

Draft Minutes for SJFM AGM

The Lantern, Barnes Road

Date: April 28th, 2012

Time 1-4pm (registration starts at 1:30)

Opening Remarks/ Introduction

Dave (Chair) opened the meeting with a welcome to all members

Approval of the minutes from the 2011 AGM

Approved: Sarah M/ Dave D

Report of the Chair

- Dave touched on how the SJFM has grown in the community in both number and reputation. As the largest farmers' market with the most variety of products in the province of NL, other organizations have been coming to the SJFM with their questions. This shows that the SJFM is viewed as a trusted and knowledgeable organisation.

Questions arising from the report

How many members are there?

55

Do we have quorum for this AGM?

Yes

How many are needed for quorum?

50% or more

Committee Reports

- Finance Committee (FC) – see attachment 1

Lori began by thanking the FC members past and present for their help on this committee. She explained the Market's financial state and how much of that had to do with generous donations and successful fundraising events. It was noted that these are incomes that cannot be depended on from year to year. In an attempt to ensure financial security, table fees will be increased to \$30.00 indoor and \$25.00 outdoor. It was also noted that the process for selling coffee at the market will be streamlined to see if it can be made more profitable. These topics will be revisited when the budget is presented.

Membership Committee (MC) – see attachment 2

- Marketing Committee (MkC) – see attachment 3

Shelley explained that the purchasing of advertising space is limited due to our own budget. The MkC is looking at putting ads in the Herald for the

upcoming season. It was noted that any member who is aware of any fairs or events where the Market can set up the display board can contact one of the Board members.

Questions arising from the report

Has the website been updated yet?

Shelley stated that pictures, meeting minutes and media releases will be updated on the website very soon. It was noted that some members are not on Facebook or Twitter so it's important to keep the website updated. It was suggested that a banner be made for the market days to advertise the website and Facebook page.

Will the market sidewalk sign be repaired?

The committee is not sure yet what they will be able to do with sign because of the limited budget for 2012.

Could the Market advertise on the Flea Market sign outside of the Remax Center?

This is owned/ sponsored by VOCM and the SJFM has approached them but they have not been receptive to the idea.

What other ideas is the MkC looking at for the upcoming season?

Shelley explained that the MkC is limited by the involvement from the membership. They need more volunteers to be able to make the most out of the budget.

Would someone be allowed to hand out stickers/stick-on-tattoos with the market logo if they did them up themselves?

Yes, as long as they notified the SJFM of what they are doing and they stay within the by-laws.

Has the SJFM tried working with CBC or Out of the Fog?

Terry sends media releases every 2 weeks. The SJFM typically gets coverage at the beginning and the end of the season. Also, the SJFM is not a new story anymore. It's now a community staple so is not necessarily considered a news story. It was noted that it could be possible to notify the special events at the SJFM to make them newsworthy. It was also mentioned that the CBC photo gallery could be a viable option.

- Policy Committee – (see attachment 4)

Dave reported for the PC. He mentioned that the vendor applications will be opened later today so he outlined the new process for temporary food licenses. Licenses need to be posted on the food vendor tables at each market. There will be information on the license applications on the website along with the vendor handbook which is a very useful tool.

Questions arising from the report

Which license do the food vendors need to apply for? The seasonal license or home based food license?

It was noted that according to the information received so far, vendors need to apply for both licenses because the home based license doesn't cover the presentation at the SJFM.

- Employee Committee (EC) – (see attachment 5)

Questions arising from the report

Will there be a way to identify the staff?

The committee discussed having the volunteers wear name tags. It is also hoping to have a low turnover of volunteers so it'll be easier to identify them if they are regulars. The idea of taking pictures of the staff and putting them on the website was mentioned.

Heather noted that in order to keep volunteers interested, their effort needs to be recognised and shown that it is appreciated. It's a relationship that needs to be built over the run of a season.

- Location Committee (LC) – (see attachment 6)

The LC is not recommending moving the SJFM to the Breezeway at this time and is still looking into various other locations. The SJFM will be held at the Lion's Club Chalet (LCC) for the 2102 season.

