

Friends of the SJFM Board of Directors Meeting

September 13, 2010

7 – 9 p.m.

FSN Boardroom (44 Torbay Road, Newport Building)

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

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

Observing: Jim Winter (*Co-op Consultant*), Sherry McGarvie (*Market Manager*), Dave Jerome (*Volunteer*), Heather Reid (*Acting Market Assistant*)

Agendas and other materials for the meeting were distributed, and introductions were made to the Farmers' Market volunteers

1. Approval of agenda

Alison added a note about Targa in Other Business (h)

Approved: *Kristie/Alison*

2. Approval of minutes - June 22 & July 13, 2010, and August 9th 2010:

- June 22nd and July 13th were deferred, but will be a priority for the next meeting
- Colin Moved to adopt the Minutes of the FoSJFM August 9th, 2010 meeting

Moved: *Colin/Devon*

3. Business arising from last meeting

There was no business arising reported from the minutes of the last meeting.

4. Financial Report to August 31st, 2010

- a. Colin gave the monthly market summary for August, 2010 and reported that of the 4 markets last month the revenue was good and the August 28th market was particularly good in this regard. He reported that the coffee sales were on par with previous months and there was a donation made as well. Coffee supplies cost about \$300 this month and the petty cash on hand was set to a flat \$150. There is no need yet to buy fuel for the chafing dishes. The rental fees were normal, the number of attendees to the market was reported to be normal, and the staff payments were as per usual. Advertising cost \$135 extra.

- b. Regarding the account summary for August 31st, 2010, there was \$1142 profit made for the month of August.

5. Staff Report – Market Manager

- a. Sherry gave the general market update and reported that the market was running more smoothly in recent weeks, but that since we are all booked up now, we should remove the vendor application form from the website so people stop applying. It was also noted that a vendor is unhappy with Sherry, but the vendor's complaint is being handled appropriately. It was mentioned that we should have very clear policies on how to handle vendor issues in the near future, hopefully by 2011.

- b. Sherry also mentioned that the volunteers were working out very well. It was noted that there should be recognition of the work that the volunteers do for the market and a Volunteer Appreciation Day was proposed. We have also decided to give Heather an honorarium for taking on the assistant market manager duties.

- c. Regarding the Canada World Youth Opportunity, we have been offered two participants for the market; however they can not work on Saturdays. It was brought up that they could share work with the FSN and FEASt, and that perhaps they could help us out during the week with website update out of the FSN office. They could also help with the cookbook and other such initiatives.

6. Committee Reports

a. Cooperative

- i.** Jim reported that the grant application was submitted, but we may need to find support for him doing the policy manual. However, he also mentioned that the cost will thus come down. He also mentioned that last year's project was clewing up soon and that there will be a payment soon.

- ii.** For the mid-September co-op meeting, we need to get a co-op application in. There are 49 individuals interested in being founding members. It was decided that a Doodle link will be sent out to choose a date within the next two weeks for the co-op meeting. Jim mentioned that a co-op will have an annual accounting fee of \$2-\$3000, and that the member fees would pay for this.

b. Marketing and Media

Devon reported that there was no coffee cards made yet, and that he is still looking for a large banner for the front. He also mentioned that we have made \$75 from Google clicks on the website. There are also some FEASt photo contest gift cards out there that still have yet to be redeemed.

c. Special Events

- i.** Kristie mentioned that there would be four chefs with the chefs' demonstrations who could cook on site, and that we could ask the

Fairmont to sponsor the event. Vendors could be asked to donate some local produce as well.

- ii. Regarding the October 16th World Food Day event, the FSN would do the chef demo and have a film screening, and we could promote the FEAST workshops. All of this would start a week before the event. It was mentioned that we could rent the Chalet BBQ on the back porch for \$50.

d. **Funding and Fundraising**

- i. It was noted that the SJFM cookbook was a good project and needs to get started. We may be able to get a grant (such as from the Department of Heritage Publication Fund) to help with this initiative. *There will be a committee to form around the funding of the cookbook after the markets finish.* In the meantime, we can collect recipes from vendors and attendees of the market.

