

Friends of SJFM Board of Directors Meeting Minutes

November 18th, 2009

7pm – 9pm

FSN Boardroom (44 Torbay Rd.)

Present: Alison Doyle, Lori Greene, Colin Greene, Patsy Gosse, Michelle May

Regrets: Dan Ficken

Observing: Jim Winter, Sarah Hansen

Approval of Agenda

Passed: Colin/ Kristie

Minutes for Approval

- Lori – concern about the board minutes getting out too late, need to come out sooner so that we can act on action items – perhaps within a week from the meeting
- They should be out sooner than the night before so that people can read before the meeting and therefore time from the meeting is not used to read the previous meetings

September 29th and October 20th Passed: Colin/Lori

1. Business Arising

FUNDRAISING:

- a. Missing piece of Art by Leona that was going to be used as a fundraiser
 - Have to pay Leona for the cost of the painting that was lost

Action: Michelle is writing the cheque to Leona for Art

- b. Patsy – should recruit some of our ‘friends’ to come on board for fundraising – such as artists and the magician – as the board is already spending so much time on other tasks, a good way to engage other people
 - Magician - Peter Duchemin - Patsy did photography for his website and as a return he offered patsy to do a fundraiser of her choice. Patsy has decided to do this with the Farmers’ Market and would like to let him know when
 - Decided to have it at beginning of the next market as a first market event to get people excited – Patsy won’t give him a date just the time of year (month).

Action: Patsy will inform Peter that the Fundraiser will be at the beginning of next market

- c. Sarah – as far as fundraising goes, it is important to have a clear focus or specific item that we are trying to raise money to do. This encourages people to support us because there is a tangible at the end of the event or fundraising

- Lori – the business plan would help identify this focus

FUNDING:

- a. **Rotary Update:** Alison and Sarah put an application together for the Rotary club and sent it to the board for feedback. They have incorporated everyone's edits. Couple outstanding issues:

- Sarah needs to send Alison the final specs and other information for the tent before it is submitted

Action: Sarah will send Alison the final details of the tent specs

- Delivery process – send in by person, supposed to give a number of copies to a contact from the Club to then disperse among the members.

Action: Alison will print and submit proposal into the Rotary Contacts

- b. **Eastern Health Grant:** Application to pilot a "Market Money" coupon project with a low-income community in St. John's

- **Amount of Grant:** \$10,000
- **Due:** December 15th
- Partnership between SJFM, FEASt, and CGA (potentially)
- Key elements of project: couple a coupon to encourage families to eat healthy local food from SJFM, while at the same time offer complementing skills building programs – such as cooking
- Important to select a community to focus on, perhaps Rabbittown Community Garden & Community Centre, or Bridges to Hope (as they have a new industrial kitchen)
- There can be a stigma around giving coupons, important to not make it seem like a charity
- Need to ensure there is a good system for tracking it
- This would be a trial for next years market
- **IMPORTANT:** Do not focus on one target group, make it a community-wide project

Action: Kristie & Sarah to spearhead application

c. City Grant

- This grant is coming up – due date is not certain yet is sometime in December
- There isn't a limit on what you can ask for, yet the city does not have a lot of money, but perhaps a good way to engage the city in the running of the market
- Lori will look into this and speak with Kristie

Action: Lori & Kristie to talk about City Grant opportunity & Lori to move forward

d. Targeted Wage Subsidy (Market Manager Salary)

- Targeted Wage Salary funding program is ending at the end of November, yet we need Sarah to clue up the market and thus have agreed to pay Sarah until Dec. 15th
- We may receive funding from Targeted Wage for the rest of this time, yet not guaranteed.

e. Farmer Outreach Funding

- Jim taking the lead on submitting an application to Agrifoods "Growing Forward" funding opportunity
- Has created a proposal document and sent it to Colin, Alison, Kristie & Sarah for proof reading and comments
- Question of doubling the amount for hiring a 'consultant' to complete the outreach work has come up: should we request this?

Passed: Kristie/Colin

- Jim will now finish the application and send it to the whole board for official approval before submitting it. Following this, Jim will fill out the application form and send to Colin for signing and submission

Action: Jim to finalize Growing Forward Application, and submit once received approval from board

- We will be sending a request to ITRD for Farmer Outreach funding once the conference has been completed
- Colin – needs to talk to Emily and Jim about the funding left over from ITRD, if it is for the website

f. CDI

- Update: Jim has followed up with our program consultant in Ottawa - our proposal has been sent to the minister's office and we are now awaiting a response. We have been recommended.
- Jim is starting to prepare for the project so that once approval is received we can move forward quickly, this includes starting to develop presentations and other materials required

MARKETING/MEDIA

- Due to low participation at recent markets, marketing and media has been increased:
 - Running telegram ads Friday and Saturday of this week - approximately \$1,000
 - Radio ads have been double - 8 times on Friday, and 2 times on Saturday morning
 - With this there has been a big difference in sales last week for people, after two weeks of horrible sales – perhaps due to H1N1

