

St. John's Farmers' Market Co-op Board of Directors
Minutes
Boardroom, Robin Hood Bay Waste Management Facility
July 27, 2011 6:30pm

Attendance: Dave Jerome (Chair), Devon Crosby (Treasurer), Kelsey McNeil (Assistant Manager), Andrea Dicks (Secretary), Karen Durfey, Shelley Pardy, Sandy Legge, Terry Smith (Manager), Lori Greene.

Regrets: Dan Ficken, Emily Martin

1. Approval of the Agenda - the agenda was amended to include a Marketing Committee report.

Approved by consensus

2. Approval of the Minutes – the minutes from June 23rd, 2011 were amended to show that Devon was elected as Treasurer and Shelley is to be a member of the Finance Committee.

Approved: Sandy/Shelley

Action Items –

Bring the idea of sneeze guards to the vendors to see if they want the SJFM to supply these guards for them to rent for approximately \$10/wk.- *Terry*

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*

3. Old Business – Review Action items from June 23rd minutes

The Policy Committee (PC) action items will be revisited at the next Board meeting.

Kelsey has spoken to the indoor Farmer Vendors who have been vending inside. Jeremy moved outside on his own accord and Oz stated that he preferred an indoor table.

4. Executive Reports –

4.1 Report of the Chair

Happy Cities (HC) is planning a Car Free day intended to be a family friendly event in celebration of the downtown community. They will block off a portion of the downtown area for the celebration and Metrobus will be charging \$1.00 fare all day to encourage participation in

this event. They have a list of participants on their website and the SJFM is listed there. They had contacted the Fof a while ago who had given their approval. The Happy Cities group would like to know if we could host the SJFM downtown on that Saturday (Sept 24th). The market would be held on the balcony of the Fortis building from 10-8. The Board thought the market should stay at the Lions Club Chalet (LCC) as per usual but we could let our vendors know about the event so they could participate. The Board also discussed what the SJFM would be willing to offer the HC as the SJFM is limited in its volunteers and other resources. It was decided that the SJFM would give the HC tips on how to organise and recruit vendors as well as a contact list of our vendors. It was discussed that this would be a great event for the SJFM to be involved with and that we would help in any way that we could. Dave will be in contact with HC and let the Board know if they are looking to borrow any of our equipment.

The idea of renting out the SJFM equipment was discussed. Individuals are able to use the SJFM equipment but they must pay a rental fee according to the conflict of interest policy. The Executive had discussed that 10% of the original cost of the item would be sufficient which was brought back to and agreed upon by the Board.

In the past the SJFM had lent out equipment which had been returned damaged. It was thought that there should be some sort of repercussion if the rented equipment is lost or damaged so the Board decided on a deposit of 50% of the original cost of the item which will be returned to the individual once the equipment has been returned in one piece. It was also noted that the SJFM equipment can only be rented to vendors or members.

4.2 Report of the Vice Chair – none

4.3 Report of the Treasurer – current balance is \$3012.44 with last week's deposit still to be made. It was also noted that the Assistant Manager's grant money had not been received yet.

Devon discussed the progress with getting sneeze guards made for the food vendors. The estimated cost for the sturdiest sneeze guard available from Randy Hussey is \$280.00. The Board thought that given how volunteers will be lugging these guards up and down the stairs each week, they should be as sturdy as possible. Devon noted that as sturdy as the guards may be, they are easily scratched so care has to be taken when being moved around. Storage may be an issue as they are quite large. There are currently 3 food vendors in need of the guard so the Board decided on investing in 4 guards; one for each vendor plus one spare. The vendors will have the option to purchase these sneeze guards from the SJFM but they will then be responsible for its care and storage.

It was also mentioned that vendors would be able to bring their own sneeze guards as long as they pass food and safety standards and store them themselves. If the SJFM bought some of the guards, they would be rented for \$10.00/wk which would cover the cost in one market season.

This will be brought to the vendors to see if they want the SJFM to supply these guards for them to rent for approximately \$10/wk.

Action: Terry

At this point, concern over the Waffle Lady's uncovered, self-serve sauces and jams was discussed. Is this a food safety issue? It was noted that when the food inspectors made their rounds at the beginning of this market season, the only issue they had was with her carrying a child on her back while serving the waffles. They did not seem to have an issue with the sauces and jams.

4.4 Report of the Secretary – It was discussed that if anyone from the Board picks the SJFM mail up from the FSN office, that they let the secretary know so that FSN does not have SJFM members wandering into their office unnecessarily.

5. Committee Reports

5.1 Membership Committee - none

5.2 Finance Committee - none

5.3 Employees Committee (EC) – the employer's reports and check-ins went well and the EC received some good feedback. Both Terry and Kelsey stated the SJFM was what they expected out of any market except the limited space in the LCC. Both stated that they are enjoying the market and that most of the vendors are easy to get along with.

5.4 Policy Committee (PC) – The PC noted that they are looking for a new jury member as Emily Martin will no longer be participating in the jury process. If any Board members know of someone who may be interested in being a juror then they can contact one of the PC members. The jury process this year is a learning experience and was put into place to be sure that the SJFM will not have “kit” crafts and resemble a flea market. The PC is aware that improvements need to be made with this process and are working on it. It was noted at this point that the PC is not a group that creates the policies but merely puts each policy in its place as it comes up.

Having a master list of all vendors who have been approved was discussed so that the Manager would have a clear idea of who to book from week to week. It would also be nice to have a “pot” of approved artisan vendors who she can call on in an emergency to fill in for last minute cancellations.

The Food Security Network (FSN) had recently organised a teleconference with government officials where Jim had an opportunity to share what he has put together in regards to food safety. He is now under contract with FSN to develop food safety policies for Farmers' Markets (FM). The SJFM is being used as a template since it has the widest variety of food stuffs. The provincial government is pulling together a document that exists for FMs and will have it ready to distribute by the beginning of next season.

