

St. John's Farmers' Market Co-op Board of Directors
Minutes
Boardroom, Robin hood Bay Waste Management Facility
Feb 16, 2012 6:30pm

Attendance: Andrea Dicks (Secretary), Sandy Legge, Dave Jerome (Chair), Dan Ficken, Shelley Pardy, Lori Greene

Regrets: Emily Martin, Karen Durfey

1.Approval of the Agenda -

Approved by consensus

2. Approval of the Minutes -

4.1 – corrected to state that the Arts and Culture Center is own by the Province.

4.3 – the cap on start-up expenses for the bookkeeper was corrected to show 30 hrs at \$25.00/hr.

Approved by consensus

Action Items –

Food Safety Conference report – Emily

Contact with individual interested in joining a committee – Lori

Request volunteers from membership – Shelley

Update website – Shelley

Sneeze guard storage and payment- Sandy

Policy on discretionary spending - Sandy

3. Old Business –

The payment of the sneeze guards will be discussed under section 5.5.

4. Executive Reports

4.1 Report of the Chair - none

4.2 Report of the Vice-Chair – none

4.3 Report of the Treasurer - the books are currently with the bookkeeper so Lori does not have the documents in her possession to compile a report. She noted that the bookkeeper will normally have reports ready for the Board meetings. Carolyn (the bookkeeper) will print off a cash flow sheet and compile a basic report in the future. Once she has finished the report regarding the SJFM's current financial situation, Lori will bring the information to the Auditor. It was noted that Carolyn had to set the SJFM up as a company in Simply Accounting. Setting up the SJFM account was time consuming and since the Market needs to get this information to the Auditor ASAP, it was agreed that the allotted budget for set-up needs to be increased.

A motion was made to increase the bookkeepers cap for the start-up costs from 30 hrs to 40hrs (\$1,000).

Approved: Lori/Andrea

4.4 Report of the Secretary – none

5. Committee Reports

5.1 Employees Committee (EC) – The Volunteer Appreciation event went ahead as scheduled on Jan 28th, 2012. Food was provided for approximately 40 people while realistically about 20 were expected. As the result of adverse weather conditions, it was estimated that about 12 people attended the event but the most important thing is that the volunteers knew the event was taking place and their hard work appreciated.

The amount of money budgeted for the event was discussed as some felt that \$650.00 was a little excessive considering there was no rental for the space as it was held at a members house. The idea of revisiting the budgeted amount was discussed on the basis that the money could be better spent elsewhere. It was then noted that it may be appropriate to splurge given that the SJFM gets much more than \$650.00 of volunteer labor. It was also noted that the majority of the money used to fund the event came from the donations so it really cost the SJFM \$200.00. Alternative ideas discussed were having multiple smaller events instead of one large one so that the Market could reach more volunteers. It was also noted that if the Board sticks with the larger event, it might be more beneficial to have it later in the year to hopefully avoid inclement weather.

The Committee has applied for the Canada Summer Jobs (CSJ) grant which has, in the past, been used to fund the assistant manager position. This is not meant to be a year to year grant so it is being anticipated that the Market will not receive the funding and plans are being made accordingly.

The EC is re-visiting the Managers job description as it looks like the Market can afford to increase the hours for this position. This will be presented at the March Board meeting. It will then be up to the Board as to whether the position will be offered to the old Manager or open it up to the public. It was noted that Terry is interested in having the discussion about returning

next season but this conversation has not happened yet as the new job description has not been drawn up. There would be much less of a learning curve if the same Manager returned each year. The new job description may require the Manager to take on some of the responsibilities previously carried out by volunteers.

The question then arose as to if we would be asking too much of the Manager if they are asked to take on extra duties. Past experience has been that some non-profit employees have been doing 35-40 hours of work in a part-time position. It was noted that it will be easier to follow up with an employee on duties in their job description rather than extras they are asked to do above and beyond their responsibilities.

5.2 Finance Committee (FC)– The FC is looking at raising table rentals by \$5.00/week. This would bring in \$5466.00 more per year which would work out to an extra 10 hours/week for the Manager. However, it would also mean an extra \$1,600 in CRA fees.

The FC has reviewed the numbers from coffee sales. The coffee corner grossed \$2975. Of that \$2975, Scott may need to be paid \$1,120, if there is no grant. This leaves a net profit of approximately \$1,700-\$1,800 per year. This figure does not take into account how many volunteer hours go into setting up and running the coffee corner. The FC will also review the 2010 season to see if the numbers are similar as this seems like little profit for a lot of work. It is, however, about \$3,000 that the Market would not otherwise have. It was noted that there is someone interested in taking over the coffee sales at the Market and the Market could focus on another venture that would bring in profit with less effort. Another thought discussed was that the Market may be able to retain more volunteers if they are not stuck in the corner slinging coffee and washing dishes. It was noted that the Market would still benefit from the rental fee of the coffee vendor.

