

## Friends of SJFM Board of Directors Meeting Minutes

September 29 2009

7 – 9 p.m.

FSN Boardroom (new office, 44 Torbay Road, Newport Building)

*Present:* Colin Greene (*Chair*), Lori Greene, Kristie Jameson, Dan Ficken (*Secretary*), Alison Doyle,

*Regrets:* Michelle May (*Treasurer*)

*Observing:* Emily Doyle, Sarah Hanson (*Market Manager*),

Agendas and other materials for the meeting were distributed.

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

A few items were added to the agenda:

- Board member outreach
- Kristie and Colin are to take less responsibility regarding funding issues
- Dialogue with Angela Antle with the St. John's East Rotary Club
- Possible donation of dishes from Boston Pizza
- Incorporation documents need updating

Passed

### 2) **Minutes for Approval – August 28<sup>th</sup>, 2009**

**Passed:** *Colin/Kristie*

### 3) **Business Arising**

In regards to the Lion's Club contract, it was recommended that we find out, in writing, from Ray of the Lion's Club the exact dates we are booked for 2010, especially regarding Regatta Day weekend.

[**Action** – ask Ray about dates booked for 2010 – **Sarah**]

A discussion arose about the potential of the SJFM using biodegradable dishware. Styrofoam is largely unfavoured by most however we can not force anyone to not use it both since the alternative could be more expensive and would require some changes in operation. However the vendors are generally on board with new ideas; Zainab is

especially interested since she normally gives out disposable dishware every week. Reusable dishes are not an option either because they require a lot of washing and there is not the volunteer power at the moment. Some research needs to be done on the best brands and types of alternative dishware but it was brought up that we could buy the biodegradable plates and sell them at cost to the vendors, as one option, and also that we could offer vendors a table discount if they bring their own biodegradable dishware. In the meantime, it was suggested that people could take a butter container with them to put food in, or we could supply these to customers as well.

[**Action** – research different alternatives to disposable dishware – **Alison**]

[**Action** – find butter containers to hand out to people to eat with – **Sarah**]

In terms of board correspondence, our emails to Oz go to both Oz and Melba because they use a shared account. However since it is an Organic Farm email address, both Oz and Melba are considered to be reps, so this is ok, however we will ask Oz how he feels about this since he is the official Vice Chair of the Friends of the St. John's Farmers' Market.

Also it was mentioned that board correspondence should first only include the board and others after as needed. It was agreed that email was the best method of keeping in touch. Although it was noted that we should try and only meet once a month, we can advance the dates of board meetings ahead if we need to meet for a larger decision.

A meeting for the vendors took place after last week's meeting and approximately 25 people stayed behind to attend it. It was emphasised that the people operating the market (other than Sarah) are all volunteers and are doing what they can to ensure the market runs as smoothly as possible. Also a call was made for more volunteers to assist in the setup and teardown duties and six new people signed up. Also, Jim spoke about the benefits of co-ops and the potential benefits of the SJFM being a co-op. As well the vendors spoke up about the issue of using Styrofoam plates, and of where to park. It was suggested that the vendors park up close when they arrive to unpack their wares and gear, and then move their vehicles to the other end of the parking area near the Curling Club so that customers can park up close after the market opens. An email will be sent to the vendors reminding them to do this.

[**Action** – remind vendors of where to park – **Sarah**]

Next the subcommittees gave their updates. First from the fundraising subcommittee, it was noted that we still have unpaid items from the Auction, and we also have the print that did not get auctioned. We will collect the dues and sell tickets on the print at the next market to make up for the gap in funds made from the event.

[**Action** – sell tickets on print and collect unpaid auction bids – **Sarah**]

Also Patsy, Lori, and Dan met to organise another fundraiser in the form of an art show where the artist will receive 80% of the proceeds on art sold and the SJFM will receive 20%. Also the artists would pay table fees, which they would recover when they sell their art, and the fees would also cover the costs of the event. The main issue with this would be finding an appropriate venue and then it would essentially be fairly easy to organise after that.

Another fundraising idea was for Sarah and Michelle to organise a sewing day event that would feature aprons made from recycled material with the SJFM logo on them, however this event will not be happening for the time being.

Alison brought up the notion that we could produce an “Ecobooklet” full of coupons for various items found at the market. This could be viable for 2010. It was also mentioned that the SJFM could have shirts, aprons, and other SJFM paraphernalia. Some research needs to be done on this to determine what the best bang for the buck would be and the best products that people would be most interested in. Living Planet was mentioned as a good place to start.