Jim is also working on a vendor kit that all food vendors will be expected to have. This kit would include a thermometer, hand sanitizer and other items that would be necessary to allow the vendors to easily follow government policies. So far, there have been no serious issue with food safety at the SJFM.

The FSN will be applying for funding to bring representatives from other NL FMs (Carbonear, Torbay, Happy Valley, N'orse Point etc.) to St. John's for a Farmers' Market Conference this fall. This would be an opportunity for other market representatives to see how the food safety issues are being dealt with at the SJFM. It would also be an opportunity for social networking and discussing some general FM issues. There was an attempt to try this in the past but it included a number of roadside vendors who did not want to be a part of a market which resulted in an overall negative experience. FMs have evolved in NL since then so the Board expressed its optimism and excitement over this event.

Terry has been contacted by a representative from Hearts Content who wants to start a Farmers' Market. Dave will send him an email directing him to the FSN website which has some good information on how start a market. It was noted that starting a FM in rural areas can be difficult as people seem to be drawn to cheap products more so than local.

5.5 Marketing Committee (MkC) – Devon has been in contact with members interested in joining this committee.

It was mentioned that the vendor handbook on the SJFM website is hard to find and the path to it convoluted. The MkC will look into this.

Kelsey mentioned that her father was looking for information to distribute to new vendors at their local FM and used the SJFM vendor handbook as a template. He said that it was incredibly useful for them so kudos went out to the PC on their hard work and great results.

6. Employees Reports

6.1 Manager's Report – Terry will be on vacation for the Aug 6th market so Kelsey will be doing the bookings for that week which will give Terry some time to set up the books using Kashoo. Once it is set up, others will have access to it. She will see if she can pay the fees up front instead of having to send monthly \$10.00 payments.

She also mentioned that she received an email from someone wanting to buy merchandise from the SJFM website, which is a link to a Café Press website, but they wanted to be sure that the SJFM gets the proceeds. Devon explained that the SJFM gets a small percentage of the merchandise sold.

Terry is still working on getting quotes for T-shirts as she is hoping that they will honor the same discount that they gave the SJFM last year. Once there are more sizes, there will be a table at each market to sell merchandise, answer questions people may have about the market and promote the co-op. Other merchandise ideas discussed were aprons, market bags, tiffins (indian lunch containers) and other re-usable containers. Terry will get some quotes on merchandise and

bring them to the Executive for review. The Board thought that this would be a great project to get the SJFM co-op membership involved by asking for volunteers within the membership to man the SJFM table.

Terry also wanted to know what to do with so many vendor requests from the same type of vendor. The Board stated that if she felt the market was becoming saturated with one particular thing then she had the authority to advise prospective vendors that the SJFM is not accepting applications at this time. The Board also discussed rotating vendors as is currently done with jewellers. It was decided that anchor vendors would not be rotated as consumers come to the market for these particular vendors.

The Urban Market Gourmet was a success and Adam Blanchard did a great job. There was a white board displaying the ingredients and which vendors they came from. The location at the back of the LCC worked well and once the smell starting wafting out, people gathered around asking for his recipe. It was noted that the chefs for the Urban Market Gourmet should be kept to SJFM vendors so the SJFM can market the vendors and the vendors can market their products. The chef of the week needs to come prepared with their own oils and seasonings as Terry provided some but should not be responsible for this each week. Terry mentioned that she would also like to get some Board members involved and cooking at the Urban Market Gourmet.

There was a complaint about the drummers from a neighbour in the area so the drumming sessions were moved to the back of the LCC and there have been no complaints since.

Terry noted that there are currently between 98-104 vendor requests per market and the number of consumers is hovering around 1200 each week. The idea of buying more tables for outdoor vendors was discussed since there are so many vendors being turned away each week.

A motion was made to buy 2 more big tables and 2 small tables which would cost between \$150 and \$200.

Approved: Devon/ Andrea

The small tables will be for prepared food vendors and non-profit tables. There will be no extra charge for the small tables but they are to be used as utility tables by food vendors, not as display tables. This only fair given the limited space at the LCC and that all vendors pay the same price and therefore should get the same amount of table space.

Central Dairies has contacted the SJFM and want to sell their new line of artisan cheeses which are locally made with all local ingredients. It was discussed that they may be able to come to one market to showcase their product made by local producers. It might also be a good connection for the SJFM when looking for a new location. It was noted that there was one occasion where Quidi Vidi Brewery was at the SJFM giving some beer samples. There was some concern about Central Dairies taking away from regular vendors such as Adam Blanchard who only sells his product at the market and there was also concern about how the market would look with Central Dairies as a vendor. If they are permitted to vend, what would their table look like? The Board

wants to be sure the SJFM does not take on a trade show feel. The question as to why Central Dairies wants to come to the SJFM also arose. Kelsey will contact their representative to ask these questions and bring it back to the Board to be discussed at the next Board meeting.

An idea came forth that the SJFM could have a one day event where companies could come to the market to showcase and show their support for locally made products. This would be revisited at the next Board meeting as well.

6.2 Assistant Manager's Report – Kelsey has been working closely with Jim on food safety. She is currently going through a checklist of items each market and keeping an accountability binder. This is helping them figure out what works and what doesn't for the SJFM food safety needs.

7. Report from the FoSJFM

7.1 Jim Winter's Co-op Development contract is complete

Dave has a copy of Jim's final report and will forward it to the MC and the Secretary to keep with the SJFM records.

8. Other Business - none

Next meeting to be held on Thursday Sept 1, 2011.

Meeting adjourned 8:55pm