

St. John's Farmers' Market Co-op Board of Directors
Minutes
Boardroom, Robin Hood Bay Waste Management Facility
June 23,2011 6:30pm

Attendance: Dave Jerome (Chair), Devon Crosby, Kelsey McNeil (Assistant Manager) , Andrea Dicks (Secretary), Karen Durfey, Jim Winter (Co-op consultant), Emily Martin (Treasurer), Shelley Parady.

Regrets: Lori Greene, Dan Ficken, Sandy Legge, Terry Smith (Manager).

1. Approval of the Agenda - the agenda was amended to include a food safety update under the Policy Committee report.

Approved: Emily/ Karen

2. Approval of the Minutes –

Approved: Andrea/ Karen

3. Old Business – Review Action items from May 19 minutes

Lori was to check with Colin or Devon about taking the old version of the Vendor Handbook off of the website and post the most updated version. Lori was not present to give an update on this action item.

Lori, who was Treasurer at the time, was to meet with the auditor, but stepped down from Treasurer due to personal time constraints. Emily, the interim Treasurer, and Terry met with the auditor. This will be reported on under the Report of the Vice-Chair.

The Youth Engagement Contest application was scrapped as it was discovered that Dave was not eligible.

It was discussed that all of the action items would be listed at the beginning of the minutes to save time and effort listing the old business for the subsequent Board meeting.

Action items:

Amending the policy manual to state that the Executive can finalise decisions in between Board meetings.- *Karen*

Bringing the possibility of setting spending limits for the market manager and Executive to the PC for discussion – *Karen*

Contact with in-kind applicants – *Andrea*

Pricing of plexi-glass sneeze guards – *Devon/Jim*

Asking indoor farmers to move outside – *Terry/ Kelsey*

4. Executive Reports – Dave gave a short introduction on the purpose of executive reports. There have been some instances of the executive doing work that is not related to their corresponding committees. The executive reports would be an opportunity for the Board to be informed on the actions of the executive. If it is found that these reports are redundant then they will be dropped from the agenda.

4.1 Report of the Chair

There was a question as to whether the Assistant Managers contract had to be brought to the Board for approval or if it was sufficient to have it approved by the executive. The Board approved the Managers contract and the job descriptions of both employees. Since the Assistant Managers contract was based off of the Manager's job description, the executive approved it due to time constraints. It was thought that the executive would be able to make time sensitive decisions as long as the topic had been discussed at the Board level and then the Board made aware of the decision at the next meeting. This would be an efficient way of getting the little things done without having to gather the entire Board.

The Board agreed that it would be appropriate for the executive to finalise decisions in between Board meetings and that this practise would have to be brought to the Policy Committee to be clearly outlined in the policy manual.

Action: Karen

It was then noted that any time a set of guidelines is implemented, they will need to be added to the Policy Manual. This will ensure that future Boards will have a detailed guide to reference when these situations arise in the future.

The possibility of setting spending limits for the Market Manager as well as the executive was discussed. There are times when the Manager will have to buy supplies for the market and they should be able to make this decision themselves. It was also discussed that the executive could have a spending limit so that the little things can be taken care of in between Board meetings, without having to gather the Board together. Karen will bring these issues to the Policy Committee for further discussion.

Action: Karen

The Harris Center was discussed as a resource for the food safety portion of the Policy Manual. If we could submit a proposal for them, they could post it to see if they could match the project with an interested researcher. The Harris Center could also potentially provide funding for this research.

4.2 Report of the Vice Chair

Emily will be stepping down as Treasurer. She has compiled all of the information necessary for the next treasurer such as, contact info for the auditor, insurance information, list of the general duties etc. She also gave a short description of the general duties so that anyone considering taking the position would be aware of the responsibilities. Emily estimates that she spends a few minutes every week and an additional hour every month on the Treasurer duties. She noted that the key responsibilities are to complete the weekly and monthly reports, make sure the remittance vouchers are in to the government on time and to complete the projected budget for next season. She also noted that she will be staying on as a member of the Finance Committee.

She and Terry have also met with the auditor, who was very helpful in setting up the account for the market. He noted that as an auditor, he doesn't care what software is used as long as it spits out a report.

All of the spreadsheets are up and running for the weekly and monthly reports so all that needs to be done is to enter the numbers. All officers are now signed on to the bank account at TD and Emily will stay on as a signing officer to avoid more paperwork through TD. She also noted that part of her Vice-Chair duties is to step in wherever she is needed but the Treasurer is a position that really needs an assigned person all year as rotating it could get messy. Repeat report of the Vice -Chair three times.

4.3 Report of the Secretary – none

5. Elections

5.1 Election of Treasurer –

Treasurer – Devon (Nominated by Shelley) All in favour.

6. Committee Reports

6.1 Membership Committee (MC)

6.1.1 Review of requests for in-kind membership payments

There were four in-kind membership applications which the MC reviewed, keeping in mind that the in-kind contributions would have be something the auditor could see would save the market \$50.00.

