

St. John's Farmers' Market Co-op Board of Directors
Minutes
Boardroom, Robin Hood Bay Waste Management Facility
April 19, 2012 6:30pm

Attendance: Dave Jerome, Karen Durfey, Shelley Pardy (Secretary), Lori Greene

Observing: Jennifer Roper (member)

Regrets: Emily Martin, Dan Ficken, Andrea Dicks, Sandy Legge

1. Approval of the Agenda -

Approved: Consensus

2. Approval of the Minutes -

Amendment – Committee Reports, near end of 5.1, amend to read:

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.

Note on 5.2, 3rd paragraph – Kelsey's pay

The Employees Committee chair clarified that extending Kelsey's paid work was not an oversight but a decision between the Employee's Committee and the Treasurer. When the 7 week grant ended the Employee's Committee asked to keep her on, it was felt there was enough money to do this and was approved by the Treasurer.

Approved: with amendment by Consensus

3. Old Business -

3.1 Action Items from March 22, 2012

Not Completed: Policy on discretionary spending – Sandy

May be done: Contact info for temporary food license from Terry – Emily

Action: Dave to ask Emily

Unnecessary, as pay is salary based and not an hourly wage:

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

Not Completed: Research banking options for membership capital – Emily

Not Completed, Dave will do: Develop a relationship with the Lion's Club Chalet to discuss alterations to accommodate the growing SJFM – Location Committee

4. Executive Reports

4.1 Report of the Chair - Will cover in committee reports

4.2 Report of the Vice-Chair – none

4.3 Report of the Treasurer -

Bookkeeper: As of now a few cheques have been written that have not cleared (are outstanding) so the books for this month can't be reconciled without this.

Bank Statement: There is between \$8500 to \$9000 in the bank but this includes the membership money.

Expenses from January 1, 2012 to today: \$2136.87

Income from January 1, 2012 to today: minus \$2039.87

4.4 Report of the Secretary – none

5. Committee Reports

5.1 Employees Committee (EC) –

Currently there is a verbal agreement with Terry but a written contract is being worked on and should be finalized soon.

A suggestion to compensate Colin Greene for work on the vendor application database.

Action: Lori will follow up with Colin about appropriate compensation

5.1.1 – Assistant Market Manager Job Description

Be it resolved that the St. John's Farmers' Market Assistant Manager job description be accepted as written.

Moved/Seconded: Dave, Karen

Approved by Consensus

5.1.2 – Hiring of Assistant Market Manager

Be it resolved that Heather Reid be hired in the position of Market Assistant for the 2012 season.

Heather worked the job in 2009 and took a lot of initiative in helping secure and train volunteers in particular.

Scott and Kelsey were approached about the job but both were unavailable, although they spoke positively of their time working with the market.

*Moved/Seconded: Dave, Karen
Approved by consensus*

5.1.3 Recruiting and retaining volunteers, course by Community Sector Council

This course will be offered May 11 and costs \$60. Terry should attend and if she is unavailable another representative, likely a Board member, should attend.

***Motion:** The SJFM Board approve the cost of \$60 to send a representative to attend this workshop.*

*Moved/Seconded: Dave, Lori
Approved by consensus*

5.2 Finance Committee

5.2.1 Audit

The books were required by the auditor 45 days prior to when a report would be needed and we gave it to them approximately 60 days before the scheduled AGM. A confirmation of finances was needed from the bank and this caused some slow down. It was hoped that the audit would be completed for this meeting so the Board could review but it wasn't. It should be done for the AGM on April 28.

There is no indication from the auditor how they will reconcile the year end adjustments. For example some of our inventory, in particular the sneeze guards, were a gift from the 'Friends of' and we don't have receipts for them.

5.2.2 Budget

A revised budget was presented and some items of note are:

coffee: added \$300 extra for cups & lids

advertise: increase from \$1000 to \$2000

bank fees: adding a line item for this of \$60 based on \$5 per month

Total 2012 budget = \$38,890.00. In 2011 we made approximately \$42,000.00

For the AGM we must have an estimate of how much income we expect to make in 2012.

Action: Lori to include an estimate of 2012 income to present to the membership.

It was suggested that we seek a Board member to serve as Treasurer that has a financial background or experience with bookkeeping, accounting or handling money for non-profit.

Action: Lori to draft text to be distributed via email from the Membership Committee.

