

Minutes May 5,2012

St John's Farmers' Market Co-op Board of Directors

Boardroom, Robin Hood Bay Waste Management Facility

6:30pm

Attendance: Josh (Treasurer), Shelley, Dean (Chair), Andrea (Secretary), Sarah (Secretary), Emily (Co-Chair), Dave, Karen, Lori, Terry (Observer), Jim

1. Approval of the Agenda – **Approved: Sarah/ Emily**

2. Approval of the Minutes –
Addition of Jennifer's last name as Roper under Observers.

Under 4.3 – spelling correction of bookkeeper to bookkeeper.

Approved: Andrea/Dave

Action Items

Flexibility with the CSA grant from 7 wks at 30hrs/wk to 14 wks and 15hrs/wk – **EC**

Checking with Carolyn about the Fed income tax to payable of (\$6.33) and discuss payment arrangements – **Josh**

Igloo site clean-up – **Andrea**

Checking with ANC about volunteers – **Josh**

Checking with RIAC about volunteers – **Sarah**

Contact with Colin Greene about compensation and future contracts - **EC**

3. Executive Reports

4.1 Report of the Chair

A request was forwarded from Colin to see if the SJFM was aware of anywhere one could purchase Halal meat. The appropriate contacts were made and forwarded on to the requester.

After the meeting with the Auditor to discuss the Auditors report, it was discovered that the SJFM Co-op is not a not-for-profit and may have to file income tax returns. The market therefore cannot advertise itself as such. The Auditor will correct the report and Lori will forward on to Josh.

Envision St. John's is currently holding meetings in various St. John's neighborhoods looking for ideas to incorporate into their 5 year plan. The SJFM would like to get involved in the city planning as an avenue to look for a new location. Envision St. John's would like to have a formal written report as to what the SJFM is looking for in a location. It was also noted that the Market could encourage its members and patrons to attend these meetings to advocate for the Market to be included in these plans. We know that the Market is on their radar and there are Councilors who fully support the Market but having the public show their support might encourage others.

It was noted that Ken Kavanagh would be doing the Board orientation session

instead of Peggy. Ken has a lot of experience with Co-ops and should be helpful in getting all Board members on the same page. Jim would like to be involved in planning the agenda for the strategic planning portion of the session. It was noted that this would not be a strategic planning session, but rather an information session on strategic planning.

The CSA grant was approved for 7 weeks at 30 hrs/wk. The SJFM can hire another assistant. It was questioned as to whether the CSA grant can be spread out over 14 wks at 15 hrs/wk since that would work better for the Market. The EC will enquire about the flexibility if this grant.

It was mentioned that there will be a free social media webinar for anyone who is interested in marketing using social media. It was discussed that this would be a good tool for Terry and the MkC to participate in. Dean will forward the link to interested members. It was asked if it will be recorded so that it can be listened to at a later date but it will not. In regards to marketing, it was noted that filming a short video about the market to post on Youtube would be a great way to use social media. This would be a great project for the summer student. It was also mentioned that when posting on social media, 1 out of 5 posts should be for advertising purposes. The other 4 should be relationship building.

4.2 Report of the Vice-Chair - none

4.3 Report of the Treasurer

Income Statement – See attached

Carolyn is being paid \$25/hr and she is keeping a running tally. After a few months, she sends along an invoice. Since there is currently no payment arrangement other than these invoices, Josh will meet with her to discuss a consistent arrangement.

It was noted that the \$450 honorarium, paid to Terry over the winter is not included in the Income Statement.

It was asked why there is Fed income tax payable of (\$6.33) in the statement. Josh will ask Carolyn when he meets with her.

4.4 Report of the Secretary

The Igloo site, used by Board members to post documents, was explained to the new Directors. It is in need of a clean-up as there are past Directors still with access and the new ones need access. Andrea stated that she will update the Igloo site. It was noted at this point that the Igloo site is very important for documents for the secretary to be able to keep the minute book up to date. It is also very useful for Committees to post their documents prior to Board meetings for all to review and discuss in an attempt to keep Committee reports to a minimum.

Form 27 and Form 7 have been filed with the Provincial Government with a \$60.00 payment.

5. Committee Elections- The thought that there may be too many Committees was discussed at this point. Could some of these committees be combined? Couldn't the Location Search Committee be incorporated into the 5 year plan as location search would be one of the main objectives in that plan? It was noted that the Location Search Committee would not be covered under the 5 year plan. The 5 year plan will be long-term planning whereas the Location Committee is for short

term planning.

The idea behind having more committees is to better distribute duties between Directors. The Committee Elections were deferred until after the Board Orientation in an effort to have the Board better informed before discussing which committees are needed and which aren't

5.1 Employee's Committee(EC)

The EC noted that Colin Greene has been doing a lot of technical work for the SJFM and would like to compensate him. The EC will contact him to see how he wants to be compensated. It was then asked if he could be contracted. The EC will discuss this as well to see how much time he has actually spent working for the Market and if he would be willing to more.

5.2 Finance Committee(FC)

The FC has been working with Josh to catch him up on the finances. They are still straightening out the coffee situation and doing their best to make it profitable. Once the coffee plan is in place, the FC will update Terry with the changes.

It was discussed that formal purchasing guidelines need to be drawn up as to who can spend how much without Board approval.

The question arose as to if the Market will be purchasing fuel cells to sell to the vendors this year. No, it will not.

5.3 Marketing Committee(MkC) - None

5.4 Membership Committee(MC)

The MC recommended Charles O'Keefe be approved as a member of the SJFM Co-op

Approved: Andrea/ Dave

5.5 Policy Committee(PC)

The Artisan Jury is ready to go. The Jury is Ashley McDonald, Anita Sing and Charlotte Reid. All of the artisan vendors will be juried by email this year. Lori will contact Terry to let her know who has been approved for table booking purposes.

5.6 Location Search Committee(LSC) - none

5.7 Fund Raising Committee(FRC) - none

5.8 Volunteer Committee (VC) - none

5.8.1. Partnership with the Association for New Canadians?

Working with High School volunteers in the past has been a difficult task akin to herding cats. The idea of recruiting volunteers from the Association for New Canadians (ANC) was discussed as they would benefit more from the experience and take it more seriously. This volunteer experience would allow new Canadians to practice English, learn customer service and instill confidence. The market could provide letters of recommendation for these volunteers. Josh may have a contact with ANC and will check to see if we can get on their list of organizations looking for volunteers. Sarah has a contact with the Refugee Immigrant Advisory Council (RIAC) and she will check in with them about recruiting volunteers.

It was noted at this point that currently, the EC serves as the VC as well.

6. Business Arising from Previous Minutes
 - 6.1 Five-Year Plan preparations
 - 6.2 New Board Orientation
 - 6.3 Provincial Environmental Award
7. New Business
 - 7.1. 2012 Vendor Handbook
8. Other Business
9. Scheduling of the next meeting
 - 7.1 19 June 2012