

**ADELAIDE SHOWGROUND FARMERS ' MARKET
COMMITTEE MEETING – 5.00pm, Wednesday, 19 January 2022
Meeting held via Zoom and at the Heavy Horse Memorial Building**

Members present		
Lynne Dickson	Albert Conterno	Mem Ericson
Gay Wallace (via Zoom)	Michelle Hocking (via Zoom)	Bob Heath (via Zoom)
Sabine De Vuono (via Zoom)	Diana Williams (via Zoom)	
Also attended		
AFO, Carol McGrane	EO, Christine Robertson	

1. Welcome and Apologies

Chair, ME, opened the meeting at 5.54pm. No apologies

2. New Conflict of Interest (COI)

None declared.

The EO confirmed that she was still awaiting responses from some committee members re the COI register.

3. Minutes of Previous Meeting

Minutes of the December meeting were moved by LD and seconded by ME. Accepted.

4. Action Items

Two action items were mentioned. The means of counting customers at the market is under review and parking costs are still with the RAHS.

BH arrived at 6.01pm

5. Committee Calendar 2022

Action: Calendar to be completed to include full year 2022.

6. ASFM Business Report

Discussions arose re: -

- Reasons for fall in customers since borders opened on Nov 23 e.g. covid-related fear and isolation/quarantine. Little browsing inside pavilion or in retail sector generally.
- Reasons for Twilight market numbers being down and not as successful for stallholders. More stallholders, some stalls only brought orders and no additional stock, no browsing effect as customers did not stay around, clash of date with Willunga
- A decision to be made re a Twilight Christmas Market in 2022
- Site numbers down relating to COVID isolations and January break.
- Some stallholders report a fall in business. Discussion arose around poor customer service skills among some stall staff.

Suggestions re how the market can assist stallholders to improve their sales

- Offer a video workshop with tips on how to engage customers which can be viewed at any time by stallholders online.
- An objective person or business to approach stalls and give them advice as to how to present produce and dress stalls. Also, to create a strategy for stallholders to improve their image and attractiveness to buyers.

BH commented that the discussion raised by astute points made in the business report was very positive.

7. Correspondence – NIL to report

8. Finance/Risk Report

Profit of 26k cash strong. Wage costs down, 121k against a 142k budget. Site rent income up 20k attributed to more stallholders than anticipated.

Report accepted and agreed

Risk & Finance meeting to be held early Feb.

9. Sub Committee Meeting Reports

9.1. HR Committee - No meeting

9.2. Risk and Finance Committee – No Meeting

9.3. Market Mix Committee – No Meeting

10. Red Flags & Risk Register

None

11. AOB

11.1 Committee Skills Matrix Outcome – See attached

A discussion arose around the skills matrix's usefulness in helping the committee make decisions re specialists or casual appointments.

Suggestions included

- Use of the IECD matrix – more insight into where people's gaps are.
- Call for EOI from stallholders for the G Page vacancy
- For the specialist vacancy two suggestions made
 - Independent Chair sourced through an independent body
 - Marketing/Retail specialist

Chair, ME, leaves the meeting and hands over to Deputy Chair, LD at 7.09pm

11.2 Strategic Planning Day

A full day was suggested with a look at the constitutional review, if deemed appropriate, at the end of day suggested.

Action: EO to look for external facilitator and some suitable dates for Strategic Planning Day.

11.3 Constitutional Review

Deferred

11.4 Specialist Position

Item deferred.

In relation to a query by stallholder Bill Cooksley, the policy of not enforcing the wearing of face masks outside at the market was reaffirmed by the committee.

11 Close

7.35PM

NEXT MEETING

16 February 2022