

## **Friends of SJFM Board Meeting**

June 1 2009

7 – 9 p.m.

RIAC/FSN Boardroom

*Present:* Colin Greene, Lori Greene, Devon Crosby, Michelle May, Patsy Gosse, Kristie Jameson, Dan Ficken

*Regrets:* Zainab Jerrett, Oz Rabinowitz, Emily Doyle, Alison Doyle, Jeremy Carter, Sarah Hanson,

*Observing:* Inbal Bahar

Agendas and other materials for the meeting were distributed.

### **1) Approval of Agenda**

The agenda was approved after some additions were made:

- Alison's update on volunteers
- Funding: JCP
- Binder update

Kristie/Devon – *Passed*

### **2) Minutes for Approval**

Before the minutes were approved, a few items were discussed briefly. The name Brian Hedd was replaced with "Brian Head", and it was noted that Colin is actually the chair of finance instead of Michelle.

Colin/ Devon – *Passed*

### **3) Business Arising**

Colin volunteered to go to the Lion's Chalet at 5:15pm, (tentatively) on June 2<sup>nd</sup> to set up the tents to see how well they fit in the area outside

[**Action** – test the tents – **Colin**]

In terms of planning for the first market, most everything was done and set up, but Sarah would be called to make sure. Colin, Lori, and Kristie have volunteered to stick around on market day and help out with anything that needs attention. Inbal suggested a "baby wearing workshop" as well.

[**Action** – Volunteer on June 6<sup>th</sup> – **Colin, Lori, Kristie**]

The market budget was analysed and found to be working well. Following last year's model, we spent five to six thousand dollars in 2008, so we divided that by the number of weeks the market was running to budget for approximately \$200 of spending per week. It was also noted that while Telegram advertising was expensive it was still worthwhile to pursue, and classified ads for Fridays and Saturdays were only \$15. Also Kijiji and the Scope (online) were suggested because they were free.

It was suggested that a press release could be done up for the first market. Michelle, Devon, and Kristie volunteered to work on this, and Devon also said he would contact Sarah about the press release because she is good with wording and knows the availability of vegetables. Also of note, CBC's Angela Antle will be at the market on June 6<sup>th</sup> from 8:30AM to 9:40AM for promo.

[**Action** – Put out a press release – **Devon, Michelle, Kristie**]

In web related business, Michelle is to set up a Gmail account for media relations purposes (ie. [media.farmersmarket@gmail.com](mailto:media.farmersmarket@gmail.com)). Colin also checked the website stats to see who the main surfers to the site were and determined that most people came to the SJFM site from google.ca, stjoh's.ca, and facebook.com.

[**Action** – Set up a media relations account –**Michelle**]

Although Alison could not make it to the meeting, she sent a message regarding the coordination of volunteers. She said she would do a few shifts and that she has 3 or 4 volunteers, but she might need more. It was decided that board members who are present who are not volunteers will volunteer too.

Lori gave an update on the food safety committee. The inspector told her we need a letter and a permit, but that it does not need to be a restaurant grade permit. She asked him if we could be exempt from the licensed kitchen rule. Although this would not apply to the first market anyway, the vendors would be required to take a food safety course (certificate with CONA) and also find a licensed kitchen somewhere in St. John's in which to prepare their food in.

Kristie gave an overview on the status of the funding subcommittee. We applied for \$1000 with the City for a St. John's Day event, which would see the Market presented in a kitchen party-style fashion on the 20<sup>th</sup> of June. Due to the nature of the funding it would be hosted by the Food Security Network (FSN) and so all the farming and food groups will be there, but it will be put off at the Farmers' Market, so it will be kind of like a SJFM event. This event will also include workshops, facepainting, and music. The grant

will be used mostly for marketing purposes and honorariums. We are also hoping to have some local chefs who cook with local food giving workshops. Dan will ask around to see who will play music at the event (ie Auntie Crae Band, Pickett Line, and Allan Ricketts).

