

**St. John's Farmers' Market Co-op Board of Directors
November 20, 2012 Minutes, 6:30pm
Boardroom, Robin Hood Bay Waste Management Facility**

Attendance: Dave Jerome, Karen Durfey, Andrea Dicks, Emily Martin, Shelley Parady, Sarah MacAulay, Lori Green, Maggie Rose Martin

Regrets: Dean Barnes

Changes to Minutes

Oct 2- change location to Dean's

Shelley sent regrets

Oct 23- change from Oct 22;- change location to Dean's

Shelley was there!

Re. Policy: Between pts 6 and 7, move "Action" to number 9

7 Farmers who advertise as organic must sign declaration of not using specific chemicals etc

Approval of Agenda motioned by Andrea, seconded by Sarah, carried

Approval of Minutes motioned by Emily, seconded by Sarah, carried

Business arising from Old Minutes

1. Please refer to Dean's report re. our need to seek new market manager, etc
2. Andrea is reviewing and updating the Policy Manual

Strategic Planning Committee (ad hoc): Request for Proposals Update:

- Sarah updated that we have strong candidates and interviews were successful. However, following meetings with ACOA etc, discussion arose that we consider what was strongly recommended at that meeting: namely, that we complete Community Capacity Building (CCB) before offering contract for Strategic Planning. Dean (in his written report) and Dave made a point to note that Sarah had done considerable work on this, and thanked her.

Motion made to not extend offer of contract to any candidate at this time, until funding is available; yet will alert candidates that we would like to be in contact with her in the future

Action: SP Committee to send out query to Board of Directors re availability for CCB pre and post Christmas season; check first regarding number of Directors necessary for CCB

New Business

1. Lori Green reported that Lori Heath made contact with Dean and Dave to request permission to share documents regarding our co-op feasibility study with her new social justice committee. Our policy does not preclude this, so Lori Green will contact Lori Heath and say "yes"
2. FSN AGM meeting is upcoming

Action Item: Dean should go or request one of us to go to the FSN AGM meeting Wednesday, Nov 28 1-4:30pm

Action Item: Shelley will laminate a poster that can be part of a SJFM display we are invited to set up at the FSN AGM

Policy Committee

Andrea notes that committee won't be able to meet prior to Christmas, but Directors are invited to email Andrea if any specific policy issues arise earlier than a meeting

-Directors discussed Nasir's note requesting he be allowed to sell jewellery that was questioned as being not-locally made; discussion ended with point that all crafts vendors must go through jury process next year, and decision made to allow Nasir to sell his jewellery since other crafts people were not put through the jury process this year due to oversight

-Dave brought up point that Terry was mandated (in her role) to attend Board of Directors meetings but has not; he says he was not impressed that despite her knowledge she was meant to be here, she informed the Chair that she would not attend meetings any longer, due to over-commitment with other committee meetings. Emily pointed out that there hasn't been formal supervisor-employee (manager) meetings so this might not be a clear requirement for Terry. Dave suggested the Chair formally request/direct Terry to attend Board of Director meetings until the end of her contract with us.

-Sarah reported that a vendor made a formal complaint of unfairness and possible discrimination against Terry, but that given Terry's plan to not apply for extension of contract, this vendor is content to let the issue rest

Location Committee

-Dave noted that he didn't perceive that his report was read, though Board of Directors disagreed, and so Dave wished to highlight important facts: eg, that he had a successful meeting with Lions Club Chalet, and that we as SJFM need to recognize that we are guests at Lion's Club and must respect that fact while discussing suggestions for renovations etc to the building. Lori suggested we not submit a completed document, but a "suggestion" report with a combination of input from the committees chaired by Josh and Dave. Emily, Dave, and Shelley clarified that rather than submitting a budget to the city, the city wishes for a **list** of what is needed regarding building maintenance, etc (eg, cleaning up sewage in the basement as it leaks, putting shed out back to store tables in order to avoid liability of volunteer injury).

-Shelley discussed how a keen market patron posted on facebook about Quidi Vidi being the "ideal" location for facebook; Dave responded to her that they thanked her for her idea, but it wasn't as ideal according to our rubric (eg, indoor and outdoor eating space, walking accessibility, etc)

Operations Committee

-Dave noted that t-shirt quotes were quite high and we ought to consult finance committee before going ahead; discussion and agreement by Directors that we defer further work on attaining farmers market merch

Marketing Committee

-Shelley specifically noted that "market bucks" have been given away in the community as promotion. Also, we began last week with the first door prize draw, to give away \$20 market

bucks each week. She noted we will also do this each week on facebook (and other social media) as well. Although we cannot get a lottery license as a co-op, but we can do a silent auction. Lori and Shelley are spearheading this.

-Shelley also noted that the committee discussed low market attendance in November, with suggestion that this was due to other fairs, poor weather, etc. Board of Directors notes that this is an annual trend or pattern, as November is traditionally slower than December and earlier months. Committee members have been responding to difficulties as they arise, eg certain advertisers not listing us certain weeks, etc.

-Action Item: Add to January agenda (etc) discussion regarding season dates (start and end points)

-Lori noted that the tourism publication has not listed us this past year, and upon discussion with someone who works there, they had an outdated email address Lori is rectifying this.

Meeting Adjourned

No meeting called for December: emergency meeting may be called if necessary