

Friends of the SJFM Board of Directors Meeting

August 09, 2010

7 – 9 p.m.

FSN Boardroom (44 Torbay Road, Newport Building)

Present: Colin Greene (*Chair*), Kristie Jameson, Alison Doyle, Kristen Lowitt, Devon Crosby

Regrets: Lori Greene, Dan Ficken (*Secretary*), Oz Rabinowitz (*Vice-Chair*)

Observing: Jim Winter, Melissa Legge, Sherry McGarvie

Agendas and other materials for the meeting were distributed.

1. Approval of agenda

All in favour

2. Approval of minutes - June 22 & July 13, 2009:

Deferred until next meeting because of absence of Dan Ficken, Secretary

3. Business arising from last meeting

- a. Plans for Market Assistant. Alison & Sherry met and had the following ideas:
 - i. Coffee Shop: Give over coffee shop to Company & Co (not preferable). Alternatively, pay someone an honourarium to operate the coffee shop each week.
 - ii. Volunteer coordination: Pay Sherry for an additional two hours/week to coordinate volunteers (money pending, TBC by Board)
- b. Heather has been recommended to run the coffee shop and seems willing.

A Motion to look into possibility of providing honourarium to Heather was made by Kristie. (**Kristie/Alison**)

A Motion to look into finances for Sherry's position was made by Kristie. (**Kristie/Kristen**)

4. Financial Report to June 30 2009

- Currently \$4,790 in bank (see summary spreadsheet)

[**ACTION** – call bank to see about having Michelle May removed as signer on account – **Kristie**]

Staff Reports

a. Sherry

- i. Tent update: Tents went up every week in July and first week in August with no difficulties.
- ii. Vendors relations: generally went well
- iii. Issue with Katie Curnew: Katie has now showed up at booked times and Sherry decided she should prepay. It was suggested for the future that Sherry approach board first before telling a vendor they must prepay. Board appreciated Sherry informing them of the situation. No further action required unless Katie files a complaint.

Board needs to develop policy re no-show vendors (i.e. probation period, one-week suspension, etc.)

b. Market Assistant Report: Melissa

- i. Melissa provided Board with non-profit and volunteer list schedules
- ii. No buskers schedule yet for fall.

[**ACTION** – Book buskers for September – **Melissa**]

Board agreed that after bookings, space will be assigned on a first-com-first-served basis. Sign-up sheet for busking could be placed at coffee shop.

- iii. Melissa completed tent research. Need funding before can proceed further with any suggestions. Board has report.

5. Committee Reports

a. Marketing:

- i. Chalet will only post banner Fri-Sun. Decided it was not worth expense.

[**ACTION** – take over media updates from Melissa – **Devon**]

- ii. Pauline from CBC TV, Land and Sea program, has a meeting scheduled with Sherry to discuss possibility of featuring market on a future episode of the program

b. Special Events

- i. Need to host a first meeting of this committee.
- ii. Circus event in July was successful (with the exception of the rain).
- iii. Press releases should be sent out in advance of any future events

c. Funding

- i. No update so far

d. Fundraising

- i. Need to develop sponsorship letter to distribute to local business (e.g. VOCM Cares)
- ii. Reviewed fundraising suggestions on document circulated by fundraising committee members.
- iii. Cookbook: Colin made motion to continue forward with developing a cookbook. Suggestion for the cookbook included: include celebrity chef recipes; collect and include recipes from vendors and customers, especially high-profile customers.

[**ACTION** – begin collecting recipes from vendors/patrons at market – **Melissa**]

It was noted that we will need a jury for decided upon recipes for inclusion in the cookbook. Also, need more food photographs from the market to include.

- iv. Raffle: Lori has paid for a raffle license.
- v. Carwash: Discussed possibility and decided it was too complicated to implement.

- vi. Calendar: Is still a possibility, but the local group FEASt already done was and so this made conflict with their efforts.
- vii. Swag: \$12/shirt with Living Planet (according to quote obtained by Sherry).

[**ACTION** – follow-up with Dave re t-shirts – **Sherry**]

e. Food Safety

- i. Jim recommended food safety declaration by signed next year by every food vendor (esp. those selling meat)
- ii. Jim recommended we develop explicit food safety regulations

[**ACTION** – call Lori Greene to talk about food safety policy with Sherry – **Jim**]

f. Co-op Committee

[**ACTION** –arrange mid-September meeting with potential Co-op members – **Alison/ Jim**]

- i. Agreed that a quick survey regarding potential move to downtown location will be emailed to vendors.

6. Other Business

- a. Colin put forward motion to reimburse Melissa for mileage @ provincial rates. All in agreement.

[**ACTION** – send travel claim form to Colin – **Jim**]

- b. Sitting tables at market: As a practice, we need to use tables for sitting that does not infringe upon vendor's space. This will be at Sherry's discretion.

[**ACTION** – follow-up with Municipalities NL regarding brochure printing – **Melissa**]

- c. Congrats to Sherry with regards to compliment received from Dave Hild.
- d. Food safety links have been added to our website.
- e. Customer feedback survey to be administered by volunteers at the market:

[**ACTION** – develop five questions for short customer feedback survey – **Kristen**]

7. Next Meeting:

Date to be confirmed with Doodle.