

SJFM Co-op Board of Directors Meeting

Minutes

November 17, 2011

6:30 – 8:30 p.m.

Boardroom, Robin Hood Bay Regional Waste Management Facility

Present: Shelley Pardy, Dan Ficken, Lori Greene, Emily Martin, Sandy Legge, Karen Durfey

Regrets: Dave Jerome (*Chair*), Andrea Dicks (*Secretary*), Devon Crosby,

Observing: Terry Smith (*Market Manager*)

Agendas and other materials for the meeting were distributed

1. Approval of agenda

Add long term planning and co-op development

Approved: Dan/Karen

2. Approval of October 20, 2011 Minutes

Change:

- (6.1) “Cashoo” to Kashoo;
- (4.2.3) “Clearly” to “Cleary”;
- (5.3.1) “add” to “ad”
- (6.1) “World Youth Org” to “Canada World Youth”; and,
- (5.1) clarify that Terry did **not** feel she was being “grilled”

Approved: Sandy/Lori

3. Business arising from last meeting

- Andrea is drafting up a letter to the World Food Day Movie and Meal organizers
- Andrea is working on getting a copy of the SJFM Co-op insurance policy on the Igloo site

- Shelley is updating the media list
- City of St. John's calendar of events updated
- Terry did not purchase reusable containers
- Emily is checking with Jim to see if reusable containers would be a food safety issue at the market
- The coordination of the Christmas basket raffle will be deferred to "Other Business"

4. **Executive Reports**

4.1 **Report of the Chair – *Submitted by Dave Jerome***

- Dave met with Scott (*needs last name*) and had a very positive meeting. Scott is particularly interested participating with long-term planning. Dave also met with Terry Smith and remarked it was a very positive meeting and there was lots of good feedback from Terry. It was noted in particular that Terry has great communication skills liaising between the vendors and the board.
- A reminder was issued to the board to keep open-ended conversation to a minimum and to leave such communication to the appropriate committees.

4.2 **Report of the Vice Chair – *Emily Martin***

- Emily and Terry are going to the Food Safety Conference on Monday and will report on this at the next meeting

[**ACTION** – Food Safety Conference report – **Emily**]

4.3 **Report of the Treasurer**

- Due to the change in treasurer position, there is no formal report this month; however it was noted that future monthly summaries will be shorter but also more informative.

- The market attendance has been lower than normal in the cooler months and the next report will compare this month's attendance to that of November 2010.
- Terry and Emily cannot get a bank card.
- It was suggested that we have a petty cash float (similar to the format of the coffee float) for Terry. Emily made a motion to set the float contents to \$150.

Moved: Emily/Shelley

- Terry and Lori will meet and make sure all the financials add up properly and to simplify the accounting process.

[**ACTION** – Meet to sync' up financials and simplify accounting – **Terry/Lori**]

4.4 **Report of the Secretary**

- The secretary's report will be deferred.

5. **Committee Reports**

5.1 **Employee Committee Report**

- Already discussed in Dave's report

5.2 **Finance Committee Report**

- Lori, Shelley, Emily, and Devon all met and cleared up any issues with Kashoo.
- Devon has now left the Finance Committee.
- It was brought up that the Marketing Committee spends money and the question was raised of whether the Marketing Committee should be combined with the Finance

Committee. This was determined by the board that the two committees are inherently different and should remain as two separate entities.

5.3 Marketing Committee Report

- Shelley has attempted to recruit outside members to the Marketing Committee, and it was noted that the board should try and attract more outside participants to the committees in general. Jeremy Carter (Mount Scio Farms), who was a previous member of the St. John's Farmers' Market Co-op Feasibility standing committee, has expressed interest in participating in a committee. Lori mentioned that one of her colleagues may also be interested.

[**ACTION** – Contact colleague regarding interest in joining a committee – **Lori**]

- The colour ad is now ready to be displayed in December's issue of the Scope and is just awaiting their board approval.
- Shelley will check with the Telegram on whether we can submit an ad with them as they are noted to be a very good place to advertise. Dan had also submitted some suggestions for advertising possibilities.

[**ACTION** – Check Telegram re: advertising / review Dan's suggestions – **Shelley**]

- Volunteers can be engaged to distribute handbills to coffee shops and to put posters on poles. It was noted that volunteers are generally scarce in the fall, however Shelley opted to draft a letter to the membership with a request for volunteers.

[**ACTION** – Request volunteers from membership – **Shelley**]

- Lori reported she was looking at getting some airtime on CBC and VOXM radio and it was suggested that Dave could phone into VOXM's open line
- It was noted that positive word-of-mouth is always a good form of advertising.
- Shelley has volunteered to update the website content regarding the December dates and the prize basket.

[**ACTION** – Update website – **Shelley**]

5.4 Membership Committee Report

- It was again noted that the board needs to better engage the membership of the Co-op as it would be useful to have more information and feedback from people on just about everything related to the market.

5.5 Policy Committee Report

- The sneeze guards have become more expensive and there is less interest amongst the vendors to purchase them. Those who did purchase a sneeze guard have reported that their sales are doing exceptionally well. Other interested vendors will likely rent-to-own the remaining sneeze guards. The Market will keep one large and one small sneeze guard as “floaters” for occasional vendors to rent as needed. It was noted that sneeze guards could also potentially be rented by vendors for their own use during the off-season.
- As previously noted, Emily is attending a Food Safety Conference on Monday.

6. Employee Reports

- Most items have already been discussed in previous sections; however Terry has attempted to rearrange the tables to make better use of the outside space during the cooler weeks.
- Terry has also garnished over \$930 (*estimated*) worth of prizes from the vendors for the raffle basket. It is acknowledged by the board that the vendors have been very generous!

7. FoSJFM Report

- *There is no FoSJFM report this month*

8.0 Other Business

8.1 End of Season (Dec 17) fundraiser update

- It has been a very complicated process to obtain a lottery license in order to print tickets for the raffle. It was suggested that there will be an earlier start to the process next year
- It costs \$81 to print 1500 tickets, and the board agreed this was a very good value.
- The vendors will sell some of the tickets at their tables, and the board will volunteer to sell tickets at the door as well as personally during non-market times.
- There will be member engagement in selling the tickets as well as a press release

8.2 Communication with Vendors

- This was discussed in previous sections; however it was noted that generally communication has been very good, and Terry has been handling the vendors very well.

8.3 Jim's Report

- Long Term Planning will be addressed in the New Year.
- The board should review Jim's report, in particular his recommendations
- The board can communicate and partner with the NL Regional Economic Development Board regarding a strategic review, as they will undoubtedly have good ideas and advice regarding long-term-planning and business plans, etc.
- The Community Sector Council (CSC) and the Harris Centre are also good resources and will likely have good ideas and advice. The Harris Centre can match the SJFM Co-op with funded students to work into their projects. This would also be a good way to get some of the membership involved as well.
- It was noted that the board needs to formally recognize Jim for all his hard work and great effort in developing the Co-op. It was suggested that the Market present Jim with a gift and to take him out to dinner at the Duke of Duckworth in his honour on December 10th. Lori offered to pick up a gift for him.

[**ACTION** – Pick up a gift for Jim – **Lori**]

8. Next Meeting

The next meeting will be held at 6:30pm at the FSN office on Thursday December 15th, 2011)

Adjourned at 8:15pm