

## **May 4, 2016 Board Meeting**

*@New Leaf Initiative, 7-9*

**Board present:** Becky Clawson, Sara Carlson, Jim Eisenstein, Grace Emmerling, Catie Rasmussen

**Staff present:** Stacey Budd

**Guests:** Cait and Deb Simpson

### **Follow-up items from last month's minutes (*Past item* – status update):**

- *Budget: Chris will check with Maria about the next three months, request final comments from board members, then seek final approval. – Chris will send budget tomorrow.*
- *Chris will approach Harrison's about doing a black-tie fundraiser in their new event space. - TBD*
- *Have technology malfunctions been resolved? – Have been resolved for now.*
- *Jim was going to meet with a Hershey grad student to brainstorm ways to do a local food promotional program. – Melanie and Jim met with Dr. Flanagan at Mt. Nittany Medical Center. He was very interested, took our brochures, will talk about F&F at their upcoming meeting. Jim will follow up with them to discuss option of using them as a drop-off location. Discussed doing something similar to Hershey Rx, a veggie prescription program.*
- *Jim was to follow up with Amy Lake from Garden & Seafood Shack about potentially vending. – Rescheduled*
- *Jim was to reach out to Chef Chris Mohr of Otto's. – postponed, have been funneled to purchasing manager.*
- *Jim and Melanie will present about the WOLM to the Southern Allegheny Chef's Association at their meeting – April 11, 7pm at Nittany Lion Inn – had a good turnout. There were a lot of vendors there, some chefs.*
- *SNAP benefits at markets – decided not to apply this year for a grant to support markets. Another year will give more time to get market folks on board for a market umbrella organization. Sarah Potter is working on implementing SNAP benefits to online market.*

*Michael made the motion to approve the minutes. Sara seconded. The board approved last month's minutes.*

### **Membership timeline presentation: Stacey**

Stacey created a timeline for co-op development, outreach, and initiatives, based on what she learned at recent conference. She will share this with the board in view-only mode and will make changes as needed, based on board feedback and board progress.

- Phase 2b is when a co-op is ready to sign a lease.
- Phase 3 is store design, hiring a store manager, etc.

- There's lots to work on right now: pro forma (manipulate numbers, get a better idea for our business model), build a finance committee, business plan (do we need one overall? we'll have to take this to a lending institution), find volunteers to take on these tasks. Marketing: what's our message? How are we getting it out there? When do we need to get together paperwork for elections? (Etc.)

### **OLM: Jim**

Diana needs 5 more hours to do promotion.

*The Sara made a motion to give Jim the autonomy to reallocate money in the grant to pay Diana. The board approved the motion.*

F&F has made \$1.65 on the WOLM.

Recently, Catie noticed a non-wholesale customer purchased WOLM goods (50lb potatoes). WOLM products are supposed to be viewable only to wholesale customers, so this indicates a store issue.

### **Finance: Catie**

See uploaded financial reports. At the end of the day, we're still spending money on the OLM out of co-op funds and operating at a loss, though not a large one. It was asked recently where our member equity was listed; there is now a line item on the balance statement indicating this amount (301 Member Equity). Pledged equity is not included, as it can not be assumed to be collected in the future.

### **Food truck event: Stacey**

Stacey proposed an event featuring local food trucks (several coming "online" in the coming couple months). We could park them in a parking lot, charge admission to the public. Someone is hosting a food truck festival as a fundraiser for WPSU. We hope food trucks would source some of their ingredients from the WOLM.

Next steps:

-Find a park that would let us host it. (Tudek was suggested; we may just have to rent a pavilion. Military museum on a non-market day.)

-Cait will help Stacey research borough regulations for food trucks and using public parks.

### **Jim: effort to get big-name speaker at campus event**

We will hold an event in June (tentative), at fire hall in Boalsburg (tentative). Jim spoke with Peter Buckland who suggested meeting with Doug Goodstein at Penn State's Sustainability Institute. The idea is to get the University to use their speaker funds to get a big name in food. We write a letter to request their presence at our event—our membership meeting, a sustainability event, etc. This would raise the

profile of local food at Penn State. Cait suggested asking the speaker to sign items to raffle off later as a fundraiser.

### **Film event at the State theatre: Michele (5 minutes) – Michele was not present**

#### **Membership ideas: (board: 75 minutes)**

- Catie asked Cait and Deb for input about where they might have liked to see info about the co-op. They just learned about us, and they are our target audience.
- (Sara) Brochures: put a brochure in the delivery each week and encourage members to pass it on to their network. Identify folks who are well networked and put together a packet for them.
  - Could we save money with a more economical printing option – remove the gloss? Brochures currently cost more than \$1 each. Procopy was recommended for their good printing rates.
  - **Sara will work with Stacey on coming up with a distribution plan.**
- (Sara) Put info about signing up on OLM receipt (currently in newsletter).
- (Becky) Print on OLM receipt the amount non-members *would have saved* if they were members, and/or how much they *have saved* (a cumulative total).
  - Stacey has, in the past, provided volunteer non-member-callers with statistics on savings.
  - **Grace, Melanie, and Catie will work together to try to implement something for the receipts.**
- Referral gift certificate: have tried something similar in the past, and did not perform well. (Pre-loaded site registrants' accounts with \$10 credit to encourage shopping, but few used it.)
  - Stacey is working on a referral contest for June, July, and August with a private pizza party and other unique experiences as a prize.
- (Grace) Student kick-off event (potluck, music, byob), pushing OLM purchases with home delivery. (Eliminating student membership plan.) OLM can not currently accept Lion Cash if their card is not activated as debit card. Outreach to student farm club, sustainability institute...
- (Becky) Workshop series, free for members, \$30 for non-members (offer to credit this to first month installment). Grace: It makes sense for us to be offering classes.
  - Stacey: Angie Wallace, Be Well Associates, has offered to donate her time to lead workshops for us.
  - Cait is interested in working with kids.
  - Grace Pilato may be interested.
- (Deb) One on One (fitness facility), below Wiscoy, may be interested in distributing info or partnering. Cait: there's a new place downtown, Anthem, that offers free yoga and running workshops. They may be interested in helping us spread the word. The group mentioned the names of many local fitness facilities.
- (Deb) Approach Chef Jeremiah Dick

- (Deb) Kyle Peck hosts concerts throughout the year, and the people who attend his concerts would be interested in the co-op.
- (Jim) We have an opportunity to take on Plow to Plate event. (Add to next month's agenda. Jim will investigate financial obligations.)
- Student outreach: contact work-study students when SNAP benefits become accepted at OLM. They will be eligible, by nature of work study qualifications. Cait offered to help with this initiative, as she works with a lot of grad students. (Cait and Grace will follow up before next meeting.)

Becky will compile list of ideas, send to Sara. Sara will survey the board.

*Board adjourned at 9pm.*