Questions arising from the report

Is food safety a concern at the LCC?

No, any food safety concerns have been addressed with the LCC.

Is MacPerson an option?

No, it's still in a legal dispute. The church and the school board are in the midst of working it out.

Is there a feasibility study for location?

That is a major component of the 5 year plan being assigned to the incoming Board.

- Auditors Report (See attachment 7)

The Auditor was pleased with the state of our finances and felt that things were going along well for an organization our size.

Be It Resolved That the membership accept the financial audit of the 2011 Financial Year, as presented

Approved: Sherry/ Dean

Be It Resolved That the membership accept Pinsent and Associates be hired as the SJFM auditor for the 2012 season.

Approved: Lori/ Dave D

2012 Budget – (see attachment 8)

Lori presented the 2012 budget.

It was noted that some of the language needed to be clearer under “Income Sources”. The moving of the coffee station was changed to state “due to move of the coffee stand”. Also, the word “may” was added to the sentence – given that coffee “may” increase.

Be It Resolved That the membership accept the 2012 Budget, with amendments.

Approved: Dave D, Rochelle

(FEASt)

A motion was made to make a 5 yr plan for the market a part of the incoming Boards mandate. A question arose as to whether anyone could participate in the strategic planning. It came back that any member or anyone with related experience could participate.

Be It Resolved That the membership direct the Board to prepare a Five Year Plan for the Co- operative, to be presented for approval by the membership at the 2013 AGM of the SJFM Co-op

Approved: Dave J/ Josh

Elections

Newly elected

Dean Barnes (Vendor: Chai-)

Sarah McCauly (Vendor: Secretary)

Josh Smee (Consumer: Treasurer)

Jim Winter (Consumer)

Dave Jerome (Consumer)

Returning Directors

Emily Martin (Consumer:Co-Chair)

Lori Greene (Consumer)

Shelley Pardy (Consumer)

Karen Durfey (Vendor)
Andrea Dicks (Vendor)

Meeting Adjourned

Attachment 1

Report from the Finance Committee

Members of the Finance committee (both past and present)

- Devon Crosby, former treasurer
- Emily Martin, former treasurer, current vice chair
- Shelley Pardy
- Michelle May
- Melissa Butler

I would like to say thank you to everyone who has sat on this committee for their hard work. I really have appreciated the input, and experience that everyone has brought to the table, and it has made working on the financial side of the market an interesting and enjoyable experience. I took over the role of the treasurer in October, after Devon Crosby resigned due to outside commitments.

The finance committee was responsible for the following:

- Review, consolidate and organize existing financial information
- Set-up and maintain the Co-Operative's bank account and bank records
- Draft and update projected budgets for the coming season
- Keep accurate and organized records of financial activity for year end accounting
- Liaise with the auditor on behalf of the Board and the membership.
- Proactively maintain our financial credibility through a policy of transparency and due diligence in all transactions.
- Set up and Maintain any and all relevant tax payments to the government.
- Make recommendations to the board on all matters of finance.

I will present the 2011 market financials via the auditors report, and also the budget for the upcoming year under the resolutions.

Overview of the 2011 finances

Following our financial year end, December 31, 2011, the finance committee set to work reviewing how the market operated from a financial standpoint. After analysing the

books, we recognized that while we may be very popular, and are attracting 800-1000+ customers as week, with a regular wait list for table space, we are not in fact making much profit from our current operations. While at the 2011 year end, we had \$9675 in revenue, this included a large donation of start up cash from the Friends of the SJFM, equipment that had been paid for by the Friends of the SJFM, and donations of at least \$1600 by outside organizations and individuals, and money raised by our fundraiser at the end of last year. When only our revenue from table fees and coffee sales are included, our profit was -\$1186. Because donations are a one-time thing, not to be depended on for revenue, we felt it was very important to figure out how to make our market profitable on its own merit.