- **Website** – Devon & Colin will get the new website up in Jan or Feb – For next year

VOLUNTEER COORDINATION: Update from Alison

- Don't need more volunteers now, things are running smoothly
- There are a few vendors who had signed up to volunteer and didn't come – so if we are going to do that again, need to manage it better
- Sarah – Doesn't think we should ask vendors
- Jim – as we are moving forward, it is important to make note of rules and regulations as they arise – things that we will want to incorporate in any policy development for the cooperative
- Alison – will make a list of policies, regulations, etc. that came up in volunteer coordination

Action: Alison will make list of policies that arose in Volunteer Coordination

FOOD SAFETY

- One issue to discuss, especially in terms of policy development for the market:
 - One vendor (Hosan (SP?)) has everything at room temperature, very important that this is kept in regulation, as we are responsible for this
 - ***This is a regulation that needs to be put in place and strictly monitored for next year***
- Only things that are safe are cookies, preserves and bread

FINANCE

- Bank balance is \$5,200 currently - but this doesn't include last week's market
- Colin took bank statements and has begun going through them – there are some discrepancies but nothing major – there are things that aren't in the system that have been cashed
 - 'the system' refers to clear checkbook, an online program that is free for financial management
- Colin and Michelle need to get together to go through the bank statements and receipts and collect all the financial information in order to provide an up to date financial picture, which we should have in December
- Once formed as a coop, we will be a requirement to get annual audited statements
- Keep a record of the number of hours we put towards financials – as this is something that we may be interested in contracting out and would be great to know how many hours are required
- A bookkeeper is about 150\$/mth – Patsy has a bookkeeper for her business, and every time she gets home she dates any income/expenses she has had, outlines what the sales are, and where it was located. She then sends this information off to the bookkeeper to record
- SJFM should be getting a monthly update of the expenses at the board meetings, so that we are aware of what is in the bank. This is important especially as the board is accountable for the financials.
- We should have a daily money counter for the market – a sheet of paper including sales in coffee, donations, and table sales so we know what is happening at each market

- Sarah – would be good to have a paper trail for each market of everything that happened, including who showed up, no-shows, coffee sales, donations, how much money was used for materials or supplies, etc.
- Sarah, Patsy, and Colin – work together to develop a daily sheet for the last two markets to trail it for next season.

Action: Colin will send what he created for beginning of season to Patsy

Action: Patsy will edit Colin's and will bring to next two markets

- COLIN – we do need to give receipts to ALL vendors for paper-trail purposes and to ensure that we can account for any money made.
 - A Computer and printer, along with a financial computer system (simply accounting) could assist this – *perhaps we could seek funding for this?*
- *RE: Sustainability of a Market Manager* – Would be ideal if we could top-up the 6 months where the market manager is not working directly at the market, yet could complete off-season duties. This would make the position much more sustainable, and would attract more people. We would also not have to worry about training a new person every season
 - This is something that needs to be addressed during the business plan development

FARMER OUTREACH & COOP EDUCATION

- Pamphlets have been printed and taken to past markets and will be there again for the following two markets

FARMERS' MARKETS CONFERENCE

- Happening on November 27th from 10am – 4 pm with a teleconference from 12 – 1pm
- Everyone needs to send Kristie an RSVP for the day (so she can order lunch)
- SJFM Has 1500 \$ to put towards this conference from ITRD funding

Action: Everyone needs to send Kristie an RSVP for Conference if you plan to attend!

SIFE MEM

- Have been in touch with them
- We have been selected to be part of the SIFE program and are now awaiting to get in touch with the project lead for this
- This will be introduced at the next board meeting and discussed in more detail
- Kristie and Colin are heading up this discussion with SIFE

END OF YEAR PARTY

- Tried this last year, vendors didn't respond and should therefore perhaps keep this focused on celebrating the great work of the board and the volunteers. If vendors show interest they are welcome to attend
- Jim – It is important to note that a significant percentage of these vendors we would like to have in the cooperative and would like to involve them
- Loyola would be a good end of season party location
- Alison – boat cruise for end of year party?! Yes! Would be a lot of fun, but too expensive

Action: Everyone will brainstorm ideas for an end-of-market party via E-Mail

In upcoming months...

- Need to find money for manager
- Need to register as a coop and learn what that is all about – as lead by the Cooperative Development project, pending funding
- Need to organize AGM in spring
- Need to apply for SWASP and association of new Canadians for support staff for coming season in the spring
- In the spring need to look for building and locations for 2011
- Plan for the winter – meeting monthly still?
 - This will likely be played by ear and defined by the cooperative project
 - Board will meet again in January – No meeting in December
 - May need to call an ad-hoc meeting as things come up
- Lori and Colin went to a function and met Prince Charles – Lori chatted with him about the market – he was interested in it – said to invite the schools and engage children in our work – planting a garden and teaching children about food and where it comes from