

FFBOD Meeting 1/3/2018

Board Attendance: Chris Rand, Jeremy Bean, Roy Sletson, Emily Newman, Michael Pipe

Non-Board Members: Ann Glaser (Member), Anne Williams (OLM Manager), Thompson Harner (Contract Accountant), Nigel McFarland (Facilitator)

Meeting convened at 7:07 PM by Chris Rand

Financial Update

Thompson Harner, F&F contract accountant created a balance sheet and profit and loss sheet for full years of 2016 and 2017. Any members interested in seeing this information can email the board.

There was discussion around some of the categories that were present in the 2017 “Profit and Loss Sheet.” The income from Fundraising Event Sales came from two primary sources, Plow to Plate and Local on the Menu. It was also noted that delivery fees were not separated in the income category “online market.” Tom asked about the discount categories, such as 5% for volunteers, 20% for members and 30% for non-members, and noted that this was also not separated.

Chris and Tom, as well as the newly-formed finance committee, will be discussing setting up accrual accounting and better understanding inventory now that F&F buys wholesale.

A discuss around forming the above mentioned “Finance Committee” was had. They plan to meet in the month of January to form a budget and priorities for 2018. A charter will need to be created and submitted to the executive committee for approval.

FFBOAD Strategic Planning Meeting

Nigel McFarland was in attendance. He has been in State College for 12 years as a facilitator. He is currently contracted with PSU, trained as an “Organizational Change Maker” and helps organizations plan for change and implement change.

Nigel probed the group with questions about what our future direction is and the need to create “Who are we, what are we and where we are going.” Many groups have done research about this, but much of the surveys completed are outdated. Jeremy/Chris will be looking at gathering some of the research for our future Strategic Planning Meeting.

Nigel stated that a rough agenda would look as follows:

1. Current state of F&F
2. Visioning

3. Evaluate the mission
4. Setting goals and having someone accountable for those goals
 - a. Committees
 - i. Engage membership
 - ii. Engage Nonmembers

The Strategic Planning Meeting was set for January 28th from 12-4PM.

Food Hub Update

Food Hub conversations continued around what commodities Penn State could use and Pennsylvania Farmers could provide. Jeremy Bean stated that they may look at meat as a commodity because there are better margins. It appears that by buying dairy farmer cull cows for meat, they could provide hamburger meat for Penn State and other choice cuts could be sold to local restaurants. Prices may still be too high for Penn State. Mark Higgans believes that there is a processing facility that would be able to do this high volume of processing, but Ann Glaser and Emily Newman expressed concerns about the lack of processing facilities in the area.

OLM Update

The last four weeks of 2017 (December) showed higher orders due to the holiday with the highest order # as 56 the week before Christmas. Total sales for December 2017 was \$3,000. The first week of January 2018 was lower in sales.

Roy is to look at the net profit for the four months of 2016 vs. 2017 with the implementation of the 8% user fee and buying wholesale from different vendors.

Conversations continued around wholesale purchasing. The pilot for the wholesale market works but Roy and Anne stressed, F&F will need to keep in mind that infrastructure (refrigeration and storage space) is limited and volunteers will need to be increased. Board stressed that marketing should be focused on low prices of those specific wholesale items.

Anne mentioned that some customers are having frustrations with the website, specifically the delivery method button. Stacey Budd, Catie Rasmussen, Anne and Emily will be meeting in January to discuss website changes.

Chris reiterated that the grant ends in March. F&F will be able to apply for the Local Food Promotion Program for 2018.

Tom asked a question about vendors. He was wondering if multiple vendors sell multiple items, for example: Carrots. Jeremy stated that we currently have no policy on max number of vendors per item. Tuscarora Organic Growers (TOG) does this by having a primary grower, secondary grower and third grower and if the primary grower cannot provide the amount of product requested, it moves to the secondary grower and onward.

Marketing Update

An updated from the Holiday Marketing Campaign was given. For the Centre Daily Times marketing ad, it was clicked 5 times. A total of \$60 was spent, which equals \$12 per click.

If board members have ideas for ads, share those with sarah decker/thickhead productions

Jeremy suggests that F&F implements a “Hello Fresh” type marketing ad. An example would be something such as “non-members getting \$25 towards their first order.” Jeremy believes that even though F&F would be giving away product for free, thus spending money, shoppers do not understand how great the product/OLM is until they shop on it. It was stressed that marketing should also be directed to people interested in becoming members, not just to people who are already members.

Another reason to engage individuals is the Local Loyalty Program. It could be marketed as a way to “recuperate” money invested into the market. Jeremy stated that sometimes companies do not market programs like this, but instead do dividends to their members.

Anne is to send information the Sarah/Thickhead Productions about new vendors so she can share their stories.

F&F Website Edits/Refresh

Catie, Sarah, Stacey, Emily and Anne plan to meet to make necessary changes to the website in January. A few items that will need to be updated is the “splash page” to reflect the strategic planning committee, determine which links are broken and why, update and organize emails. There was expressed interest to spend a little bit of money to rebrand the website, if needed.

Old Business

The current board determined the following timeline for board meeting minute circulation:

1. Board meeting minutes will be circulated by the Secretary within a week of the board meeting.
2. The board members will review the meeting minutes and send changes to the Secretary, as needed.
3. At the following board meeting, the board will vote to approve the meeting minutes
4. Once approved, they will be put on the website for member viewing.

Roy made a motion to edit the Board Meeting Minutes from 12/6/2017 for changing the words “mark – up” to “user fee” and with that change, pass the meeting minutes. Michael Pipe seconded and the motion passed unanimously.

Motion to adjourn by Roy at 8:59 PM. Jeremy seconded. The motion passed unanimously.

Action Items:

- Finance Committee will meet (Chris, Tim, Tom, Ann G.)
 - Should Delivery Fees be separated from “Income: Online Market”?
 - Accrual Accounting
 - TH suggested buying a safe
 - Ray to look at Net Profits for last four months of 2016 vs. 2017 with 8% user fee
- Strategic Board Meeting on January 28 from 12-4PM
 - Chris to meet with Nigel to discuss agenda for Strategic Board Meeting
 - Jeremy/Chris to gather data from surveys completed for Nigel/Board
- “Website Committee” to meet on January 15 @ 4:30
- Chris to follow up with Standing Stone matter
- Marketing
 - Jeremy mentioned it’d be important to express F&F willingness to try similar marketing strategies as “Blue Apron,” such as \$10 towards first purchase, etc.
 - Stress wholesale prices with marketing
 - Anne to send information about new vendors to Sarah to market their “stories”
- Local Food Promotions Grant, keep an eye out for deadlines.