

## **Friends of the SJFM Board of Directors Meeting**

October 12, 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:* 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

### **1. Approval of agenda**

Added a section about Tickets in Other Business (g)

**Approved:** *Colin/Kristie*

### **2. Approval of minutes - June 22, July 13, and September 13<sup>th</sup>, 2010:**

- Alison moved to adopt the Minutes for June 22<sup>nd</sup>.

**Approved:** *Alison/Kristen*

- Colin moved to adopt the Minutes for July 13<sup>th</sup> following clarification of points 7b(2)c (FEAST issues resolved), and 7f (this was referring to the co-op development).

**Approved:** *Colin/Dan*

- Kristie moved to adopt the Minutes of the FoSJFM September 13<sup>th</sup>, 2010 meeting.

**Approved:** *Kristie/Alison*

### **3. Business arising from last meeting**

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

#### 4. Financial Report to September 30<sup>th</sup>, 2010

- a. Colin gave the monthly market summary for September, 2010 and reported that other than a payment made by Devon, the table fees were normal this month. Also, coffee sales and associated expenses are on par with last month, as well we are receiving donations from a vendor selling reusable bags. Fuel canister usage was also reported to be as per normal. T-shirt sales so far have accounted for \$446 in revenue, which is almost half of the overall cost of ordering them. T-shirt sales are expected to continue at upcoming markets. Other expenses such as the donation made to Kira, honorarium, and the folding tables are fairly normal. The overall attendance is still good and revenues have been on par with previous months.
- b. Regarding the account summary for September 30<sup>th</sup>, 2010, after Colin and Kristie balanced the books, there was roughly \$11,000 in the bank at the end of September.

#### 5. Staff Report – Market Manager

- a. Sherry gave the general market update and gave a positive report on market activity. Tents are going up with no problems, the volunteers have been plentiful and very eager to work. It was mentioned that we need to find more buskers for the last markets of the season. Sherry also mentioned she would like to set up a market volunteer-run T-shirt table to sell T-shirts, and she also noted that *we need more men's X-tra large sizes*. Sherry suggested that volunteers can also put up SJFM posters and even run tables for vendors working out of Churchill Square if they wanted to attend the market and could not find employees to run their tables for them – *however we need a clear policy regarding this point before we take this on*.

**[ACTION: – Check summer busker list – Dan]**

- b. Sherry reported that since at least seven volunteers show up per shift, Board Members won't need to volunteer for setup and teardown duties for now. It was also noted that the coffee percolator is not working correctly at the moment. Colin will take a look at it, and if it can not be fixed Alison will look into getting a

discount from Sani-Pro for a new one. We may be able to set up a temporary perk for the upcoming weekend.

**[ACTION: – Try and fix percolator – Colin]**

**[ACTION: – Check with Sani-Pro for percolator discount – Alison]**

## **6. Committee Reports**

### **a. Cooperative**

- i. Jim reported that during the September meeting the group nearly completed the By-Laws for the co-op. The business plan will come next at the next meeting on October 13<sup>th</sup>.

### **b. Marketing and Media**

- i. We have paid for 4 months of advertising in the Scope so far up to October month. The Board needs to decide whether to advertise for November and for December's market. It was decided to do this and make the advertisement a cut-out coffee card, and it was also decided to have a story in MUN's Gazette since we have lot's of volunteer connections.

**Moved:** *Colin/Kristie*

**[ACTION: – Check with Gazette about doing an article for the SJFM – Heather]**

- ii. Devon has made 500 coffee cards, and can have more made for next year. There will be 125 made of each type.

iii. **[ACTION: Devon will also make a banner for the SJFM]**

iv. Devon also reported that website updates are being added as needed.

c. **Special Events**

i. Kristie reported that unfortunately we will have to cancel the chef demonstrations for now due to chefs being very busy with their businesses at the moment. However, this will be on the table again for next year.

d. **Funding and Fundraising**

i. It was noted that the recipe form for the SJFM cookbook is complete, and Devon will add this to the website, and the volunteers can distribute it to vendors and customers during the markets.

