

Friends of SJFM Board of Directors Meeting Minutes

June 24 2009

7 – 9 p.m.

RIAC/FSN Boardroom

Present: Colin Greene (*Chair*), Oz Rabinowitz (*Vice Chair*), Lori Greene, Patsy Gosse, Kristie Jameson

Regrets: Michelle May (*Treasurer*), Emily Doyle, Dan Ficken (*Secretary*),

Observing: Inbal Bahar, Sarah Hanson (*Market Manager*)

Agendas and other materials for the meeting were distributed.

1) **Approval of Agenda**

Passed

2) **Minutes for Approval – June 1st, 2009**

This was deferred because Dan was out of town, and did not have time to type them.

3) **Business Arising**

In terms of market planning and administration, it was mentioned that a larger float was required each week for coffee due to too many people handing over \$20 bills, and there not being enough small change behind the counter to give back. It was suggested that not only do we need much smaller change behind the counter; we need \$200.00 available for the coffee float with at least \$100 in 5 dollar bills for the change.

[**Action** – provide a manageable coffee float – **Michelle**]

It was also mentioned that the customer flow around some of the more popular tables was restricted and that we need better flow-plan for these tables. Sarah explained that for example two vendors complained that large line ups around Zainab's table blocked their own tables.

[**Action** – re-measure the venue to decide on better orientation – **Michelle**]

Next, the sub-committee updates were discussed. The marketing/media group said that Sarah was getting the rack card and the free coffee card printed, as well as her own business cards. Since Devon and Michelle were both absent we could not discuss the radio ads.

With the volunteer coordination group, Sarah was wondering whether we have too many volunteers at the coffee counter. It was suggested that perhaps we can have some more volunteers in the kid area instead, since no kids will go in if it is not being supervised by

an adult. It was also mentioned that Alison was working on getting more volunteers for the market (have 3 or 4 regulars right now). There is a need to get volunteer(s) to put up posters downtown (in shops, coffee places, etc) and also at the market. Sarah will bring a laminator to the market to laminate the posters before we put them up. Some of Alison's friends may be doing it as well. Alison will keep track of which committee members will be available to volunteer/help out each week, and it was mentioned that we need to have someone from the committee there for set up/break down, as well as a 2nd in command if Sarah is busy.

Regarding food safety, we need to talk to Cathy Gilham about food safety across Canada.

The funding sub-group spoke next. We have been approved for the Targeted Wage Subsidy. Lori and Colin signed off on this and it will start on June 29th, through to Dec 5th, for 23 weeks. We were not approved for SWASP however and did not get it because we asked for 1/2 time for 16 weeks as opposed to full time for 8. It did not fit the SWASP program's criteria, so next year we will apply the 'proper' way' and then sort the hours out with the student after.

An email was sent about the ITRD (Innovation Trade & Rural Development) Community Capacity Building Program - Strategic Planning Session. Andy Horsnell (the host for the CSC strategic planning session) talked about our current situation – The FoSJFM is one year old, and he said he's unsure about it being a coop or not, and asked if we are at a point where Strategic Planning would be beneficial. He said that it could actually be quite good for us at this stage, but it may be more worthwhile to apply for a workshop through the ITRD (Innovation Trade & Rural Development) Community Capacity Building Program where they will fund an entire workshop (space, facilitator, even travel and perhaps food) for community organizations to build capacity. This will be presented to the funding committee because it is a great opportunity to really brainstorm what the future for SJFM looks like to everyone.

There is also a new CDI application for Coop Development/Education & Farmer Outreach. We will try for this larger pot of funding for 2 years to look at the farmer outreach, and the coop development piece. Jim Winters will also be a part of this process, and will likely be a part if the funding comes through. The application is due at the end of July. Kristie requested approval to move forward with this issue/application.

Passed: *Colin/Oz*

The finance group reported that Sarah needed a \$400 honorarium (this includes a printer cartridge). Sarah handprints all of the receipts on copy paper and so the question was raised of the feasibility of getting a laptop for market. The funding subcommittee will look into this. It was suggested that perhaps we can ask vendors to pay a certain person, or also that someone could even around to the tables each week.

The fundraising reported on the grand fundraiser dinner slated for August 15th, 2009. The event will include live bands, multicultural people providing the main course (buffet style?), and a silent auction. For extra food, it was suggested that perhaps hotels and/or

restaurants or even the Organic Farm, Food For Thought, or the Georgetstown Bakery could possibly donate food at the meal, such as salads or breads. This will also help promote the people that help us out. The Lion's Chalet Seats 130 people and we only need to pay half the rental price of \$125. There was some debate over the ticket prices in that they could be \$25 or \$40, but smaller was determined to be better for a fundraiser, since there would also a silent auction and a raffle draw. Dan is looking into booking music for the event. The bartender would not likely need the bartending course if the alcohol selection is simplified, such as just keeping it to beer, wine, rum/coke, and gin.

[**Action** – get donations for food or auction – **Everyone**]

For the fundraiser, we need to rent cutlery, plates, bowls (Inbal is working on these), glasses, table cloths, and a sound system. We will also need a liquor and a lottery licence. It was mentioned that we may not use all auction items at this event but a donation of a really nice door prize would be good. Sarah will help with the designing, printing, and selling of the tickets.

The Farmer Outreach & Coop Education sub-committee said that we need to have a pamphlet created that could be distributed from a table at the market, and that maybe we can send letters out to the farmers as well. Sarah doesn't agree that we should have a table for farmer outreach as we are too reliant on vendor fees.

Lauri Butt is resigning from the board due to her already overloaded work and family schedule. An email will be sent out indicating that we are going to be electing a new member and that anyone interested has to come to the next meeting. Kristie indicated that Crystal Andersen from Agrifoods wants to be more a part of the market and that she wishes to be on the committee for kids' activities, although she would be much more helpful on a funding committee.

4) Other Business

An email was sent around to the board members about the Survey for Regional Plan - Northeast Avalon Region encouraging us to take it.

The finalization and approval of the bylaws as well as the discussion on vendor options for insurance were both deferred to a later date.

An email was sent around about permanent locations for the SJFM in 2010+. There is a link to a Wiki website about it.

We also need to solicit the two mayoral candidates by writing a letter to all the members of council, and especially the mayoral candidates as there will be an election in September

There was also an issue at the bank regarding Alison's attempt to get change. Alison was denied service on Saturday and needed to come back with a cheque indicating our customer status. Patsy said we should keep a record of this service, but because they are so busy and we are so busy, we will not actively address this with the bank. We will be

charged for getting change soon from the banks, so we should try to have our own change so that we do not need to go to them.

Inbal is donating rhubarb for making rhubarb-ade to sell at the market as long as we can pay for the ingredients. She says it is about \$15.00 per week, and has a return of \$30-40 or so.

FSN will be leaving the RIAC space in July, and we may not have use of it for meetings.

5) Next Meeting

The date of the next meeting will be in a month, during the last week of July.

Meeting adjourned at 9:00pm.