The funding subcommittee updated next. It was mentioned that we need to get the farmers’ market conference underway in order to receive the rest of our INTRD funding and that Mark Wilson needs to be brought into the conversation about this. An application was also sent to the CDI fund, although Jim said that we need to meet with the Federation of Agriculture to get this moving. It was suggested that a board member willing to be a “face” for the SJFM would be a good candidate for this, such as Colin. Alison mentioned she could also serve as a “face” if her other duties were reduced, such as in December after the last market. Once we apply for the CDI funding then we can apply to the Growing Forward program and ACOA for funding to support the “larger picture” and outreach, business plan (including a new building), and staffing aspects of the SJFM longer-term plan. Alison mentioned that Eco Action is a possible grant as well if we can match their criteria. We will have to be creative to achieve this, although it is a possibility. It was noted that the Targeted Wage funding runs out next year and that we can only apply once, so we need to figure out the salary for next year’s Market Manager position.

In terms of marketing and media, Sarah said we are doing well in this department and that we will continue to advertise on OzFM and in the Scope.

Alison spoke on volunteer coordination and said that it can get chaotic at times. It was suggested to divide some of the duties among the board members.

[**Action** – coordinate volunteer duties among board members – **Alison**]

In terms of food safety, there was one new vendor who had not taken the required food safety course, however Lori said this is all worked out now.

Colin on behalf of the finance committee said we have approximately \$7,500 and up to \$8,500 in cash flow at the moment and said we are in good standing.

In terms of farmer outreach, it was suggested that we update next time Jim is present at a meeting, keeping in mind that Colin and Kristie both need to ease their duties in this regard.

The permanent location subcommittee will defer their updates until winter.

In regards to the Eating Local initiative, Sarah did not hear back from Russell Wagnersky on this and was wondering how we can promote this. It was suggested we can check with the Scope, and we could have the poster put up at the market and handbills distributed to the vendors. The handbills could have weekly recipes made with food available at the Farmers' Market on them. We should take advantage of this initiative because it is being offered for free this year. Colin suggested he could give us a login to post these recipes on the webpage.

[**Action** – put Eating Local ideas on the website – **Colin**]

An issue had previously arisen with a vendor regarding the Mayoral campaign, but Sarah has since worked this out.

Regarding the Healthy Living Trade Show at the Sheraton Hotel, Dan, Kristie, Sarah, Oz, and Katie (volunteer) attended on Sunday. It went well and it was noted that both Dan and Oz were interviewed on Hits FM radio. This should be repeated at next year's show as well because of the good publicity. It was mentioned that our poster presentation could be upgraded for next year.

Regarding the fall conference, we have a little bit of money from INTRD (about \$1,200), so we can have a mini-conference (on a budget). Kristie is working on securing potentially up to \$2,500 more for this. It will be tied in with an FSN conference, and we will try and bring in Don Black from the Halifax market and a rep from one of the other NL FM's, with up to five reps in total. It will be a teleconference format in the morning and a planning/brainstorming workshop-type session in the afternoon.

The co-op education at the market updates will continue in November. Emily and Jim are working on this for the time being.

The update on the Bonavista Institute for Cultural Tourism training course with Patsy will be deferred.

It was brought up that SIFE MUN (Students Interested in Free Enterprise) helps groups like the SJFM with their business plans (such as with the by-laws). Colin had a meeting with them and said that SIFE MUN may be able to help us out in this regard.

Regarding the Saint John's Farmers' Market in Portland Oregon, Sarah suggested making it our sister market and that we should add a button on our web page linking to them to alleviate the confusion that occurs when they try and contact their market in Portland, getting us instead through Google searches.

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

We need to finalize our by-laws. This will be done in the winter after a special meeting with the co-op subcommittee.

The Multicultural Food and Craft Fair is coming up again in November. It was suggested to skip this one and attend the March 2010 one instead.

A suggestion was made for us to have a float in the Christmas Day Parade this year. The deadline is at the end of October. We could fill a truck with hay, or even have a horse and buggy. We need to research the cost associated with this.

Our tents are becoming a big issue since they are a hassle to set up and take down and they are getting very damaged in the wind. Sarah has been in contact with Angela Antle of the St. John's East Rotary Club about the possibility of a grant for a new and better tent. Sarah has done some research with an inflatable tent company in Grand Bank, and they have customizable tent designs that would work perfectly with our needs. It is projected we will need about \$40,000 for the tent we want however and will definitely need the grant from the Rotary Club to achieve this. Alison has also been checking with another Rotary Club a family member is affiliated with. Jim may also have ideas for tent funding and we should check with him to find out. We could also be researching grants for a new building as well.

The Corner Brook Market has asked how they can become self-sustaining. We can brainstorm with them about this.

[**Action** – talk to CB Farmers' Market about self-sustainability – **Lori**]

Boston Pizza is making a large donation of old dishware to the Stella Burry Foundation (SBF), however SBF did not take the large pasta dishes. It was suggested that the FoSJFM can find out if we can use the unclaimed dishes. The issue of storage was raised

as well and it was suggested that we invest in storage shelves for the Lion's Club basement.

[**Action** – ask about availability dishes from Boston Pizza – **Alison**]

In regards to the incorporation documents, it was noted that they need to be updated with current information.

[**Action** – update incorporation documents – **Michelle**]

#### **5) Next Meeting**

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

Meeting adjourned at about 9:00P

*Kristie/Dan*

**Passed:**