[ACTION – Add the recipe form to the website – **Devon**]

ii. A suggestion was made to buy a \$50 bottle of scotch for Graham for his help with the T-shirts.

**Moved:** *Kristie/Devon*

A tally was made of shirts sold for our records, and *it was suggested that we can have an end of season T-shirt sale* as well.

e. **Human Resources and Volunteers**

- i. Alison, Kristen, Dan, and Colin have taken up the Human Resources Committee. It was noted that the mid-season review with Sherry was complete, and it was noted that the Board would like to continue with Sherry's employment through the winter for funding tasks if possible. It may be possible to utilize a JCP for this.

**All in favour and moved by:** *Kristie/Alison*

- ii. It was decided to have the volunteer appreciation and formal recognition event on Sunday October 24<sup>th</sup> at Alison's house. It will be a Sunday evening potluck-type event but the SJFM will chip in for snacks and beverages. It was decided that the amount the SJFM will contribute for snacks will be \$200.

**Moved:** *Colin/Devon*

About 20 certificates will be made to hand out to volunteers in appreciation of their work as well.

[**ACTION** – Take care of volunteer certificates – **Alison**]

[**ACTION** – Take care of food and beverages for potluck – **Alison, Sherry, Heather**]

f. **Downtown Development Commission (DDC)/Lion's Chalet**

- i. There have been no meetings lately with the DDC, as they are very busy at the moment.
- ii. The Board will ask the Lion's Club if the SJFM can renovate the chalet for our needs, in that it would also benefit the Lion's Club for other events as well. It was suggested that a gazebo-type extension can be attached to the side of the chalet. This could potentially be written into a grant for funding. It was also suggested that we could ask the former Allandale Nursery if the SJFM could potentially use their now empty buildings.

## 7. Other Business

- a. A vendor has expressed concern that there were a lot of wasps buzzing about the market. The possibility of a screen door was discussed but rejected due to the high traffic flows in and out of the building. An electric wasp zapper and paper bag deterrents were also suggested. Additionally, there was a concern with the fumes from the burning fuel canisters indoors that occurred from one instance when a different brand was used. It will be noted to *use only high quality fuel cells from now on.*
- b. The discussion on the Buy Local map was deferred because Sarah Crocker could not make it to the meeting. It is known that she is working on a local food map for the Avalon Peninsula and that we will be included on it.
- c. It was noted that the results of the Vendor Feedback Survey are not quite ready yet.
- d. Regarding the ACORN conference, the SJFM will have an info table to give info, coffee cards, brochures and bookmarks, and also to sell T-shirts. Colin will send

an email to the Board to see who will be available to run the table during the conference. Mark Wilson will promote the market when advertising the conference as well.

[ACTION – Email Board on availability for ACORN conference – **Colin**]

- e. Sherry and Heather are going to get Bristol board to the vendors who do not have adequate signage as a move to ensure that all vendors are visually represented during market times. There will be a move to develop an Enforcement Policy on vendor signage in place hopefully by next year's markets.

[ACTION – Provide vendors with materials to make signs – **Sherry and Heather**]

- f. There is a lot of interest from producers and other vendors to go ahead with the December 18<sup>th</sup> market. The vendors partaking will help to promote this special market. It was noted that there will be Christmas trees and hot chocolate for sale as well. *Sherry will decide on what food vendors to invite, with a limit of three or four food vendors to ensure room for a mostly indoor market.*

[ACTION – Sell hot chocolate at Christmas market – **Dan and Kristen**]

- g. There is a license ready for us at a cost of \$1.10 if we want to sell tickets for a prize draw if we want to attempt this again next year
- h. Colin has developed a better system for booking vendors online. The members of the Board can test it when it is ready.

- i. Sherry has suggested that there be no more prepay table fees from PayPal, except for the season fees because it will be easier to manage.

## **8. Next Meeting**

The next meeting date is set at November 8<sup>th</sup>, 2010.

**Moved:** *Kristie/Dan*