To address this issue, it was decided that a restructuring of table fees was required. For this upcoming season, we will be raising our table fees by \$5 across the board, which means that for inside tables, we will be charging \$30 a week, and outside tables will cost \$25. We will continue to offer a discount to students and seniors of \$5.00 off per table. As well, we will continue to reserve one indoor table free of charge for a non-profit organization, or as many outside as can fit, provided they are not taking up paid vendor space. As well, we are welcoming as many outdoor vendors as we can fit, and if they provide their own table, we will charge only \$20. The table fees are where we make the bulk of our profit, and as such, the finance committee will be reviewing the fee structure on an annual basis, with potential changes to be made, as is necessary. We are committed to ensuring that the tables are affordable for our vendors, but at the same time, if we are not making any profit as an organisation, then we jeopardize our ability to operate into the future.

To ensure that we are keeping accurate financial records, the board has decided to hire a book keeper to manage our books. In January 2012, we contracted Carolyn Dalton to act as our book keeper. Her first responsibility was to help us get our books ready for presentation to the auditor. This relationship has been quite positive, and we will continue to work with Carolyn throughout this upcoming season. Given our growth, and the fact that we do take in sizeable amounts of money on a weekly basis, the board felt that this was a wise move, and one which should help free up a significant chunk of time from the managers weekly duties. The market manager and the treasurer will work together with the book keeper on a weekly/monthly basis to ensure adequate tracking of our financial status.

The finance committee has been recently and will continue to review all aspects and operations of the market to assess profitability/benefit to the market and will make recommendations of the same to the board or the membership as appropriate.

Finally, while I have enjoyed working with the finance committee and learned a great deal in the role of treasurer, I will be stepping down from this position as of this meeting. I encourage you all to think about running for the board, and if you have any experience with, or even an interest in financial matters, you may be a good fit to act as our treasurer. I will be around to orient the new treasurer as needed.

Respectfully submitted by Lori Greene, Treasurer.

Attachment 2

Membership Committee Report for 2012 AGM

Since the 2011 AGM, the Membership Committee has held two membership sharing sessions to educate members about the progress of the cooperative and to get feedback on the past market season. The results of these sharing sessions are posted here today. These sessions also served to keep the membership up to date on the Boards activities and to ensure that the SJFM coop members are aware of their rights and responsibilities.

The Membership Committee is currently working on a Facebook members only page to keep the membership informed of ongoing activities and upcoming events. If you find yourself being friended by Andrea Dicks, just accept until you are added to the membership page. You can dump her after that if you like but she is super nice if you want to keep her! For those of you who abhor Facebook, we will still be sending the emails.

The Committee has also organized the SJFM 2012 AGM and is looking forward to continuing its work with the membership to ensure the success and growth of the SJFM Co-op. This, we know can be achieved through communication. The key to a successful coop is having a membership that is engaged and educated which is ultimately why this committee exists.

A big thanks to Jim Winter, Andie Wilson and Jason Burt for helping to organize this event and the sharing sessions. Your input and handiwork is invaluable and very much appreciated.

Yours in service,

Andrea Dicks

Attachment 3

Marketing Committee Report, SJFM Annual General Meeting, April 28, 2012

The 2011 season began with an article of the market in The Telegram Arts & Life section a few days prior to the market opening. The article focused on the popularity of the market and the search for a larger space to accommodate more vendors and customers.

Prior to the first general meeting of our co-op the market purchased a sponsorship ad in the 2011 Buy Fresh! Buy Local! Guide. This Guide is a great place for our market to advertise. Another advertisement has been purchased in the 2012 edition.

Advertisements were also purchased in The Scope in 2011 in the early summer months of the market and then again in the later fall months. There will be an ad in the Scope in the June 2012 Best of Food & Drink issue. Posters and handbills were printed in the late fall

2011 and were placed downtown, in coffee shops, at the university and were also given to market vendors who offered to distribute them at other events they were attending. The purchasing of advertisements and the printing of posters and handbills is limited as the budget does not exist for much paid advertising or marketing avenues.

