

**St. John's Farmers' Market Co-op Board of Directors**  
**Minutes**  
**Boardroom, Robin hood Bay Waste Management Facility**  
**March 22, 2012 6:30pm**

**Attendance:** Andrea Dicks (Secretary), Sandy Legge, Emily Martin, Karen Durfey  
Dan Ficken, Shelley Pardy, Lori Greene

**Regrets:** Dave Jerome

**1.Approval of the Agenda -**

*Approved: Emily/Shelley*

**2. Approval of the Minutes -**

*Approved: Emily/Andrea*

**Action Items -**

Policy on discretionary spending – Sandy

Contact info for temporary food license from Terry – Emily

Discuss new contract changes with Terry to find out when the 10 busiest weeks of market season are – Dave

Research banking options for membership capital – Emily

Develop a relationship with the Lion's Club Chalet to discuss alterations to accommodate the growing SJFM – Location Committee

**3. Old Business –**

Food Safety Conference report – Overall, it went very well. Specifics were deferred until the end of the meeting due to expected time constraints.

Shelley is in the midst of updating the website.

Lori had no need to recruit an outside individual for the Finance Committee as two members stepped forward with an interest and they have both been contacted.

Randy has been contacted and paid for the sneeze guards. It was explained that there was such a big increase in price due to the modifications wanted by the individual vendors. He also explained that he had made the market aware of the cost increase before he started construction. The guards are currently in storage at the Lion's Club Chalet and will remain there until the vendors have paid them off.

#### **4. Executive Reports**

**4.1 Report of the Chair** - See attachment 1

**4.2 Report of the Vice-Chair** – Emily noted that all of the resources needed to answer food safety questions that may arise are now available to us through contacts and links made from the food safety conference.

**4.3 Report of the Treasurer** - see 5.2

**4.4 Report of the Secretary** – Form 7 – Notice of Directors, has been sent to Government Services with the required \$10.00 payment.

#### **5. Committee Reports**

**5.1 Employees Committee (EC)** – The EC submitted a new Manager Job Description (see attachment 2) for approval. The Manager’s term is stated as being from April 2nd – Jan 14<sup>th</sup> which is a mistake. It should read as May 2<sup>nd</sup> to Jan 14<sup>th</sup> which would bring the term of employment to the expected 36 week employment term. It was explained that there would be an unpaid two week break at the end of Dec and then pay would pick up again for the first two weeks in Jan. The Board thought that this break would be unnecessary as the majority of the Managers work at the end of the season is with the financials and balancing the books. Since we now have a bookkeeper, this would cut down on the Managers end of season work. It was decided that the Managers term of employment would be from May 2<sup>nd</sup> to Dec 26<sup>th</sup>. This would be a 34 week term. This would result in 24 weeks at 25hrs/wk and 10 weeks at 30hrs/wk to keep the salary at \$13,500 instead of the recommended \$15,750 as it was determined that the SJFM could not yet afford to increase the Manager salary. The 10 30hr weeks would be most beneficial during the markets peak period. The Board will ask Dave to speak to Terry to find out when the busiest time would be for the Manager to best utilise the 30hr work weeks.

It was noted that there should be something in the job description specifically relating to food safety as this will need to be enforced during the market season. It was also noted that keeping statistics such as no-shows and the names of all vendors in attendance at each market should be in the description. These stats were not recorded last year and it wreaked havoc upon the books.

***Be it resolved that the 2012 Manager Job Description be accepted with amendments for the Manager employment term, the specific mention of the Managers role in food safety and the need for accurate statistics.***

***Approved: Emily/Lori***

The EC also recommend that the position of Market Manager be offered to Terry Smith before initiating a full callout for applications. The Board discussed the benefits of having the same Manager from one year to the next. She is familiar with the Market and its patrons/ vendors. There would be a much smaller learning curve if she was to accept the position. It was mentioned that Terry had little knowledge of finances and was given insufficient guidance from the Board with respect to financial bookkeeping. As such the books were not kept in good order last season but this would be rectified with the bookkeeper and a more hands on role from the Treasurer in 2012. It was noted that the Board would like to see the EC take on a more supervisory role with the Manager.

