

SJFM Co-op Board of Directors Meeting

September 1, 2011
6:30 – 8:30 p.m.

Boardroom, Robin Hood Bay Regional Waste Management Facility

Present: Dave Jerome (*Chair*), Shelley Pardy, Dan Ficken, Lori Greene, Emily Martin, Sandy Legge

Regrets: Andrea Dicks (*Secretary*), Devon Crosby, Karen Durfey

Observing: Jim Winter (*Co-op Consultant*), Terry Smith (*Market Manager*)

Agendas and other materials for the meeting were distributed

1. Approval of agenda

Approved

2. Food Safety Update – Jim Winter and Kristie Jamieson (*absent*)

2.1 The first draft of the Food Safety Policy is complete. It is intended to eventually be used by farmers' markets anywhere, but will be piloted at the SJFM. The document identifies the responsibilities of farmers' markets regarding the legal and health implications of food safety. There is an inherent need for a document like this as it compiles all of the relevant information for quick reference. It was noted that while the document is an interdepartmental committee work, which includes the Provincial Government (Chris Nolan), as well as the Food Security Network (FSN). Vendors also had some input and suggestions regarding the content of the policy, as well as the food inspection officer who attended the first market this season.

Jim mentioned that one of the more important aspects of the policy that food vendors will have to adhere to is temperature management. He suggested that vendors should definitely consider this and that they will be responsible for the monitoring of their food temperatures on a diligent basis, and that there may be monitoring sheets for them to fill out that the Farmers' Market staff can verify. These sheets will also be useful for legal purposes in case an issue were to arise. It was also mentioned that perhaps the vendors' food licenses could be photocopied so they are on hand at the Market at all times. *Jim would like to meet with the vendors and suggested a vendor meeting on the next Wednesday at the Howley Estates Sobeys community space. Emily has volunteered to help recruit volunteers that can help the vendors with their responsibilities.*

[**ACTION** - Recruit volunteers to help vendors with Food Safety Policy Pilot – **Emily**]

Also important in implementing this document is how market staff and volunteers will use it to interact with the vendors. For example, it will help determine what action to take, if any, if there is a violation, and more importantly it will help market staff and volunteers mitigate any issues to avoid more serious problems. *Jim suggested that the pilot program can collect four weeks of data which Jim will look at, and it can start in two or three weeks.* It was mentioned that it would be useful to have a simplified handbook for vendors as well.

2.2 While Jim and Kristie will be a liaison between vendors for this project, a Market liaison is also needed. *Emily has volunteered to be the Market Co-op representative.* Jim mentioned there will likely be a workshop after the initial Food Safety vendors' meeting.

[**ACTION** – Liaise between Co-op board and Food Safety Committee – **Emily**]

The question was raised whether the SJFM needs a license to sell coffee. *Jim volunteered to find out.*

[**ACTION** – Find out if SJFM needs a coffee sales license – **Jim**]

3. Approval of minutes - July 27, 2011

Emily moved to adopt the Minutes of the SJFM Co-op July 27th, 2011 meeting

Moved: *Emily/Lori*

4. Business arising from last meeting

- The sneeze guard prototype should be brought to the next market so vendors can preview it in case they are interested in renting or buying one for their own use. It was noted that there was some interest in this already.

- Karen will bring new policy items to the next Policy Committee meeting

- Happy City has decided to move its “car-friendly” event, which would include a downtown market event, to 2012, due to organizing constraints.

5. Executive Reports

5.1 Report of the Chair – *Dave Jerome*

Josh and Lauren Smee (market supporters/fans) donated a sum of \$371 to the SJFM Co-op as a charitable donation brought on as a generous wedding gift idea. *It was suggested that the secretary could draft a thank-you letter* on behalf of the SJFM Co-op. It was also suggested that *the website could feature a “thank-you of the week”* in which market supporters and volunteers and people of special interest to the operations of the market would be honoured weekly on the website and on a poster at the market. Terry offered to print a sign for this week’s market.