Unpaid advertising or coverage of the SFJM has also occurred, or is in process, in various publications. The City of St. John's Active Living Guide Summer 2011 edition included "visiting the Farmers Market" as one of the top ten summer things to do in St. John's. The announcement of the closure of the SaveEasy grocery store in Churchill Square prompted some discussion in the media of hosting the market in that location. As 2012 is the International Year of the Co-Operative the NL Federation of Co-ops has purchased ads in The Herald and the SJFM will be featured in one of these 1/2 page ads in late August. The next issue of The Ambassador, a newsletter of the provincial Dept. Of Innovation, Business and Rural Development, will focus on co-operatives and will include an article on our market.

Advertising the market through social media occurred in 2011 and will continue in 2012. The Facebook page was updated regularly throughout the market season with announcements and pictures of vendor products, reminders of special events or features of the market such as the Urban Market Gourmet and even just general reminders that the market was occurring weekly. The SJFM Twitter feed was reactivated mid-season and also included reminders of weekly events, pictures of vendor products and discussion amongst followers of general market happenings.

The market manager distributed media releases regularly throughout the 2011 season also announcing special events and happenings of the market.

A market display has been updated and recent events where the display was set-up, sometimes with volunteers present, are the MUN Sustainability Fair, the Earth Day Fair at the Fluvarium and a Care Fair at Brother Rice that encouraged students to volunteer with environmental and socially minded organizations.

Due to the limited budget of the SJFM, for marketing and advertising purposes the marketing committee recommends limiting paid advertising to the fall months when produce is abundant and the community needs reminding that the market is still in operation.

Although there has been ongoing advertising of the market through both paid and free avenues the marketing committee itself can and should grow. What has been a small number of people making decisions about the best way to advertise our market with our limited resources should grow to a larger group that plans and executes a number of paid and free advertising opportunities.

Attachment 4

This report was written and presented by the Chair of the Board, on behalf of the Policy Committee. This is because the Policy Committee Chair stepped down a few weeks before the AGM, and the Board is waiting to recruit a new Committee Chair from the incoming 2012 Board following Board elections at the AGM.

The major focus of the Policy Committee since the 2011 AGM has been to support the development of appropriate provincial food safety guidelines for Farmers' Markets. This initiative has been organized by the Food Security Network of Newfoundland and Labrador. FSN staff worked with the relevant provincial and federal departments to develop draft guidelines and policies that are appropriate for Farmers' Markets in this province. The SJFM served as a pilot project last fall, during which our vendors implemented these draft guidelines and then provided feedback to the working group. The province has since issued formal guidelines for Farmers' Markets, which will be in force this Season. Thanks to all of the vendors who participated in this process last season, and to Emily Martin for coordinating SJFM's involvement. We are especially grateful to Kristie Jamieson and Jim Winter of FSN for all of their hard work on this project.

Also last year, the Policy Committee was involved in running a Jury process for non-food items at the Market. This went smoothly last year, and the Committee is planning to employ a similar system this year. Vendors who have had their products juried last year will not need to go through the jurying process again this Season.

During the upcoming Season, the Policy Committee will continue to work on monitoring how food safety is implemented at the Market. Now that the provincial government has issued formal policies for Farmers Markets, both the SJFM and individual vendors need to ensure that they are in compliance with these regulations. We will try to facilitate this process for individual vendors by sharing information and resources, but each vendor retains the full responsibility for making sure that they are adhering to the relevant regulations.

Finally, there have been some small changes to the Food Licensing application process that will be used this year.

- ☒ This year, a new provincial license has been created for food vendors. It is called a Seasonal Food Establishment License. Food vendor applicants will need to receive conditional approval from the SJFM before they are allowed to apply for the provincial license. The Market Manager will send out a letter granting conditional approval to all food vendors once they apply with us.
- ☒ Food vendors will be required to post a copy of their Seasonal Food Establishment License at their table at every Market.
- ☒ The SFEL can be transferred between Farmers' Markets (i.e. SJ and Torbay) within the same Season, but only if the products sold at each market are identical. Otherwise the vendor will need to apply for a license at each Market.

