

**St. John's Farmers' Market Co-op Board of Directors**  
**Minutes**  
**Boardroom, Robin Hood Bay Waste Management Facility**  
**Sept 29, 2011 6:30pm**

**Attendance:** Andrea Dicks (Secretary), Shelley Pardy, Sandy Legge, Lori Greene, Dan Ficken, Emily Martin.

**Regrets:** Dave Jerome (Chair), Devon Crosby (Treasurer), Terry Smith (Manager), Karen Durfey.

**1. Approval of the Agenda -** addition under Other Business to discuss the possibility of the SJFM providing some form of aid to a vendor.

*Approved: Dan/ Andrea*

**2. Approval of the Minutes** – under old business, “car-friendly” was corrected to read as “car-free”

*Approved: Shelley/ Emily*

**Action Items –**

Find out if the SJFM needs a coffee license to sell coffee – **Jim**

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

Investigate the table no-shows financially – **Devon**

Invite Buskers to the market – **Dan**

Get copies of the insurance policy for each Board member – **Andrea**

Send out poll for sneeze guards to food vendors – **Emily**

Email to market manager to advise of “Pepsi” policy – **Lori**

Investigate lottery license and talk to the affected vendor about donation - **Lori**

**3. Old Business** – Review Action items from Sept 1st minutes

Emily is in the process of recruiting volunteers for the food safety project. This will be discussed further in the Policy Committee (PC) report.

Liaise between Co-op Board and Food Safety Committee will also be discussed in the PC report.

The idea of having a “Thank-you of the week” was revisited as some felt it may be a form of exclusion. Others felt it was a nice idea and meant as a way to acknowledge and show appreciation to those who have contributed to the SJFM. It was also mentioned that this could possibly encourage others to do the same. It was decided that the sign would be an overall good idea but since the market manager has enough on her plate, it should probably fall under media relations.

Updating of the booking system is being worked on by Colin.

The Twitter SJFM page is updated and on fire. Please use caution when tweeting. If burns occur, consult a physician,

#### **4. Executive Reports –**

**4.1 Report of the Chair-** Written report (see attachment 1)

**4.2 Report of the Vice Chair –** none

**4.3 Report of the Treasurer –** The current balance is approximately \$5900.00. Financial statements have been submitted with last years’ report as a comparison (see attachment 2).

**4.4 Report of the Secretary –** Will be filing the Form 27- Annual Return to the Dept of Gov’t Services, Commercial Registration Division.

#### **5. Committee Reports**

**5.1 Employees Committee (EC) –** written report (see attachment 1)

**5.2 Finance Committee (FC)–** It was reported that the SJFM, at one point, was “in the red”. Legally, the SJFM has to keep the account balance above \$2000.00 as it is the share capital belonging to members and needs to be available to be paid out to them if need be. The FC discovered that the big bills seem to come in at one time and then stop. The market is now in good financial standing. The FC is looking into how the big bills can be handled next year to avoid going below the share capital threshold. One idea is to see if the market can pay its insurance in 2 or 3 payments instead of one lump sum. It was then asked if the insurance would cover the SJFM financially if the market went into debt. Since no one in attendance was aware of exactly what the insurance policy covered, it was decided that all should have a copy of the policy for reference.

Make copies of the SJFM insurance policy for each Board member.

***Action: Andrea***

It was noted by the FC that when expenses and revenue are being reported on the financial statements, the little things need to be separated. The small things reported such as fuel expenses and fuel sales or coffee and coffee supplies may seem irrelevant but having this information will ensure that the little decisions made do not overly affect the market.

The FC also stated that the petty cash records need to be cleaned up a little bit so that it is more accountable and easier to read. Previously, the petty cash was being withheld each week and the excess was deposited. Going forward, the entire amount will be deposited and then the petty cash will be withdrawn. This will make it much easier to look back and see how much revenue came in each week.

### **5.3 Marketing Committee (MkC) – Again, Twitter is on fire.**

The great job that Terry is doing on the press releases was discussed. They are not being released each week but when there is an event like the Urban Market Gourmet she makes sure it is taken care of. It was also noted that she is keeping Facebook updated.