[**ACTION** – Draft a thank-you letter for market supporters – **Andrea**]

[**ACTION** – Print off a “Thank-you of the week” sign – **Terry**]

5.2 There was no report available from the vice-chair

5.3 The treasurer report will be included with the Finance Committee Report (6.2)

5.4 There was no report available from the secretary

6. Committee Reports

6.1 Employee Committee Report –*Market Manager Assistant*

As Kelsey is no longer available for the Market Manager Assistant duties, in particular Saturdays, there is need for these duties to be fulfilled by another person for the remainder of 2011. It would be preferable for this person to be known by market staff and volunteers, and to be knowledgeable of regular market duties. A few prospects had been identified and asked, but they both declined, although one was a “maybe”. It was mentioned that while volunteers were not readily available at the moment, it was expected there would be more volunteers available in the fall. This would help out considerably in Kelsey’s absence. It was suggested that we try and mobilize our member base to see if we can find any more volunteers. It was

mentioned that Scott Bartlett may be a good person to ask in the meantime for specific Market Manager Assistant duties. He will be contacted and interviewed if he is interested. It was noted that this would be on basis of an honorarium of about \$80 per week. *Emily made the motion to set the honorarium rate at \$80 per week for the Market Manager Assistant duties.*

Moved: *Emily/Sandy*

It was also noted that Kelsey had mentioned the *booking system needed to be updated*. *Dave volunteered to do this.*

[**ACTION** – Update booking system – **Dave**]

The Board recognizes that Kelsey was an excellent employee and was equally as essential to the smooth operations of the market this year, and that she had wished to volunteer where possible in whatever capacity she can.

6.2 Finance Committee Report

Last year's financial capture sheet was compared with this year's. The financial report is for August, and the balance was reported at \$2997, which does not take into account the rent amount for August (\$1000). However, a reimbursement cheque for Kelsey's salary has been received, which will put the balance in a better financial position when it is deposited. The question was raised of whether we could afford to purchase sneeze guards at this moment. It was suggested that the FoSJFM could be approached to transfer over the amount needed for this.

It was noted that Terry has brought the online accounting system (*Cashew*) up to date, and that she has organized all the financial documents, such as receipts. It was also noted that *Devon will get more information on table no-shows*, which amount to approximately two per week.

[**ACTION** – Investigate table no-shows, financially – **Devon**]

6.3 Marketing Committee

- Dave was interviewed at the Regatta by Rogers Cable
- Dave called the CBC Radio Noon show when FEASt were featured to promote the Market
- Lori was interviewed by VOXM
- Adam Blanchard (*Market vendor - cheese artisan*) was interviewed by the MUN Gazette
- Terry has been submitting press releases and *has developed a template, which she will share with Shelley, who will soon be submitting a press release with Devon*
 - [**ACTION** – Share press release template with Shelley – **Terry**]
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- Facebook gets updates but the Twitter account is falling behind. *Shelley volunteered to update the Twitter page.*
 - [**ACTION** – Update Twitter Market Page – **Shelley**]
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- Dave said he is keeping track of how and what the SJFM advertises and takes note of what works and what doesn't.

6.4 Membership Committee Report – *Deferred*

6.5 Policy Committee Report

- Sandy is updating the committee list as some people are stepping back. *The current committee stands as Karen, Sandy, Emily, and Lori.*
- There are also four people on the arts and crafts jury list, and Sandy is updating this list as well.

6.5.1 Sneeze Guard Update

It was mentioned that the current design needs to be raised up slightly in order for vendors to be able to access underneath them. A few materials were investigated as well; At \$170 per sneeze guard, acrylic was not recommended. A more high-tech polycarbonate construction was favoured for its look and durability, although it adds at least another \$100 to the overall price. A new prototype would hopefully be ready for Saturday's market.

It was suggested that the SJFM Co-op discuss with the Friends' of the SJFM (FoSJFM) about transferring over the funds needed to purchase the sneeze guards when the prototype is finished and the price is set. *The Executive can make a decision if needed.*

7. Employee Reports

7.1 Market Manager Report - *Terry*

Terry wondered if we should check with other T-shirt makers for other quotes, but it was decided that it would be preferable at this time to stay with our current provider (*Living Planet*) as they were great to deal with and gave us a high quality money-making product for a reasonable cost. Terry also suggested the possibility of getting SJFM aprons, and possibly keychains and reusable bags made. *The board decided that we should just stick to shirts for a while* until the Finance Committee can look into how feasible other items will be.

The issue of buskers coming to the market was brought up, and *Dan mentioned that he could try and ask some musicians if they would like to entertain at the market as buskers.*

[**ACTION** – Invite buskers to the market – **Dan**]

8. FoSJFM Report

- It was noted that someone was currently making a charity cookbook (outside of the SJFM) and was looking for recipes. *The board will be invited via email to provide recipes if they have any to share.*

9. Other Business

There is no other business to report at this time

10. Next Meeting

The next meeting will be held in the *same location on the last Thursday of September*
(September 29th, 2011)

Adjourned at 9:15pm