The recommendations are as follows;

One application offered physical labour when setting up the market in the morning and tearing down in the afternoon. Since the market already has ample volunteers for this

type of work, the in-kind contribution was denied. This applicant mentioned in their application that they are an artist. The MC thought that this individual could do some design work for advertising for the market if needed. When this recommendation was brought to the Board, it was noted that the market has volunteer graphic designers who take care of this so this was also denied.

One applicant offered produce, media relations, food education etc. Since these services are already supplied by volunteers and employees, the MC recommended this be denied. The Board agreed.

One applicant offered food such as samosas, butter chicken, desserts etc. The MC noted that the market spent over \$100.00 on food for the Annual General Meeting (AGM) and recommended approving this in-kind contribution for use at the next AGM. The Board agreed.

One applicant offered educational workshops which are already done on a volunteer basis so the MC recommended this application be denied. Once the Board learned that this application was from FEASt, it was mentioned that the market could swap memberships. The SJFM could offer \$50.00 in-kind for the equivalent value of FEASt annual memberships. The Board agreed with this arrangement.

Contact needs to be made with these four applicants to discuss the arrangements for the approved in-kind contributions and payment arrangements with the denied applicants.

Action: Andrea

It was at this point that the Board discussed the fact that all organisation memberships (FEASt, Seed to Spoon etc.), need to be aware that they have to designate a representative and that is the only person who can vote for the organisation. Since individuals are not allowed to vote by proxy for reasons discussed in the minutes of May19,2011, organisations have to follow the same guidelines.

Action: Andrea

The MC discussed the need for membership engagement after the last general meeting where quorum was not met and brought the issue to the Board for some ideas. Jim stated that he will be reporting on the importance of membership engagement in the strategic planning portion of his final report. He suggested sending surveys and polls out to the membership as nothing is more engaging to the membership than having a say in some of the little pieces of the whole picture.

Some other ideas discussed were having a table at the market dedicated to membership engagement and education, having a newsletter on the SJFM website informing members of the Board/ market activities and making attendance at certain meetings mandatory in order to be a member in good standing. The Board discussed the idea that it might be too soon to start implementing mandatory meetings as a co-op is a new concept to the

members and they need time to acclimate. It was also discussed that pushing the membership in this area may result in a loss of some members so this idea was “shelved” for now.

6.2 Finance Committee

See Vice Chair report

6.3 Employees Committee

6.3.1 Assistant Manager’s Contract

The contract was approved by the Executive at an earlier date.

Dave will be doing the first employee check-in with the Manager and Assistant Manager this coming week. This is to ensure that everything is running smoothly from both the employers and employees perspective. These check-ins will be done monthly.

6.4.1 Policy Committee (PC)

Emily stepped in as a juror for the PC at the last minute as she is not a vendor and she has a background in the arts but is not competing in the arts community. She reported that the jury process went well but there is room for improvement. The process was put into place to make sure the products are locally made and not made from kits. This would ensure that the SJFM is not and never will have a flea market feel to it. Once going through the jury process, it was noted that there was not a lot of variety in the products such as jewellery, as an example. There was nothing setting one jeweller apart from another. The PC thought that they could add some type of hurdle to the jury process where artisans would have to explain how their product is different from the other vendors. No one would be denied, however, it would start a discussion on how the product could be made a little more unique. At the end of the day, the market manager has the final say in who gets to vend. If there are too many vendors selling the same type of product, there will be a bigger rotation and less market time for those vendors. The more unique the product, the higher the rotation for them.

6.4.2 Food Safety

In regards to food safety, Jim stated that the PC is about to roll out guidelines for the weekly market which will show the market is doing its due diligence. Some of the guidelines include checklists for items that need to be addressed starting at 7am on market mornings (similar to Irving bathroom checklist) and distribution of vendor kits (garbage bucket, gloves, hand sanitizer etc). He also brought up the idea that there needs to be an information session for vendors and volunteers about the little things such as lifting food containers from the floor and then laying them on the tables displaying food, and having volunteers spot check to make sure vendors are following the guidelines. The

PC is hoping that this will start around the middle to the end of July. Hopefully, by September, they will know what does and doesn't work so that the market will run smoothly and safely.

Jim also noted that Government Services should do a workshop on food safety. The SJFM evolved as a response to a need and currently, not a lot of food vendors have food safety education. Just because vendors have a temporary food license, doesn't mean they understand food safety and what food safety practices are. The only problem is that Government Services won't be able to do this presentation until the fall. The inspectors will be around the market at least twice this summer unannounced and if any of the food is not at the right temperature, it will need to come off of the table so the vendors need to be educated ASAP. Devon noted that Sani-Pro would be a good resource for food safety guidelines. Dave cautioned that it may not be practical for the market to take on so much at this time. It is important that the market facilitate, not enforce and that this is a lot to ask of a volunteer organisation. The government should be the enforcers. Jim stated that we need to know what is necessary for us to keep the food safe. It is the vendor's job to follow the food safety policies but the market can guide them. If guiding the vendors becomes a burden to the market and its volunteers then it will be stopped.

