

Friends of the SJFM Board of Directors Meeting Minutes

April 01, 2010

7 – 9 p.m.

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

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

Regrets: Lori Greene, Oz Rabinowitz (*Vice-Chair*), Patsy Gosse

Observing: Jim Winter

Agendas and other materials for the meeting were distributed.

1) **Approval of Agenda**

Dan added “Mark Wilson update” to the agenda:

Passed: Colin/Dan

2) **Minutes for Approval – January 2010, February 2010**

Deferred until next meeting

3) **Business Arising**

a) The Co-op subcommittee gave an update:

- a. Alison has been meeting with the by-law subcommittee and has one more meeting left in order to finish the by-laws. She will also be meeting with two farmers and will give an update to the people who attended the last co-op meeting. Alison will also address the issue of share capital issue that arose at that meeting.

[**Action** – send an update on by-laws – **Alison**]

- b. Colin had a few meetings regarding the Business Plan, and has some preliminary documents ready. He is currently editing an early draft to make it more presentable, and will subsequently release it for public viewing.

[**Action** – Finish draft business plan – **Colin**]

- c. Jim updated the board on the Farmer Outreach component. There was a low turn out, however there are 5 or 6 new farmers currently interested in taking

part. Jim will write up a report and organise any relevant receipts. In the meantime, Jim and Sarah will continue with the Outreach process.

[**Action** – Write-up on Farmer Outreach – **Jim**]

- b) It was decided to cancel the room booking at the Eastern Edge Gallery for the Friends of the St. John's Farmers' Market Annual General Meeting since there was no cancellation fee. The first AGM will take place later when the co-op is better established. The possibility to hold a co-op formation meeting at Sobey's was also discussed.

[**Action** – Cancel the room booking – **Alison**]

- c) It was suggested to add a note about the supervising of summer students and to liaison with the chair and the board to the list of responsibilities in the Market Manager job posting. The job posting, when updated, will go on the website in full, but be condensed for posting on job opportunity forums. Lori will also send the updated draft to board members to finalize the description with their suggestions.

[**Action** – update MM job posting – **Colin**]

[**Action** – send email out to finalize job posting – **Lori**]

It was also decided to post the job description in all the free spaces, such as the Scope, the NLEN e-update, Good Work Canada, and the Provincial job site by the 9th of April.

- d) Sarah is looking into funding for the Market Manager position.
- e) Colin and Sarah met with three members of the Downtown Development Commission (DDC) to discuss their interest in having a weekly Sunday market as a pilot project in a space designated somewhere downtown (to be decided on later). It was mentioned that if they can staff it and collect the money for us, then we can find vendors for them as there are some vendors who would be willing to take part in this. It was discussed that due to issues arising from possible competition with our Saturday market that we would have to look into this further. It was also discussed that if providing who takes part as a vendor, it may be misleading to call it a farmer's market if no actual farmers participate. There could potentially be an issue with sharing the vendor's contact list as well. We will have to clarify our policies on this, and in the meantime perhaps it would be more appropriate to just provide the vendors, but not the lists while monitoring the situation closely.

A motion was made to have another meeting with the DDC and let them know our issues and to gather more information from them.

Passed: *Colin/Kristie*

- f) A motion was made to **not** have a combined student and season rate (15% + 5%) regarding table fees for the Farmers' Market.

Passed: *Colin/Devon*

- g) Alison mentioned that although she did not have much time to deal with the volunteer coordination at the time, she was already receiving resumes from people interested in volunteering for the next market season. It was suggested that perhaps there could be someone currently volunteering to might take on the responsibility to deal with this for the time being, with Katie being identified as a possible candidate. It was also suggested that we could have a paid student to take on this job.

[Action: ask Katie about coordinating volunteers – **Alison]**

- h) Colin read aloud the email chain received back and forth between him and Jason Bull regarding the customer complaint. He has let Jason know that we have put his weblink back on our site and that policy regarding this type of issue is currently being developed.
- i) Colin's presentation to the Rotary Club regarding their possible involvement with the SJFM regarding new tents was deferred until May; however it is also known that they have already made their financial commitments for the year. Another idea for tent funding was brought up in that Jim has a colleague, Robbie Strong, in the oil business, which has community funds that can be divvied out to non-profit groups such as ours in the form of education and outreach or research and development funding. It was unsure among the board whether we want an oil company representing the face of the SJFM, however perhaps there are tech companies out there that can provide the same service. Alison mentioned that she may have relevant contacts she could check as well.

[Action: look into corporate funding for tents – **Jim/Alison]**

It was also mentioned that the Stephenville Lion's Club may be doing a community garden this year and will expand their building to accommodate the extra needs. It was suggested that we could ask our Lion's Club if they would like to build an add-on, such as a gazebo with windows, to their building to help accommodate the SJFM, as well as their other functions. We could even get volunteers to build it or even partner with CNA if they were ok with this. It was suggested to form a tent committee to deal with this.

- j) Alison reported that they had received the budget submission, and Kristie mentioned the strategic importance of pointing this out.
- k) **Alison** mentioned she will apply for a summer student.

- l) Regarding the position for the Market Manager Assistant, the provincial SWASP application was available at the time of the meeting, and **Kristie** offered to fill it out. The only issue is that a person needs to be found for the job before the application is filled out. It was suggested that we have a board hiring committee a few weeks prior and that we set up a hiring committee email (*i.e.* SWASP@st.johnsfarmersmarket.com). Applications received for this position will go to Colin to handle with a deadline of April 15th. Kristie mentioned she would be away for part of April, but would set up the FSN board room arrangements with Rick Kelly (of FSN) to handle.

[**Action:** arrange FSN board room for April – **Kristie**]

- m) It was noted that the Lion's Chalet is booked and confirmed for every Saturday of this entire season, and that Sarah may confirm this personally later.
- n) Since the policies and forms regarding the new co-op need to be finalised, the update from this subcommittee was deferred to a future meeting.
- o) Regarding bank signers, we need to communicate with the bank to figure out what the easiest option is in getting the signers on board.

[**Action:** contact bank regarding signers – **Colin**]

- p) It was noted that we have recently approved and purchased a new laptop with carrying case and USB chip to be used for the farmer outreach program and for other related Market Manager duties. It was suggested that in the future we could purchase another laptop for use by the treasurer of the board, or for the office when we get one.
- q) The inventorying of items stored at the Lion's Chalet is not complete yet, however it was noted that we will eventually have to shift our assets and it will be necessary to do a complete inventory in the future.
- r) There was correspondence received from Mark Wilson stating that he had given the FMC pamphlets to the city council for us to help get them engaged with the SJFM. He also mentioned he was looking at spaces with the City for us for a potential new location. It was brought up that we need to let him know that he can not represent the SJFM itself, as he is not a board or staff member, and that he would have to connect the city council with us. Alison has offered to write a draft email to send to the board to finalise regarding Marks involvement. It was noted that it should just be friendly clarification, of course.

[**Action:** compose draft letter to Mark Wilson – **Alison**]

- s) Another item was added to this agenda at the last minute regarding our involvement with the FMC, and whether we should join Perry's NLFMA in order to be involved.

This was decided to be deferred until the next meeting, and that it would come under “Business Arising”.

One other point was brought up regarding Don Black of FMNS wanting to connect with us for an Atlantic FM Network. We decided that it would be best to leave this because we are not well enough established for this at the moment.

4) Other Business

Deferred until next meeting.

5) Next Meeting

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

Meeting adjourned at about 9:00P

Passed: *Colin*