5.3 Marketing Committee

Previous to the March 22 meeting the following occurred:

Advertising: We have purchased an ad in the 2012 Buy Local Buy Fresh Guide. This includes on their website as well which is now mobile friendly; this is a value-added to paying for a print advertisement. An article on SJFM Co-op will be published in the August edition of The

Ambassador, a publication of the provincial government department Innovation, Business and Rural Development.

Website: The website is slowly being updated. Previous to this the last updates were in May 2011.

Since the March 22 meeting the following has occurred:

Events/Fairs: MUN Sustainability Fair, Fluvarium Earth Day Fair, Brother Rice Care Fair
A SJFM display was present and volunteers to speak about the market (excluding Brother Rice)

Advertising: NL Federation of Co-operatives will run a 1/2 page ad in The Herald in August that will feature the SJFM. The Scope contacted us but given limited funds it was decided to hold paid advertising until the fall months when attendance drops and produce is abundant.

It was suggested that even regular market goers will expect an SJFM advertisement in The Scope to announce the market beginning on June 2.

Action: Shelley will purchase an ad in The Scope for an upcoming issue.

Shelley let the Board know that she has been conducting the Marketing Committee business on her own and that she would like help from another Board member to organize to a real committee.

5.4 Membership Committee (MC) –

5.4.1 AGM

The agenda must be posted by April 21.

The elections will be colour coded to differentiate between vendor and consumer members.

Larry Westcott will be the vote counter.

Food is being provided by market vendors.

A suggestion to save time is that the chair present all the committee reports and then open up for questions and discussion from the floor to be answered by the appropriate committee chair.

Another suggestion to save time is that we remove the guest speaker and the Location Search Committee report.

A question of why the Sharing Sessions information is at the end of the meeting. Given the value of the information it could be moved further ahead in the agenda, possibly with the Membership Committee report.

5.5 Policy Committee (PC)

Sandy will be stepping down immediately from the Policy Committee.

It was planned that an update of the Vendor Handbook for 2012 would be done before the AGM next week. However, given that Sandy has stepped down and that Emily is our food safety 'expert', we should wait until after May 1 when Emily is back and able to work on it.

Action: Emily to update the Vendor Handbook for 2012.

The Jury process will go ahead but only for new vendors or returning vendors who have new product. Returning vendors selling the same product will not have to be juried again.

Before the vendor applications go out we need to use the language as used by the provincial government. Very recently the provincial government has used terms or described processes that we were not aware of or part of discussion and decisions.

Action: Dave to work with Kristie (FSN) and Jim Winter on this.

5.6 Location Search Committee

5.6.1 Potential location at MUN

The committee looked at 12 locations this winter and only 1 location was outstanding (possibly suitable). This one place was the Breezeway, the undergraduate student bar at MUN operated by MUNSU (undergraduate student union).

The location search committee met there and it has almost everything that our market needs for amenities including lots of square footage of indoor floor space some outdoor space. What the venue lacks currently is a licensed kitchen but they were planning to make that upgrade, and other upgrades, soon anyway.

The location search committee will continue communication with MUNSU about the possibility of utilizing the space on Saturdays to host our market.

If the space becomes available in the 2012 season a Special Meeting of the Co-op membership will be called to discuss and decide to hold 'test' markets at the Breezeway this year or not.

6. Other Business

6.1 Five Year Plan

The new Board will be taking on this responsibility. The outgoing Board will give the incoming Board a mandate to complete the Five Year Plan in the coming year. We have applied for funding to hire a facilitator to help guide us with the Five Year Plan but even if this funding does not come through we will still need to complete the plan.

6.2 New Board Orientation

Grant money has been obtained from the provincial department of Innovation, Business and Rural Development for a professional orientation for the incoming board. The grant money includes contracting a professional facilitator, renting a location and providing food for the day long orientation.

6.3 NL Environment Award

This is an annual award. We can self nominate in the Community Group category and the prize is \$1000. The deadline for submissions is May 1.

Action: Dave and Shelley will work on the application in the next two weeks.

6.4 Buy Local Buy Fresh

This group is planning to form a co-operative and approached the SJFM for advice.

The suggestion from the Board is to form a co-operative but to not place a minimum number required for quorum.

Next meeting to be the AGM on April 28, 2012

The first meeting of the new board to be May 17, 2012.

Meeting adjourned 8:30pm