

St. John's Farmers' Market Co-op Board of Directors
Minutes
FSN Boardroom, 44 Torbay Rd
Oct 20, 2011 6:30pm

Attendance: Andrea Dicks (Secretary), Sandy Legge, Dave Jerome (Chair), Dan Ficken, Emily Martin, Karen Durfey, Terry Smith (Manager)

Regrets: Devon Crosby (Treasurer), Lori Greene, Shelley Parady.

1.Approval of the Agenda - some details under Other Business were taken out.

Approved by consensus

2. Approval of the Minutes -

Approved: Karen/ Dave

Action Items –

Draft a thank-you letter for organisers of World Food Day Movie and Meal Fundraiser – **Andrea**

Get a copy of the SJFM co-op insurance policy on the igloo site – **Andrea**

Update media list – **Shelley**

Email City of St. John`s to update their calendar with the SJFM Dec dates - **Dan**

Purchasing re-usable containers for sale at the canteen-**Terry**

Checking with Jim to see if re-usable containers is a food safety issue-**Emily**

Co-ordinating Christmas basket raffle-**Terry/ Lori**

3. Old Business – Review Action items from Sept 20th minutes

Table no-shows – it appears that there is nothing unusual about the no-shows this season. It is something that will be confirmed when doing the monthly financial reports.

Emily emailed the poll regarding sneeze guards to the vendors and sent the responses to Jim. Jim and Emily will be at the upcoming market to do an final assessment of the interest level and then determine how many guards are needed.

Lori had approached the food vendors regarding the “Pepsi” policy. The Policy Committee (PC) has a formal policy in place regarding the sale of these beverages.

Lori has also spoken to the vendor that the Board was going to offer financial assistance to. The vendor was very thankful but did not want to take the SJFM offer at this time. If they are in need of assistance in the future, they will approach the SJFM.

4. Executive Reports

4.1 Report of the Treasurer- no report. It was noted that Devon is stepping down as Treasurer and the SJFM Co-op Board.

4.1.1 Election of Treasurer – Dave had emailed Shelley and Lori because they had both expressed interest in this position in the past. Lori stated that she would be willing to take this position.

Lori Greene (Nominated by Dave Jerome) – All in favor.

4.2 Report of the Chair

4.2.1 World Food Day Movie and Meal Fundraiser

This event happened at the Gower St. Church on Oct 14th, 2011. It was organised by FSN, OXFAM, FEASt, Young Farmers' Forum etc. and the theme of the night was "Young Farmers". They had selected the SJFM as the recipient of the evening's proceeds. There were many SJFM vendors that had donated food items for the event and Dave had been invited to speak about the market. It was great promotion for the SJFM as there was a slide show of all who had made donations for this event. About 2/3rds of these slides were SJFM vendors and were identified as such. There will be a donation of about \$800.00 to the SJFM as a result of this event.

A thank-you letter will be sent to the organisers of this event.

Action – Andrea

4.2.2 Provincial Food Safety Conference, Nov 7

Emily will be the representative at this event for the SJFM. It is being organised by FSN who has also arranged for the funding to bring representatives from markets across NL to St. John's. There may be a walk-through of the SJFM as we are the "guinea pigs" for the food safety project and have already put some of the new policies into practice.

4.2.3 Long-Term Planning Facilitation (MP Cleary and Mark Wilson)

Mark Wilson and MP Cleary want to know if they can apply for funding (through ACOA) for a facilitator to do some long-term planning for the SJFM. Most of the information for this project is going through Colin as the long-term planning consists of finding a new location which is being handled by the Fof. Colin has emailed the Location Committee with this information

because if the funding goes through, we want to be able to get as much use out of it as possible. This project will most likely take place over the winter.

At this point, Dave brought up the fact that the role of the Board is to be involved in the long-term planning of the market and not to micro-manage. Committees were set up to take care of the little projects and issues that may arise and they should be trusted to do that. If the committees need guidance then the Board will be there. It was agreed that the Board will try to stay away from micro-managing and if a Board member is asked to do something then they can do the task without having to bring it back to the Board.

4.3 Report of the Vice -Chair– none

4.4 Report of the Secretary – None

5. Committee Reports

5.1 Employees Committee (EC) – Scott (Assistant Manager) emailed the Board to see if it would be OK to talk about the SJFM on his blog. Dave had emailed him, back to let him know that as long as Scott makes it clear that it is his views, not those of the SJFM that are being posted, it would be fine. There would be no conflict of interest.

It was noted that Scott is doing a great job and tips have gone up since he has taken over behind the coffee counter.

Dave will be doing employee check-ins this month with Terry and Scott. He has been doing the check-ins by himself and then notifying the EC members if an issue has come up. It was noted that it may be a good idea to have another EC member attend the employee check-ins in case a conflict arises. Also, the employees need to know that if they don't feel comfortable with a certain member of the EC then they have other people they can communicate with. Emily stated that the EC is a committee for a reason and sometimes two heads are better than one. Each member would have a different approach to certain situations that may arise. Dave stated that there is a check-in document that is used for feedback from the employee, as well as the employer and he has been taking the minutes on these docs. He will let the other EC members know that they can attend these check-ins if they wish to do so.

Terry assured the Board that the check-ins have been a positive process so far. She also stated that having the check-ins on a one-on-one basis is good for her in that she does not feel like she is being grilled but just having a conversation. She also mentioned that she works closely with the Treasurer so she does have another Board contact if a problem comes up.

5.2 Finance Committee (FC)–

Emily will email financial statement to the secretary.

Action: Emily

The Fof has given Randy money for the sneeze guards that have already been made. As mentioned earlier, the final number will be confirmed after this week's market.

