

## Friends of SJFM Board of Directors Meeting Minutes

October 20 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, Devon Crosby, Patsy Gosse

*Regrets:* Michelle May (*Treasurer*)

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

Agendas and other materials for the meeting were distributed.

### 1) **Change in format**

This was originally going to be a meeting on the Rotary Club proposal, however it was decided to turn it into a FoSJFM monthly meeting as there was interest in doing so and there were sufficient numbers of people for a quorum. This means, however, that there is no official agenda for this meeting and the minutes will be “as is” for this month only.

Passed

### 2) **Proposal Discussion Regarding Tent and Building Funding from Rotary**

Lori reads the Rotary Funding Guidelines.

Of note, we need to come off as “needy” or “helping the needy” to be considered. So we came up with the following clever rational that could apply to us:

- Food Issues
- Gender Issues
- Child Issues

We also need to fit with the SJFM mandate. In terms of the Rotary Proposal, we need to know exactly what we want and how we go about doing it.

A list was devised of our current funding opportunities and of certain details such as timing, or who will be involved with them:

- Rotary (ASAP)
- Wellness Coalition
- CDI

- Talk to Agrifoods for Growing Forward, and
- ACOA (ASAP) (Jim, Emily, Colin)
- SIFE (Students Interested in Free Enterprise)
  - Can help our business plan and longer-term strategic planning.
  - This is important
- INTRD (our building)
- Eastern Health (market money coupons, Melba, Patsy, Sarah)

We also need the Farmer Outreach component of our plan completed so we can get on with our co-op development.

With regards to the Rotary Club, they can fund a tent, or even a building perhaps. We may be able to rent the tent out as well and earn back some of our investment. In terms of looking for a bigger space (ie a new building), we have to start planning and looking for 2011 and is a much bigger job than is to plan for in the short term.

A motion was presented that we will pursue the Rotary Club to fund a locally-made high quality tent. The projected cost is about \$27,000. Our current building size is about 32' x 60' and the tent would add approximately 20' x 40' of more space to our market interior, or approximately space for 12 more vendors, some of which would have to be moved outside from the main building. We could pay a student to set up the tent each week as well.

For the proposal we focussed on all the positive things that had been achieved through the formation and operation of the market:

- We have helped the multicultural women make money and improve their businesses and confidence (include testimonials)
- We have supported farmers and their families, improved crop diversity, and helped increase the growing season.
- We facilitated public education workshops based on food security.
- We have provided exposure for non-profit groups by giving them a free table each week for public dialogue.
- We have provided a new community space and instilled a new and vibrant sense of community.
- We have increased community economic development.
- We generate approximately \$10,000 per week in total consumer spending.
- We have approximately 1000-1500 visitors per week.
- We have created volunteer opportunities and have improved their skills and confidence (testimonials)
- We have created employment through our paid Market Manager Position
- We have given opportunities for small business to grow, such as through spinoff contracts created from exposure at the market.

All of these ideas should be compiled and added to the website as well for public viewing.

In terms of funding, we have our own money and the Targeted Wage money. There are other applications in, so more money may be rolling in, in the future. We should buy or ask for more chairs and tables for the new tent on top of the tent cost (ie \$2000 for tables and chairs + \$27,000 = \$29,000)

[**Action** – Write the Rotary Proposal draft – **Alison and Sarah**]

Parts of the Proposal draft can be copied and pasted from our original proposal (ie background info on the market, etc).

We also need to build our strategic plan, and we will bring people in (such as those people Colin and Kristie have been talking to from SIFE) and brainstorm this. The business plan will arise from this and will be a very important session because we will be able to plan for bigger and better things in the future and have longer-term sustainability.

### 3) **Regular Meeting of the Board Ensued**

A short board meeting followed the Rotary Club Proposal discussion.

Our goals for the next meeting should be our tent and our business plan. The business plan will be about management and staff (etc).

The subcommittee groups quickly talked about their updates:

The fundraising committee decided to scrap the Art Show idea for now because more planning is needed for it in the meantime. It is planned, however, to sell tickets on the print we have as an alternative fundraising idea.

For Halloween, it was decided to have a themed market. We can ask Melba or Lester's for some pumpkins to carve. Also the vendors will be encouraged to dress up, and there will be face painting. There will be a prize for the best costume at noon, such as some market money (\$25?). Lori and Patsy will bring some crock pots for apple cider.

[**Action** – contact Melba and Lester's to see if they have any pumpkins to donate – **Lori**]

[**Action** – Bring crock pots for cider – **Patsy and Lori**]

With regards to biodegradable cutlery, the winter plan is to research the best types to use. Zainab is reportedly already looking into options.

As for the Bonavista Institute for Cultural Tourism training course, it did not happen. However, the course is offered every so often so there will be more opportunities to attend this. The Community Services Council also have similar services. Kristie has offered to go to one.

A “to-do” list was created for Colin:

- email the typical market duties list to Dan so he can put in the official notes.
- Contact the Association for New Canadians (ANC) to see if anyone wants to be a market volunteer (and the ANC will fund it so the volunteer can be paid).
- Check out the same with SWASP.

It was also mentioned that everyone who can help out with the market setup needs to check their email for Alison’s schedule she sent to everyone.

Also noted, Devon has a new SJFM website that will be up and running very soon.

#### **4) Next Meeting**

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

Meeting adjourned at about 9:00P