

Draft Minutes Sept 19,2012

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

5 Clark Place, St. John's

6:30pm

Attendance: Josh (Treasurer), Dean (Chair), Andrea, Emily (Co-Chair), Maggie Rose (Observer), Dave, Karen, Jim, Kristie Jameson (Observer)

Regrets: Terry (Manager), Sarah, Lori, Shelley, Heather

1. **Approval of the Agenda – Approved: Josh/Karen**
2. **Approval of the Minutes – Deferred until next meeting**

Action Items

Number crunching to estimate the 10% for Strategic Planning funding – **Josh**

Enforcement of the no-show policy - **Dean**

Policy on how many tables will be included with the \$25.00 or \$20.00 table fee –**Andrea**

Policy on organic farming claims- **Andrea**

Third side for SJFM sign - **Dean**

Fact sheet for Goldie Porter - **Dave**

3. **Business Arising from the minutes - Deferred until next meeting**

4. **ad hoc Strategic Planning Committee (SPC) – see attachment 1**

Jim's report was discussed at length. It was noted that strategic planning is not something that can be taken on as a volunteer organization. It is a time consuming process and needs to be done so that we can approach the City of St. John's with confidence in what the needs of the market are. It was mentioned that the City is wanting to help with finding a permanent location but is not aware of the needs of the SJFM.

The SPC will be sending out a Request for Proposal (RFP) to be circulated amongst potential consultants.

It was then noted that Jim Winter is a consultant who could possibly submit a proposal. If he does wish to submit a proposal, he would have to step down from the Board of Directors and have no input into the construction of the RFP. It was then discussed that if he does in deed step down, there is no guarantee that he would get the contract as it will be an open RFP, sent to a number of consultants and will be graded on the scale outlined in the RFP.

Jim noted that he will be stepping down from the Board of Directors and will send his resignation to the Chair of the Board of Directors. The SJFM now needs to find a new Chair of the SPC. Kristie offered to help construct the RFP but first the SJFM needs to figure out how much the market can contribute. The FC will crunch some numbers and

notify the Board. The FC will include the SPC in this discussion as there is currently no Chair for this committee.

Action: Josh

Timelines for this process were discussed. It does not seem likely that the SPC will have a 5 year plan ready for the AGM in March 2013. If the SJFM hires a consultant, we want the consultant to be able to engage the SJFM community. It will take approximately 2 weeks to write the RFP, it should be open for 2 weeks and then another 2 weeks to review it. This gives them Nov and the 1st half of Dec to come up with a plan and actually put it into action. It was noted that there are other ways to engage the SJFM community than at the actual market.

It was decided to take first things first;

Step 1- crunch numbers to see what the SJFM is able to contribute

Step 2- have someone take the leadership role and meet with Kristie to construct the RFP.

An email will be sent to all Board members to see if anyone is able to take on the Chair of the SPC.

Also, Dave will do up a fact sheet with information on the SJFM and the Co-op and send it to Goldie Porter so that she can prepare a briefing note for the Deputy Assistant Minister of the Department of Innovation, Business and Rural Development (IBRD).

5. Executive Reports

5.1 Report of the Chair - Saint Pierre et Miquelon is looking for a list of producers who may be interested in selling there.

They are still interested in vending at the SJFM and are working on food safety regulations themselves as any food product has to be inspected by France before being shipped to NL.

The issue of farmers claiming to have organic produce and selling at organic prices when they are not actually organic was discussed. There are no apparent provincial regulations surrounding this issue. The only piece of information was through another farmer who stated that NL farmers can claim organic as long as they don't take it out of the province. Dean has brought the issue to Renee (our friendly neighborhood food inspector) and she is currently researching it. It was then noted that just because the province doesn't have a policy surrounding this, doesn't mean we can't come up with one ourselves.

Policy on organic farming claims- **Andrea**

It was noted that Heather's second Saturday off will be taken on Oct 27th.

Motion was made to pay Scott Bartlett \$80 (\$10/hr) to replace Heather Reid on Oct 27th.

Motion: Josh/ Dave

Approved by consensus

Josh noted that when posting a position, the hour rate should be advertised instead of the gross amount. When Masood was hired, he was expecting a larger paycheck due to the poster indicating the gross salary without payroll deductions.

Targa/ Doors Open weekend was a success. There was a slight stumble early in the

morning when it was discovered that $\frac{3}{4}$ of the Lion's Club parking lot was being used by the National Softball tournament. The City sent an officer to help direct traffic and everything went exceptionally smooth considering the activity swirling around the market that day.

Emily noted that the SJFM sign can't be seen when patrons are coming down Bonaventure Ave. The two sided sign is placed at a three way intersection so it would be nice to have something that could be put on the side of the sign. The OC will look into adding a small SJFM sign to the side of the existing one so it can be seen from three sides.

Action - Dean

5.2 Report of the Vice-Chair - none

5.3 Report of the Treasurer – see Attachment 2 (Balance Sheet as of Sept 12,2012)
Attachment 3 (Income statement from Jan 1 to Sept 15,2012)
Attachment 4 (Comparative Income Statement)

Josh noted that Carolyn is working approximately 8 hrs/mth on SJFM business and that all of the Markets big expenses for the year have been paid.

The no-show dilemma was brought up to see if it is still a problem and how much it is affecting the finances. There are still no-shows from week to week. The policy surrounding no-shows does not seem to be enforced. The Operations Committee (OC) will check in with Terry about this.

Action: Dean

At this point, it was noted that some farmers are using more than one of the SJFM tables. Indoor vendors are required to pay extra for using the half tables. Should the farmers also be charged extra for using more than the one table allotted with the \$20.00 table fee. This has been discussed in the past and decided that farmers would get one table with the table fee. Any additional tables will be an extra expense as the Market could be using these for additional outdoor vendors or consumer seating. A policy needs to be drafted around this issue.

Action: Andrea

5.4 Report of the Secretary - None

6. Committee Reports

6.1 Operations Committee (OC) –

It was noted that the SJFM will be look into purchasing T-shirts. Even if the Market breaks even with these sales, the T-shirts are a great advertisement for the market. Based on past sales, the med and large sizes sold the best so the OC will look into buying mostly these sizes at the minimum amount required to get the group discount. It was also suggested that the unpopular sizes left over from past years, could be sold to a vendor who could remake them into skirts, shirts and other various pieces of clothing for sale.

It was discussed that it might be helpful to have a little mini-map printed on the

back of the promotional cards. Many people don't know where the Market is located.

6.2 Finance Committee (FC) –

See Treasurers report

6.3 Marketing Committee (MkC) – see attachment 5

6.4 Membership Committee (MC) – Andrea has stepped down as Chair of the MC.

6.5 Policy Committee (PC) – Andrea has taken over as Chair of the PC.

6.6 Location Committee (LC) –

The LC has decided to take a step back from the discussion with MUN at this time. MUNSU is interested but not engaged.

The LC had a brainstorming session around what they'd like to see at the Lion's Club and Dave will bring these suggestions to the organisation. Many of the ideas brought forth from the LC will benefit the Lion's Club and increase their productivity as well.

The LC discussed the importance of having more signage for the SJFM at the Lion's Club Chalet. It was discussed that the SJFM would be willing to help fundraise for the signs but doesn't see the need to spend a lot of money if we will be moving to a new location in a few years.

7 New Business

7.1 Request to increase indoor seating at the market

This has been discussed at length in the past and it was decided that this is the Manager's discretion.

7.2 Meeting Day

Dean will send a Doodle poll to the Board to see which meeting night suits the most Directors.

8 Other Business

None

9. Next meeting – to be decided by Doodle poll.