[**ACTION** – Add a recipe uploader feature on the website – **Devon**]

[**ACTION** – Add a form at the coffee stand for recipes – **Kristen**]

- ii. The orders are in for the SJFM T-shirts; there will be kids sizes and XL's too. Living Planet would like 50% of the money up front to pay for this and we can pay the rest later. It was noted to not store the t-shirts in the Chalet basement as they will get stale.

[**ACTION** – Advertise adult and kids' size SJFM t-shirts on the website – **Devon**]

- iii. Karen Durfey has offered to sell reusable bags for the SJFM and has done so in that we received a \$77 donation from bag sales. It was discussed that we could buy more tables with the money, and that three would be useful. A different type of table (one with better, cloth handles) should be purchased over the old type if possible. We should also perform a table count and note which ones are in poor repair in order to replace those particular ones. In addition, it was mentioned that the tables need to be washed as well.

e. **Food Safety**

It was noted that we are in a vulnerable position by not having a policy on food safety. We will need a policy and more training so as to not be at fault if any food safety issues were to arise because there will be higher expectations from insurance agencies. We currently have an informal food safety agreement with the vendors but we need to set these agreements in stone with a policy. *This policy will be developed over winter.* It was suggested that someone from the Co-operators Insurance Group could come in and talk to us about the liabilities involved. It was also mentioned that the FMC might be developing group insurance rates for Farmers' Markets across Canada.

f. **Downtown Development Commission (DDC)**

- i. There have been no meetings during the busy summer months with the DDC, however Colin is currently looking into having a free non-profit float for the Christmas Parade.

7. Other Business

- a. There is a need for a clarification on how vendors are rotated at the market because Michelle has informed us that she has issues with this since she can not

always be there. Sherry is handling this issue, however Colin will also send a note to Michelle clarifying the situation.

[**ACTION** – Send an email to Michelle clarifying vendor rotation – **Colin**]

- b. With the vendor/customer feedback survey, we have results collected and compiled in an Excel database. Kristen mentioned she would look at the results first and then report back on what they mean.

[**ACTION** – Review vendor/customer survey results – **Kristen**]

- c. Regarding the issues with the puppet show at a recent market, it was decided that we should stick with our current policy on these types of events, and also that events like this should be monitored more closely by a board member. The content of this type of presentation should also be more closely reviewed and verified by a board member. It was mentioned that future third party events should keep the noise levels down, and perhaps we should ban people from bringing PA systems with them.
- d. Michelle had mentioned that one of her relatives who works with the Lion's Club has noted some damage, however the Lion's Chalet staff do not seem concerned at the moment. We will keep our eyes open for damage and try to prevent any from happening.
- e. It was asked by the Torbay Farmers' Market whether our vendors would like to go to theirs on Sundays. We can not give them our vendor distribution list, but we can advertise their market to the vendors via the website.

[**ACTION** – Advertise Torbay Farmers' Market on website – **Devon**]

- f. The ACORN conference is this October. Mark Wilson is organising it and is looking for local produce from our vendors.

[**ACTION** – Reply to Mark Wilson regarding local produce for upcoming ACORN conference – **Colin**]

- g. A Municipalities NL brochure is available that might be of interest to the SJFM.

[**ACTION** – Ask about Municipality brochure – **Kristie**]

- h. An issue has arisen with the annual TARGA NL rally in that they block off our entranceway for their own event. It was noted that their flag-people were not doing an adequate job keeping the lanes clear, such that we need to get in touch with Targa organizers and work this issue out for next year (as well as other similar type events that may occur at the Remax Centre in the future). We could have our own volunteer traffic director to assist the Targa traffic director during these events and we could have volunteer task groups associated with this as well.
- i. It was noted that vendors are in need of adequate signage so that customers can at a glance see what and who is available. It was suggested that we could hand out cardboard and markers to the vendors to make temporary signs with until they get their own properly made ones.

- j. Thanks go out to Alison for taking care of the Market Manager duties while Sherry was away on Saturday.

8. Next Meeting

It was decided that we should set a date and time for a regular monthly meeting. A motion was made by Colin that the regularly scheduled meeting of the FoSJFM will be every second Monday of every month where possible.

Moved: *Colin/Alison*