

## **Membership Committee Report**

St. John's Farmers' Market Cooperative Annual General Meeting

April 20, 2013

The Membership Committee is primarily concerned with maintaining a connection with the membership of the cooperative, acting as the Liaison between the Board of Directors and the group as a whole, helping to boost the overall engagement of the members, and finally to help recruit interested people to become members of the Cooperative. It is also responsible for organizing and running the Annual General Meeting and any special members meetings that are called throughout the year.

This committee was initially chaired by Andrea Dicks, and consisted of committee members Jim Winter, Andie Wilson, Jason Burt. Lori Greene took over as the Chair in early 2013, when Andrea became the chair of the Policy committee.

The committee initially had plans for member engagement by having a regular presence at the actual market by having a table with information on the market and someone from the board or a volunteer to answer questions from either members or interested persons. This proved to be hard to maintain from a recruiting perspective, and only occurred on a handful of occasions.

In March 2013, the first 'Market Minute', a newsletter aimed at the membership of the cooperative was sent out. The format was meant to both give members information on the goings on of the board, member obligations, and highlighting some individual members. We hope to be able to continue this newsletter on a regular basis throughout the upcoming year. Finally, much of the attention of the Membership committee over the last month has been on engaging current members and potential members to come out to the AGM, and to consider running for the board.

In the upcoming year, the committee aims to be a more regular presence, both physically at the Market, but also electronically, with more and regular correspondence through email, and Facebook. We are always interested in having new people participate on the committee and welcome any ideas on how to better engage and inform you, the members of the Cooperative.

Respectfully submitted,

Lori Greene, Chair Membership Committee