***Be it resolved that Terry Smith be offered the position of Market Manager for the 2012 year. If it is not possible to reach an agreement with Terry Smith, the Employment Committee will initiate a full callout for applications.***

***Approved: Emily/Dan***

## **5.2 Finance Committee (FC)– see attachment 3**

The FC recommends that the membership capital be held in its own separate account. It will have to be researched to see if it can be moved into an interest bearing account or if it has to be non-interest bearing.

It was noted that there is about \$800 of missing cash and the auditor will have to include that fact in his report. On paper, it was reported that there was \$838.00 that was not deposited into the account. There are many reasons how this could have occurred. It could've been that receipts for table fees were written up ahead of time and then not voided for no-shows. This would result in these table fees looking like they had been collected when in fact, they had not. It is believed that the difference is the result of the bad bookkeeping for last season. Going forward, the bookkeeper will be looking at this on a weekly basis and nip this type of error in the bud.

The question arose as to how Kelsey was overpaid by so much. The grant was supposed to be for 7 weeks. She started the end of May and didn't finish up until the end of Aug. No one was keeping track of how many weeks she had been working. The responsibility for tracking this in the future, should we have an Assistant Manager, will have to be delegated to either, the Manager, EC or Treasurer.

When discussing the 2011 season profit, the question arose as to how big of a deal it is that the Market, a not-for-profit org, did not make much money. It was noted that the Market needs to be profitable in order to grow. It is also important to show that we are capable of growth and are sustainable to instill confidence in investors. It would be necessary to increase the Managers and Assistant Managers hours in the future.

### **5.2.1 Coffee Viability**

Even though the coffee did not appear to be profitable in the 2011 season, it has been in previous seasons. The Board discussed trying the coffee for another season but making some changes to see if it's profitability can be brought back up. Melissa Butler who is now a FC member will be seeing if she can streamline the coffee process and get the supplies in bulk and at cost. It was decided that the coffee stand would be moved back up to the front of the Market by asking Fatima to scoot down a spot making room for the coffee table. Lori will be looking at getting fair trade coffee at cost. Shelley will contact the Jumping Bean to negotiate prices. It was decided that the Market will continue to brew coffee in the existing urns as it makes the best coffee.

The FC noted that the landline for the Manager has been discontinued as it was not used. Going forward, the Manager will be reimbursed for the minutes used for Market purposes.

The idea that the assistant manager, who had been paid for 8hrs each Market day, could be cut down to 7 hrs but many of the volunteers show up at 7am for set up. This would require 8 hrs of pay. The idea of not setting up tents in good weather was then discussed to cut down on set up time. The Market would keep the tents available for vendors to use but not use volunteer hours to set them up unless necessary during bad weather for outdoor vendors. It was noted that this would set the precedent that the Market is not setting up tents, prompting outdoor vendors to not show up in bad weather thinking no tents would be available. The tents will continue to be set up by the market.

A policy will be needed in regards to no-shows who do not have a valid reason for missing the Market. It was discussed that if a vendor doesn't show for a particular market, they will not be allowed to book again until they pay for the table they previously missed.

In regards to seniors and students discounts, it was noted that this past season was an exception. Kelsey's work term was extended, the coffee was not as profitable and there may or may not have been \$838.00 gone missing. With this in mind, there is no reason to panic and the Market is still in a position to give back to the community. There are many ways that the Market can squeeze out more money but it would be nice to show that we are a community organisation. The Board decided to keep senior and student discounts. It was also decided that Buskers would not be charged unless they are selling a product for the same reason. Buskers bring traffic through the Market and create a better overall atmosphere.

**5.3 Marketing Committee (MkC)** – deferred to April 19th meeting

**5.4 Membership Committee (MC)** – Email to be sent to Board members with AGM updates

**5.5 Policy Committee (PC)** – deferred to April 19<sup>th</sup> meeting

## **7. Report from the FoSJFM**

***Be it resolved that the 2012 Market Season be held at the Lion's Club Chalet.***

*Approved: Emily/Shelley*

*Be it resolved that the Location Committee be formed as an ad-hoc committee of the Co-operative.*

*Approved: Emily/Sandy*

**8. Other Business** – none

Next meeting to be held on April 19, 2012

Meeting adjourned 9:15pm