

Friends of the SJFM Board of Directors Meeting

November 15, 2010

6 – 8 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*), Sarah Crocker (*Buy Local/Buy Fresh*).

Agendas and other materials for the meeting were distributed

1. Approval of agenda

2. Approval of minutes – October 12th, 2010:

- Colin moved to adopt the Minutes for October 12th.

Approved: *Colin/Alison*

3. Business arising from last meeting

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

4. Financial Report to October 31st, 2010

- a. Colin gave the monthly market summary for October, 2010 and reported that financially the SJFM is in good standing and that there was a bit more revenue generated and a higher attendance at the market; he also noted there were 5 markets this month. Because of the increase in revenue the FoSJFM has made back the extra money spent last month.
- b. Regarding the account summary for October 31st, 2010, the total revenue (minus expenses) for the month was \$2097.66.

5. Staff Report – Market Manager

- a. Sherry reported that the market has been running smoothly and that a raffle is being organized for the December 18th market. There will be two extra tables at the Christmas market to accommodate 31 vendors, however due to space limitations many vendors will have to share tables.
- b. The coffee perker has malfunctioned, however the volunteers improvised and we sold the same amount of coffee as usual.

6. Committee Reports

a. Human Resources

The HR Committee had met and discussed options for funding Sherry in the winter, but unfortunately due to EI restrictions on the part of Service Canada funding could not be obtained for Sherry at this time. In the meantime, Sherry has noted that she has a part time job and should have her EI eligibility for funding in the spring.

b. Cooperative

- i. Jim gave an update on the co-op work and reported that we had our founding meeting and now have roughly about 40 founding members. An interim board to manage the co-op in its beginning phases was also established. A \$250 cheque is being submitted to the Provincial

Government on behalf of the FoSJFM, following a movement to do so by Colin, and the co-op should be incorporated officially in the coming weeks. .

Moved: *Colin/Devon*

Jim will be the contact for the co-op regarding the incorporation, however Dave has volunteered to be a contact for other board related issues for now, such as taking emails from members, etc.

- ii. Regarding the shift from the “Friends’ of” to the Co-op, the cheques will no longer be valid as they will need the co-op’s information on them. The interim board will also undergo an orientation through a series of meetings so they will be in a more comfortable position when it comes time to take control of the market; however the FoSJFM will be in control for as long as needed for this to take place. The FoSJFM will liason with the interim board during the first meeting to help establish a connection between the two entities. The FoSJFM will also need to contact the Ministry to make sure everything is in place for the transition to the co-op, such as funding and registration. Additionally, after the incorporation of the co-op there will need to be share certificates made up, a large meeting, a press release, a public presentation, and a celebration.

c. Marketing and Media

- i. We have received some free publicity because Sherry has sent PSA’s to all the local radio stations and has had an interview with NTV, who will mention the December Market in their next show. Jim mentioned that CBC Radio Noon is interested in local food pieces, and so we can try and get a Crosstalk segment for the SJFM. Colin has also had an interview with MUN’s The Muse.
- ii. Devon has produced the coffee cards and were well received.
- iii. Although we missed the deadline to have an ad in the Scope, Devon can have a SJFM banner installed on the Scope’s webpage as advertising.

- iv. The recipe forms have also been started and we will have 50 printed out to distribute to the vendors.

[**Action** – Print 50 recipe forms – **Devon**]

d. Funding and Fundraising

- i. There will be a raffle for the December market with 500 tickets available. Tickets will be sold for \$2 or 3 for \$5. Sherry is rounding up items to be won.
- ii. The cookbook is also moving along and will continue into the new year.

[**Action** – Collect recipes from vendors – **Kristen**]

- iii. There will be a sale on T-Shirts at the December 18th market for a special Christmas price. We know what sizes we need to get for next year in order to be able to sell them easier.

e. Special Events

The only item to report is that the SJFM will not in the Christmas Parade this year due to scheduling.

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

- i. The DDC has a market at the A1C gallery but it is not the same thing as a farmers' market and is unrelated to our event. The SJFM will begin

planning with the DDC again in the new year about having a pilot farmers' market event downtown.

- ii. The Board will also continue planning with the Lion's Club on the use of the Chalet in the new year.

7. Other Business

- a. Sarah Crocker was in attendance to talk about the Buy Local/Buy Fresh program. She has signed up the SJFM vendors and farmers to participate and be included in the Local Food Map she is producing for the Northeast Avalon region. Sarah wants to be involved with the SJFM to form an advertising partnership, which means we can have an SJFM ad placed on the map. She will also talk to other farmers in the region about our market. An example food map was passed around depicting the Waterloo, Ontario region. The Northeast Avalon map will be printed in March; a kickoff celebration can be planned for May.
- b. Kristen is working on the vendor/customer feedback survey and hopes to have something presentable later in December. She took suggestions for questions to ask from other board members.
- c. It was noted that on the December 18th market we will need extra board member volunteers because there will likely be less of the regular volunteers due to the time of year. Heather will update on this.
- d. Kristie mentioned that the FSN AGM would be happening on Thursday. She recommended that the SJFM sign up as an FSN member at a cost of \$30. There are member benefits, such as extra FSN support and potential access to new

funding for joining. The SJFM can also provide advice to the FSN as a member as well. Colin moved to have the FoSJFM sign up as a member of the FSN for \$30.

Moved: *Colin/Alison*

8. Next Meeting

The next meeting date is set at December 6th, 2010.