It was mentioned that it would be useful to have this year's financial statement compared to last year's statement reported in percentages (eg. Coffee sales up 5% for last year). The FC had a discussion about this, as well as bringing the current year report up to the budget at their last meeting but it has not happened yet.

Terry is happy with the way the financials are going and has had the support that she needs. She will start sending the weeklies on a weekly basis instead of in a lump at the end of the month. She will also sit down with Lori to go over each of their needs and responsibilities.

5.3 Marketing Committee (MkC) – Facebook and Twitter are active and doing well.

5.3.1 Marketing/Media Events Update –

Update Media list

Action: Shelley

The MkC has been holding off on doing print ads because of the cost. The telegram ads are very expensive and wouldn't be of use right now as the SJFM is already at capacity each week.

Dan noted that he was on the City of St. John's website and they don't have the SJFM Dec dates updated on their calendar.

Email City of St. John's to update their calendar with the SJFM Dec dates

Action: Dan

5.4 Membership Committee (MC) – The idea of having membership drives was brought up. This was discussed at earlier meetings and decided that the SJFM co-op would prefer to have a smaller, more engaged membership. If we get members who join just for the sake of joining then there could be quorum issues. It was decided that the MC would not do membership drives at this time.

The MC will look at having a membership engagement education session over the winter.

5.5 Policy Committee (PC) –

5.5.1 Sneeze Guard/ Food Safety Update –

Initially, the market had decided to purchase four sneeze guards. Terry mentioned that the guards are difficult to manage each week due to their size. Not all of the volunteers are careful with them and they are easily scratched. The PC (Emily as the liaison) has been working with the vendors towards a rent-to-own arrangement so that the market will only have to deal with the

guards on a temporary basis. Through working with the vendors, alterations have been made to accommodate each vendor and their product. One of the main things being looked at is how to design the guards so they can fit in a car. Once they are bought by the vendor, they will be the vendor's responsibility so they need to be portable. The more sneeze guards we have to order, the lower the price will be for each one.

Terry has been doing random checks using the checklist system, which is not as time consuming as once thought, and they have been well received so far. Some vendors are right on track but others need to be educated on food safety. No one seems to know what the Food Safety Kit is or what it would contain. The information regarding these kits is in the vendor handbook which will hopefully be out by the end of this season.

6. Employees Reports

6.1 Manager's Report – Terry mentioned that the group of volunteers from the Canada World Youth was an overwhelming amount of people. There was not enough for them to do and it may have turned off some regular volunteers who thought that their help was not needed. Shelley and Lori did a fabulous job of having the girls interact and engage with the children at the market but in the future, it would be a better idea to spread them out over a number of weekends.

Terry is trying to get an appointment with TD to get some bank cards so that she can have online access. This would make it much easier to obtain statements and printouts for her to compare with Kashoo. It would also allow her to download information right into Kashoo.

The number of hot food vendors has been an issue as it is overwhelming for consumers and the volunteers are finding it difficult to keep up the amount of garbage produced by four vendors. Terry implemented a rotation of three vendors a week resulting in each vendor sitting out once every fourth week. Most of the vendors were agreeable. There is an issue with one of the vendors having another point of sale while the other three do not. The question of whether it is fair to ask the vendors without another point of sale to sit out a market, while the vendor with the other point of sale sells at the market arose. Terry has decided to honor the initial four week rotation. She will explain to the vendor with another point of sale, the issue the market is having with the hot food vendors and advise them that they will not be getting a table at future markets.

The PC has not really discussed this issue recently but it is in the policy manual that preference will be given to vendors who do not have another point of sale.

In an effort to reduce garbage from the hot food vendors, the Board brought up the idea of selling re-usable containers at the canteen so that consumers can bring them back week to week. This would also save the vendors money as they would not need to purchase as many disposable trays. The thought that this could be a food safety issue was discussed. What if someone brought in a dirty container, the vendor touched their spoon off of it and then places the spoon back into their stock? This could contaminate the entire batch of food.

The Board decided to go ahead with purchasing re-usable containers and Emily will check with Jim to see if this could be a potential food safety issue. If it is, the vendors would have to be

informed about making sure their serving spoons don't touch the inside of a consumers container.

Purchasing re-usable containers for sale at the canteen

Action: Terry

Checking with Jim to see if re-usable containers is a food safety issue

Action: Emily

7. Report from the FoSJFM

The Fof will be holding their AGM at an upcoming market. No date has been set yet.

8. Other Business

8.1 Volunteer Opportunity (Lori Greene) – deferred

8.2 Any Special Events before season-end (Halloween etc)

It was mentioned that there could be a costume contest at the market on Halloween weekend judged by some of the volunteers. Terry will do up some signs to post advertising the contest and encouraging kids to dress up. She will also look after the prizes.

Selling raffle tickets on baskets of market merchandise was also suggested. This was done last season and the winners were drawn at the final market. Lori had co-ordinated this last season so she will be asked to do it again since she would know how to apply for a license.

Dave will check with Lori to see if she will be willing to take this on and Terry will ask for donations from vendors when collecting table fees. It was mentioned that this should get started as soon as possible since the lottery license may change depending on the value of the prize. Also, the sooner we get the license, the more time to sell the tickets.

Dan mentioned that The Canadian Parks and Wilderness Society is developing a MapGuide of the province's eastern region in partnership with National Geographic's Center for Sustainable Tourism. They will create a geotourism website and companion hardcopy booklet. Dan will be nominating the SJFM for this map.

Next meeting – Nov 17th, 2011

Meeting adjourned 8:25pm.