The idea was then discussed of possibly having differential table rental fees for each type of vendor. Some vendors are more high maintenance than others. A waste surcharge was also discussed as some vendors produce a significant amount of waste. It was noted that there are labor costs associated with emptying the garbage cans and clean up. If the assistant role evolves into a clean-up/ food safety position then it could be valid to charge extra to those who create the extra work. This is something that the FC will build into the budget and present at the upcoming AGM and the PC will visit this to provide direction at the next Board meeting.

Inventory has been done and will be looked at for the next Board meeting.

A motion was made to go “in-camera” 7:41pm

Approved: Shelley/Andrea

A motion was made to come out of “in-camera” 7:52pm

Approved by consensus

The FC has not been able to do up a budget yet as they do not have all of the figures back from the bookkeeper. The draft budget will be presented at the next meeting.

It was then decided that there will be an April Board meeting to tie up loose ends before the AGM.

5.3 Marketing Committee (MkC) – The MkC has placed the same advertisement as last year in the next Buy Local! Buy Fresh! Map. This is a great fit and an obvious choice for SJFM to purchase an ad. The ad will be full colour, 3” x 3” and placed on the inside of the brochure. The cost is \$350. An added benefit to this year’s brochure is that it will be available online and a smart-phone friendly version is also being developed. The ads in the brochure will also be online and will be clickable to our website. The smart-phone version will link to 'Get Directions' on GPS enabled phones. These added features are included in the print ad cost of \$350. The ad states that the market runs from June to December but that decision will be made at the AGM. It was decided to proceed ahead with the ad giving this time frame.

The MkC has signed up to attend an Earth Day event at the Fluvarium on Sunday, April 22nd. This is an informational type event where organizations have tables/booths set up. They will update/refresh our display board, currently at FSN office. Earth Day at the Fluvarium is also a family-friendly event (ie: geared towards ages 10 and under) and we are asked to have a tangible, hands-on activity that young children can do. The Membership will be canvassed for volunteers to help out with this event.

5.4 Membership Committee (MC) – The MC recommended the AGM be held at The Lantern on April 28th, 2012 from 2-5pm in the conference room. The Board agreed with the date and location but discussed an earlier time to better accommodate members with small children. It was decided that the AGM would be from 1-4pm in the Cafeteria as it was felt that there would be ample room there. It was also noted that having a small number of people in a large conference room would create the illusion of a poor turnout.

The Draft Agenda for the AGM was presented to the Board and some adjustments were made due to time constraints. The Executive report presentations were cut except for the Chair who would give a summary to the membership. It was felt that the Committee reports were necessary as the committees are lacking membership involvement and the membership needs to be aware that they exist and are active. The Committee reports will need to be kept to approximately 5 minute presentations to allow time for the membership to ask questions and discuss. The idea of having the Fof as the guest speaker with their presentation of the location search discussed. This will both update the membership on their activities as well as cut down on time from another guest speaker. It was noted that the AGM is supposed to be an event/ celebration of the co-op and all that has been achieved over the past year but the membership needs to be informed. The MC will attempt better communication throughout the upcoming year to keep the membership informed so that the next AGM does not have to be all business.

In an attempt to have as many members as possible attend the AGM, the invitations will be sent by email as well as regular mail.

A budget of \$350.00 was given to the MC for the AGM.

5.5 Policy Committee (PC) – Sandy has agreed to oversee the food safety project while Emily is otherwise engaged. She will meet with Emily, Jim and Kristie to get brought up to date. In regards to the sneeze guards, Sandy will investigate to see where they are being stored over the winter. She will also contact Randy and discuss the unexpected rise in price for the sneeze guard alterations. The Fof are paying for the guards and the vendors will be paying the SJFM back on a rent-to-own basis as they cannot afford to buy them in one lump sum. The vendors were not expecting the guards to triple/quadruple the original quoted price.

It was also discussed that the PC will need to put policies in place about discretionary spending. The PC will discuss benchmarks on what amounts certain bodies will be able to spend with approval from the Board (the Manager, the Executive etc.)

7. Report from the FoSJFM

7.1 Location Search Committee update

The Fof is waiting for a response from one company before carrying on with the location search and will hopefully have an update at the March meeting.

8. Other Business – none

Next meeting to be held on March 22, 2012

Meeting adjourned 8:40pm