split away from the bylaws as well. A planning committee will look into this. At least one person should review this before this is accepted, thus the vendor jury/subcommittee was deferred.

[**Action** – look into splitting up procedures and bylaws – **Jim/Sarah/Lori/Colin/Devon**]

The issue of covering the Market Manager duties was brought up, in terms of what was being done at the moment. Although it is too early to figure out all the duties, all of the vendors need to be contacted, and the details and booking need to be worked out. There are so far 6 new vendors lined up for this year and a database of the application to vendor (a spread sheet) needs to be developed. The deadline for vendors to pay is one week before the market. It was decided that for now the duties will be split up among volunteer coordinators, and a call for volunteers will be made on the EnVision website. Tents may need to be rented for outdoor possibilities as well. The city details and rules regarding tents are being researched.

6) **Other Business**

The meeting with Jean Smith of NIFCO was again rescheduled. Finance issues such as the SJFM cheques and who will have signing authority will be resolved at the AGM.

As a point of interest, a public forum called Urban Sprawl vs. Smart Growth will occur from 7 – 9 pm on 15 April at the Foran Room in the City Hall.

Another point of interest was raised of the April 28th Pleasantville re-zoning.

[**Action** – coordinate a letter for Pleasantville forum – **Emily**]

The SJFM Flea Market fundraiser for May 30th needs to be organized. Maybe there could be a silent auction. This could be advertised through Facebook, FEASt, and the CGA.

[**Action** – organize SJFM Flea Market Fundraiser – **Sarah**]

Other fundraisers were discussed as well.

The Finance sub-committee consisting of Dan, Devon, Kristie, Kathleen, and Colin will meet on Wednesday.

7) **Next Meeting**

It was moved that we will not have a meeting on April 12th due to Easter, and that the next meeting will be on April 19th.

A movement was made to end the meeting at 2pm.

Colin/Devon – Passed