It was also noted that a lot of hot food vendors have open displays which is a big food safety problem. Both Tie-Me-Down Toutons and Adams Mini Donuts have plexi-glass guards that sit on their tables. These guards cost about \$200.00 each. There was a discussion on whether the market would be willing to purchase some of these guards and rent them out to food vendors for a small fee. The responsibility of having a sneeze guard could be put on the vendors but this may result in vendors coming to the market with makeshift, ineffective guards. The Board thought that the market should look into purchasing sneeze guards and then renting them to the vendors. Jim and Devon volunteered to do the research on sneeze guards as Devon has some contacts in this area.

Action: Devon/ Jim

6.5 Manager's Report- none

6.6 Assistant Manager's Report

Kelsey stated that they are looking into getting some market merchandise such as reusable market bags, mugs, aprons etc. They are also looking into compiling an employer's manual to keep continuity from one market season to another.

The idea of market merchandise was discussed as it was mentioned that bags may not be the best idea. This idea was researched in the past and the bags would have to be sold at about \$20.00 in order to make a profit. It was also noted that most people already have numerous reusable bags.

It was noted that there is still a problem with vendors staying at the Lion's Club (LC) parking lot during market hours. This is something that needs to be communicated with

either the manager or assistant so that the offending vendors can be asked to move. If the vendor doesn't move after being asked, then they will be towed. There is also a concern with the food truck taking up too much of the consumer parking space. They can be asked to move, if necessary, with ample notice as they park their truck at the market the night before.

7. Report from FofSJFM

7.1 Location Search – Special GM Update

The Fof is focusing on a location search and trying to figure out what the next step is. The move to St. Mary's is not feasible for this market season. Karen noted that there have been comments about St. Mary's being one of the worst places for the market to move. Other location suggestions include MacPherson and the old Metrobus station. However, these are not feasible at this time since they require a lot of negotiating which would almost require a full time staffer. The Fof does not have these resources at this time.

The Fof wants the move to be something that the membership is excited about so they are trying to figure out what is stopping the membership from wanting to move to a new location. One thought is that they look at the location logistics from the consumer angle not so much the number of vendors. One of the more important things to consider about the future location search is to involve and listen to the entire membership in the process, not just the vocal members.

Since the market is set to be at the LC for this entire season, the Board discussed what needs to be done to cut down on indoor tables during the hottest weeks. In the past, the LC chalet has become unbearably hot during the peak summer season. One idea was to rotate all vendors, including anchor vendors, to accommodate all vendors equally during the planned table cutback. This idea was discussed and turned down by the Board as consumers show up at the market each week expecting certain vendors (anchor vendors) and we do not want to disappoint our consumers.

It was noted that there are two vendors that are currently occupying indoor tables and they will be asked to move outside with the rest of the farmers.

Action: Terry/Kelsey

It was also noted that some bakers and jewellers could be asked to move outside during the hottest weeks to cut down on the number of indoor tables and create breathing room in the chalet.

It was discussed at this point was that we may be too accommodating to our vendors. Would it be asking too much of the vendors to bring their own tents? It was thought that just implementing this idea without any warning would not be fair but it could be introduced gradually and we could start nudging vendors in that direction.

Now that the LC Board knows the SJFM is actively looking for a more suitable location, they are willing to discuss what could be done to improve the space. In order to engage in this discussion, the Fof needs to know exactly what improvements the market needs to be able to continue at the LC. Any members willing to help with the location search are encouraged to contact the Fof Chair, Colin Greene.

8. Update on Co-op Development (Jim Winter)

8.1 Member's Manual (submitted for approval)

8.2 Board Manual (submitted for approval)

A motion was made to approve both the Member's Manual and the Board Manual as they are and entrust them to the MC to be updated when necessary.

Approved: Emily/ Andrea

8.3 In-Kind Contribution details needed from each Board member

Jim is preparing his final report for the Co-operative Development Initiative (CDI) and should have it completed by the end of July. He noted that this initiative recognises in-kind contributions at \$40.00 an hour and all volunteer hours are recognised. He is still waiting for responses from some committee members. If they don't reply, he will estimate the hours based on past meetings. He will also be putting all of his presentations on a CD to keep with our records. Jim summed up by stating that the SJFM transition to a co-op went "swimmingly" and he was very happy with it.

9. Co-op/ FM Marketing

9.1 Discussion – Who is responsible for coordinating this?

Right now, there is no one individual responsible for developing a marketing strategy and there is a need for a marketing committee to handle this. Shelley and Devon have volunteered to take on this responsibility.

9.2 Website Review Update (Devon)

Devon and Colin will be getting together within the coming weeks to go over the website navigation. Anyone with suggestions for the website can contact either Colin or Devon.

10. Other Business – none

Next Meeting – July 28th

Meeting adjourned 9:10pm