**5.4 Membership Committee (MC) –** An email was sent to the members of the MC with the membership engagement ideas discussed at the June 23<sup>rd</sup> Board meeting. The MC responded positively to the suggestions but have yet to put them into action.

### **5.5 Policy Committee (PC) –**

**5.5.1 Sneeze Guard/ Food Safety Update -** Emily gave a summary of the Food Safety meeting. She noted that there were not many food vendors in attendance. Only half of the confirmed showed up. All in attendance agreed that there should be a mandatory course on food safety that vendors would have to attend in order to be able to vend at the market. It was then noted, by Emily, that the SJFM is supposed to be a resource, not the regulating body. It is the government's job to regulate and enforce. If the government comes to the SJFM and says that the vendors need to have or do something then the PC will be there to liaise. The SJFM should not be policing these policies.

The vendors at this meeting also came up with the idea of having vendor mentors for new vendors. A mentor would be an experienced vendor who would guide a new vendor along with SJFM and government policies. It was noted that having the Vendor Mentor Program would ease some of the questions being directed to the manager.

Another food safety project that is currently being tried is a food safety checklist. This is a checklist that would be used with each food vendor so that if a food inspector comes through they could flip through the list to see that that particular vendor is abiding by the food safety regulations. Terry just performed 3 of these checklists, which would be the maximum performed each week, and the results are included in the Managers Report.

When discussing the sneeze guards, it was decided that the PC would send out a poll to see if vendors would be interested in renting the sneeze guards, renting to buy, or just flat out buy them

for themselves. The possibility of having the guards made in two pieces was discussed as this would make it easier for the vendors to store and easier for the volunteers to carry up and down the stairs.

*Action: Emily*

**5.5.2 Policy Handbook Updates** - The PC has decided to wait until the food safety project is completed before updating the manual.

It has been noted that some vendors have been selling beverages such as Pepsi, juice and water at their tables. This was discussed and decided that Pepsi would not be sold at the market since Pepsi, does not fit with the SJFM objectives. It was also decided that any juice or water would be sold by the SJFM and not the vendors when it is not something that they are making, baking or growing. In order to advertise the fact that the SJFM is selling these beverages, the Board thought there should be more signs indicating that they are available in the coffee corner along with tap water.

An email needs to be sent to the manager advising of the beverage policy and the need for proper signage.

*Action- Lori*

## **6. Employees Reports**

### **6.1 Manager's Report** – written report (see attachment 3)

At this point, the Board discussed the workload of the market manager as it seems like a lot of work for a part time position. It was thought that the manager could be a full time position with the possibility of part time help during the peak season. Financially, the SJFM might be able to look into getting a line of credit at the beginning of the season knowing that there will be more income coming in the fall. There are many markets that employ their managers part time but they are well established and the thought is that the SJFM is just not there yet. The SJFM still has to rotate vendors and ensuring variety and fairness with this rotation can be very time consuming. This might be something to look at next season.

## **7. Report from the FoSJFM**

The Fof has approved the use of their funds for the purchasing of the sneeze guards. They have decided to hold onto the funds that they have and if the SJFM runs low financially, then they will forward some money to us.

The Fof is continuing the location search and would like to recruit volunteers from the Co-op membership. Once the Fof is ready, they will notify the MC and the MC will contact the membership on their behalf so that there is no breach of confidentiality with membership information.

**8. Other Business** – There is a regular vendor at the market whose daughter is very ill. She has a form of cancer and was getting an experimental treatment in Chicago every three weeks. This treatment has been covered until recently and the vendor's family now has to pay for the treatment and travel. The Board would like to do something to help this vendor financially. In the past, the market has temporarily waived table fees and other such donations have been made for vendors. The thought is that the SJFM can donate her weekly table fees. The idea of a 50/50 draw was also discussed but it is not known whether this vendor wishes to have this information publicly known. Also, a license will be needed to sell 50/50.

Someone needs to speak with this vendor to see how comfortable they would be about this information being publicised at the market and the SJFM will base the donation off of her comfort level.

*Action: Lori*

Looking into the possibility of getting a lottery license if necessary.

*Action: Lori*

The date of the next meeting will be determined at a later date.

Meeting adjourned 8:05pm