

## Friends of SJFM Board of Directors Meeting Minutes

July 28 2009

7 – 9 p.m.

RIAC/FSN Boardroom

*Present:* Colin Greene (*Chair*), Lori Greene, Kristie Jameson, Dan Ficken (*Secretary*), Patsy Gosse

*Regrets:* Michelle May (*Treasurer*), Oz Rabinowitz (*Vice Chair*), Emily Doyle,

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

Agendas and other materials for the meeting were distributed.

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

Lori added “Food Inspector” to Business Arising.

Passed

### 2) **Minutes for Approval – June 24th, 2009**

Deferred to a later date.

### 3) **Business Arising**

A movement was made to reimburse kilometres for Sarah’s driving.

**Passed:** *Colin/Kristie*

[**Action** – look up provincial rates – **Colin**]

The topic of board member involvement was discussed next and it was suggested that individuals of the board should volunteer more of their time to the market days. Alison mentioned that more help was generally needed in the morning, but a list of duties would also be helpful.

It was mentioned that Kelly Jones from Britannia Teas wants to be a vendor, but that it could also be a conflict of interest because her product does not fall within the guidelines of the market. It was suggested that maybe she could brew her tea at the coffee stand.

In terms of postering and distributing pamphlets, it was found that the Tourism Board has none of ours left and that we would have to give them some more. We need to check

whether Sarah or Devon can get this done cheaper. Postering has to be done for the Feastival as well.

The subcommittees reported next, with the first being the fundraising group about the Feastival Event. They mentioned that we need tickets printed up. Then the logistics of the event were discussed and questions were raised of how people will receive their meals (self-serve by table, or served by a server), and whether the volunteers should pay to come. It was decided that the volunteers could eat donated food in the kids' room (although this event will be child-free). Also the bar will be limited in variety to keep things simple. It was noted that the Feastival.ca website looks good and that we will need a press release on CBC to announce the event as well. Posters need to go up in strategic areas.

[**Action** – find businesses to donate food – **Alison**]

[**Action** – put out a press release – **Lori**]

To speed up board decisions, it was decided to recruit a new board member since Laurie Butt has recently resigned from the board. Alison Doyle was picked to fill Laurie's absence. It was moved to select Alison Doyle as the replacement board member for Laurie Butt and to elect her as an official board member of the FoSJFM.

**Passed:** *Colin/Kristie*

On CDI, Kristie of the funding subcommittee said that she and Jim Winters were working on the next proposal for establishing the SJFM as a co-op. The proposal will focus on *organisational development*, (such as by-laws), and *farmer outreach*. This will take place in the form of a three-year plan starting in April of 2010. The 1<sup>st</sup> year will be organisational, for example in registering as a co-op (planning "to-do") and also beginning a preliminary farmer outreach component. The 2<sup>nd</sup> year will see the cleaning up of the original design, the development of informational brochures, and some evaluation and redesign of the project. The 3<sup>rd</sup> year will begin the strategic sessioning for the future. The proposal, although generic, was designed for CDI but we can get other funders, such as ACOA, on with this one as well. This will hopefully see \$25,000 from CDI the first year, as a lot of our current budget is in the form of "in-kind". The application needs to be submitted by Friday. Kristie suggested that we stick with the multi-stakeholder approach and Lori moved to look at the application.

**Passed:** *Lori/Alison*

Also, a cost of printing the document was requested from either Devon or Sarah. Kristie said that she can not be the chair of the funding group any more until her CDI responsibilities were finished, but either Colin or Devon can take over this responsibility). The SJFM wants to be the new provincial model for farmers' markets.

The Marketing and Media subcommittee said that they need to know who is doing what so we are better organised. Michelle, Devon, and Sarah will figure it out and let Colin know. They can then advertise in the fall in the MUSE as well.

Lori talked about the food safety course for the vendors and said that the curriculum was very diverse but somewhat tailored, meaning that it was relatively easy. The course cost \$1299 + tax but we had received \$950 from the people who had paid, and we subsidised the difference. For the two people who were not vendors, we charged them \$80 each. We also now have a certificate of food safety.

Colin is taking over for Michelle in the finance subcommittee, and said that we are doing very well in the bank, which contains over \$5000. Because of the Targeted Wage Reimbursement, Sarah gets paid twice a month, and Colin is making sure this is up to date.

In terms of the farmer outreach subcommittee, Kristie contacted Oliver's Farm. They said that they would love to bring their products to the market, but did not have the employees to run their own operation as well as drive back and forth from Witburne. It was suggested that we could organise some volunteers to sell their sausages and beef patties, etc, or maybe they can try and come in just once to see. They should try to provide a cooler so we don't have to buy one for their meat.

Lori talked about food inspection as well. She said that someone had complained to the provincial chief of food safety about the conditions some of the food vendors were keeping their food in, and that an inspector will visit the next market. We have to let the food vendors know of this so they are prepared for the next market. Lori will draft an email for Sarah to send to the vendors. We also need a permit for the 13<sup>th</sup> of August Festival event.

It was also mentioned that our web address is very similar to Portland's (Oregon) market website and that we were being contacted by people in the USA by mistake. We have purchased some internet domain names, but Sarah suggested that we should slightly change the website to make it more visual and so we can easily distinguish it from Portland's site.

In terms of a permanent location, Colin knows an engineer who will look into it. Sarah says although there needs to be more space, we don't need a huge building because we don't have the population or the large number of vendors needed to fill a large space.

We also had a meeting with Denis O' Keefe and he supports us in our endeavours. He wrote us a letter of support, which will be put into the SJFM binder. We should campaign the candidates for the next election too.

Emily could not make it to this meeting so the August meeting discussion was deferred until a later date.

**4) Other Business**

This was deferred to a later date due to the time ran out.

**5) Next Meeting**

The next meeting will be held about one month from now.

Meeting adjourned at 9:00PM

**Passed:** *Kristie/Dan*