[**Action** – Find musicians to play at SJ Day event – **Dan**]

Also in terms of funding, Kristie mentioned that the CDI report was due at the end of June, but also that a new CDI fund application opened up. She said that the Wellness Coalition grant did not work out, but it would have competed with FEASt anyway, and they are a SJFM supporting partner anyway.

Some ideas were bounced around for ideas to fund for, such as making an environmental plan for the SJFM, and giving out coupons for low income families as incentive for them to come to the Market. Colin also suggested we should be on the lookout for a pot of money to put towards relocating to a different building. He mentioned we might be able to use the inner portion of the Eastern Edge building as a potential new location. Michelle mentioned that the Lion's Club often gave out grants, but they are closed for the season.

Michelle spoke briefly about the status of the finance subcommittee and said she has all the cheques, and money earned from the yard sale fundraiser. She mentioned that we also have two tents and some new tables. Also vendors have been paying for tables via the online PayPal feature.

In terms of the fundraising committee, Lori, Patsy and Dan met at Hava Java to discuss some upcoming opportunities. They decided it would be better to not have too many small events and maybe to just focus on a few larger ones such as the yard sale; an Art Show, where artists can show off and sell their art and we could get a cut of the profit; and the dinner and silent auction, which while tentatively scheduled for July 11<sup>th</sup> it could be moved to August to give us lots of time to sell tickets for this.

The Dinner and Silent Auction would feature local caterers and local items to bid on, and of course it would be a fundraiser as well as an awareness builder. It would be presented buffet-style and there will be live music. Dan will call around to see who will be willing to perform. An honorarium would be provided to the performers. A call will be made out to people for items for the silent auction and an emphasis will be made on having interesting items to bid on, such as will kits, guitar lessons, and garden consultations. Devon will call about the availability of the Lion's Chalet on certain dates.

[**Action** – check with musicians – **Dan**]

[**Action** – check for available dates – **Devon**]

Next, the kids' activities subcommittee discussed their ideas for the 1<sup>st</sup> market. They said we could use the back room for the kids' activities, such as story time between 10AM and

12PM, and pinwheel making workshops. There will be a signup sheet for the kids' activities and also the volunteers. Michelle volunteered to make signs and stickers. It was noted that we need some arts supplies to have some of these activities, so it was moved that the SJFM open up some funds for this purpose.

Colin/Dan – *Passed*

[**Action** – make signs and stickers for kids' activities – **Michelle**]

Regarding the Yard Sale on May 30<sup>th</sup>, it raised \$704 to go towards the SJFM. All the leftover toys were donated to the ANC and the rest of it was donated to the Salvation Army.

In terms of the JCP grant, they have received our application and are currently reviewing it. Also, Kristie is going to follow up with the SWASP application.

[**Action** – look into SWASP application – **Kristie**]

#### **4) Other Business**

The by-laws were deferred until a later time. The operating procedures for vendors were printed so we could get their signatures. Lori will have an additional printout for the food vendors.

Regarding the strategic planning for non-profits, Kristie will try and get funding from the IRTD to send someone to this session. Patsy will also get in contact with the Metro Business Library resource centre.

The discussion on the options for insurance for the vendors was deferred until a later time.

Colin discussed other locations for the Market building and mentioned the Eastern Edge (London Building), although it needs some work done on it. He mentioned that the space could also be used as office space collectively for the local food groups.

Colin mentioned that All-Star Imprints contacted him about the option of having our logo printed on fabric, such as aprons.

In terms of sustainable local food education, Krista has hired two students to do food education, and one of them (Alanna Felt) will also be working with the SJFM. We also have the option of keeping her around for longer if we put up a small amount of money to help subsidise her wage. It was moved to top up Alanna's wage with the possibility of more later if Sarah gets the JCP funding. Michelle will do up the cheques.

Colin/Dan – *Passed*

In terms of environmental initiatives, Kristie wants to get other companies to invest in the Farmers' Market for carbon credits.

Also Dan and Michelle were unable to set up their names to be signing authorities for the SJFM. It will be done at a later date.

### **5) Next Meeting**

The time of the next meeting will be decided later, but most likely in three weeks or for once a month.

Meeting adjourned at 9:00pm.

*Colin/Kristie*