

Present: Dean Barnes (Chair), Lori Greene, Andrea Dicks (co-secretary), Emily Martin (VC), Karen Durfey, Shelley Parady, Jim Winter, Josh Smee (Finances), Sarah MacAulay (co-secretary)

Regrets: Terry Smith and Dave Jerome

Meeting Day Set: Discussion led to decision that board meetings will be held Wednesdays to facilitate best attendance

1. Agenda Approved: Jim moved, Josh seconded

2. a. Minutes (May) Approved: Andrea moved, Jim seconded

b. Minutes (June) Approved with amendments (5.1 Terry –rather than Dean-will approach prepared food vendors about size of food containers; Action: Terry –rather than Dean- will get feedback from vendors and Dean will put in the order) (6.5 Mark Wilson was a previous market vendor): Jim moved, Lori seconded

3. Executive Reports

4.1 Report of the Chair

-Dean noted that a private citizen wrote and forwarded a letter to the city regarding a request that the city appropriate the old Save Easy and use it for a permanent farmers market location; Dean reported that the city phoned the citizen back rather than wrote a reply; the reply was that the city would not do this

-Farmers will need a license to sell prepared food (eg food that has been prepped beyond cutting for harvest)

4.2 Report of the Vice Chair –no report

4.3 Report of the Treasurer –discussed Auditor Carolyn's comparison document of last year vs this year: broadly speaking, the market is at a deficit so far this year~\$3000-\$4000 comparatively; due to last year's one-time income covering last year (from Friends of SJ Market) and audit, volunteer-appreciation, and board training costs this year; otherwise things "look good" with table, coffee/tea income increased, which is in keeping with our objective.

-Signing officers (incoming) will need to go into the bank, despite earlier indication from the bank that this would be unnecessary

-Discussion ensued inquiring if there was a separate account set up just for membership; Jim noted that the regular account may be used legitimately for regular purposes so long as accounting is updated;

Action: Emily, Terry, Andrea, Dean, Josh, and Sarah must go to the bank; Josh will send info regarding location, contact info, and who to make appt with

4.4 Report of the Secretary

5. Committee Reports

5.1 Market Committee Job Posting is ready for CSP student; discussion about how to hire student "for 7 weeks" when there are not actually 7 weeks left to student summer semester; suggestion that student could work same hours in ~6 weeks, etc.

-Food containers (reusable) have been ordered; all but 3 compartment containers are available

-Facebook discussion arose about prices being posted, namely: should there be a policy about prices being displayed? Board discussed

-Jim moved we do not create a policy requiring prices be displayed; Josh seconded; unanimous

-Terry requests holiday August 18

Action: Dean will ask Terry to pick up coffee cups and also 2 compartment containers for next market

Action: Marketing Committee will arrange replacement for Terry during her vacation

5.2 Finance Committee no report

5.3 Marketing Committee Shelley reported that the committee met July 16, minutes/report forthcoming (Lori, Terri, Dan, Shelley); ideas include fundraising, ticket sales, advertisement including business card size market ads. Shelley noted that there is an advertisement placed in this year's Shakespeare By The Sea program. Issue arose should we make a public statement regarding the public's comments, eg about location needs for market? Discussion addressed a consistent response/responder to keep track and ensure questions are answered as

appropriate. Terry will act as gatekeeper (keeping track), and Andrea will add executive members as administrators of the facebook page so that all can respond as necessary

5.4 Membership Committee Andrea reported two more people applied; unanimous recommendation for Erin Paiatt and Patsy Gosse

5.5 Policy Committee no report

5.6 Location Search Committee no report

5.7 Ad hoc Strategic Planning Committee

-Jim notes that we must decide how much detail/what level of planning to pursue (e.g., formulate a business plan?) Board was forwarded a document "Strategic Planning: A Ten-Step Guide" for consideration

-Discussion centered on using "QuickStart" or "KickStart" website fundraising platform to raise some initial funds for strategic planning purposes

-Volunteers for committee include Dan Ficken, Dean, Kristie Jameson and Jennifer Roper

-Action: Jim will initiate a Board meeting specifically to discuss and decide on parameters of strategic planning (prior to hiring of consultant)

-Action: Jim will research which funding opportunities are currently available (e.g., CAP, ACOA, Business Development Fund)

6. Business Arising from Previous Meeting

6.1 Terms of Reference (Committee Chairs)

Josh: Finance Committee clarified that committee ought to have no fewer than two board members, no bigger than five, and is open to general public. Document is posted on igloo site, and also includes description of other duties

Changes/amendments include typos to be corrected on igloo site document

Shelley moves acceptance, Emily seconds

Dean: Operations Committee document very similar to previously existing one; addition that public statements make specific, additional mention of farmers; also, discussion arose that the non-profit receiving a free table each week should be asked to also advertise their own presence at the farmer's market finally suggestion that committee include both vendors and consumer members

Changes/amendments include typos to be corrected on igloo site document, also that meeting depends on quorum plus one attendance.

Josh motioned name change from Market to Operation Committee, Emily seconded

Karen: Policy Committee

Changes/amendments include typos to be corrected on igloo site document, also that membership shall require at least one vendor, one consumer

Jim moved, Emily seconded approval

Shelley: Marketing and Fundraising Committee to be deferred until next meeting

Jim: Strategic Planning Committee

Changes/amendments include typos

Sarah motions acceptance, Karen seconds

6.2 Draft Letter to City Planning (Jim)

6.3 Sustainable Containers

6.4 Mark Wilson

Discussion that this citizen was using an MP's email address to advocate for farmers' market

7. New Business

Sarah asked about how complaints from public can be dealt with; discussion about policy (available on website in vendor handbook) and how public education can occur informally

8. Other Business . none

9. Next Meeting Set: 6:30pm, August 22, 2012

Shelley moved adjournment, all in favour, motion carried