Respectfully submitted,

Dave Jerome

Attachment 5

2012 Employee's Committee Report – SJFM AGM

Members since the 2011 AGM:

Patsy Gosse
Becky Graham

Dave Jerome (Chair)
Sarah MacAulay

The Employee's Committee is responsible for searching for, interviewing and giving feedback to the Co-op's Employees. We also provide feedback to employees throughout their contracts and help ensure there is regular and efficient communication between the staff and the Board. We also try to support the many volunteers who volunteer with the Co-op and the Market by providing recognition for their work, and organizing appreciation events. Finally, we perform other duties related to having staff, such as applying for funds to help offset employee salaries.

One of the Committee's recommendations to the Board this year was that the Co-op should try and rehire staff that have worked at the market during previous Seasons. It was felt that there would be many benefits that would come from hiring staff that are already familiar with our community and our operations. The Board agreed that this would be a good policy.

We are pleased to inform the membership that Terry Smith is returning as the 2012 Market Manager. Terry held the same position during the 2011 Season. We are also pleased to inform the membership that Heather Reid is returning as the 2012 Market Assistant. Heather was the Assistant Manager during the fall of 2010.

To support our volunteers, the Committee sent out messages of thanks to the all of the volunteers who support the market at key points throughout the 2011 Season – including during National Volunteer Week and at the end of the 2011 Season. We also held a volunteer appreciation event in January 2012. Unfortunately, this was poorly attended because of extremely heavy snow fall that day. The Committee is looking to run more, smaller appreciation events throughout the 2012 Season.

Respectfully submitted,

Dave Jerome

Attachment 6

2012 Location Committee Report – SJFM AGM

Members since the 2011 AGM:

Dean C. Barnes	Emily Martin
Leah Blundon	Shelley Pardy
Andrea Dicks	Carla Safrany
Colin Greene (former Committee Chair)	Derek Strong
Lori Greene	Leo White
Janet Harron	Gavin Will
Dave Jerome (current Chair)	Susanne Whiteway

This Committee started off the 2011 Season as a FoSJFM Committee, but was transferred to a SJFM Co-op Committee in March 2012. The Committee has considered or reconsidered over 20 potential locations that could host the market in 2012. Members of the Committee have actively contacted 8 of these locations to research their set-up and what a market at their location would look like. Despite this significant effort, we have not yet found any location that would be a better host for the market than the Lion's Club Chalet for the 2012 Season.

For this reason, the Committee recommended to the Board in March 2012 that we host the 2012 Season at the Lion's Club Chalet, and the Board voted in favour of hosting the 2012 Season at the Lion's Club Chalet. We have been in touch with the Lions Club to confirm our interest in returning this year, and the space will be available to us throughout the 2012 Season at the same price as in all previous Seasons (\$250/market).

Next Season, the Location Committee plans to continue looking for appropriate medium-long term hosts for the Market. The most reasonable option that we have found so far involves hosting the market someplace on the main MUN campus. We have met with senior members of MUN Administration, and they are very supportive of hosting the Market on campus. One potential location on campus we have identified as a strong candidate for hosting the market is the Breezeway Pub, located on the ground floor of the University Centre. This location has many of the priorities that our members and market vendors identified in polls about any future location. This location has room inside to host a number of things, including more vendors, lots of indoor customer seating, and a play area for families with children. There is a built in sound system that would be available for buskers and general market announcements. Because it is already a licensed establishment, it is almost completely ready to host food vendors who require access to services such as hand-washing stations. There is also an outdoor component to the space for vendors and customers who prefer to be outside on nice-weather days. The University Centre itself is next to a very large parking lot (many hundreds of spaces) that we would have access to. The building also serves as a major hub in the Metro Transit system – 9 buses that service the whole region stop here (#s 1, 5, 10, 13, 14, 15, 16, 17 and 23). Finally, this building is easily walk able from the neighbourhoods that have traditionally supported the Market.

There are many details that would still need to be worked out, including the obvious need to make the space family friendly on Saturday mornings. The MUN Students Union (who own the space) have expressed that they are also very keen to work with us to address these needs.

The Committee will continue to follow up on this, and any other potential locations that we find, over the upcoming few months. The Committee will continue to provide regular updates to the Board, and if any one location looks like it may be an appropriate space to host the market in 2013, we expect that the Board will bring the question back to the full membership to make a decision on any potential location change.

Respectfully submitted,

Dave Jerome

