

FFBOD Meeting Agenda

March 7, 2018 7-9 PM

The Meetinghouse

Board Attendance: Chris Rand, Roy Sletson, Emily Newman, Michael Pipe, Tim Flanagan

Non-Board Members: Ann Glaser (Member), Melissa McDonough (guest)

Meeting convened at 7:01 PM by Chris Rand

RS makes a motion to approve the board minutes from Feb 22, 2018. CR seconds. Motion passes unanimously.

Tom is on vacation. CR reported on the financial update. The cost of goods remains high. There are a few expenses that can be covered by the grant. Jenn Landry determined that there will be a \$34,000 reimbursement request from the grant that will take us through January of 2018. RS requested that we determine how much money will be left and see if we can allot that money elsewhere. CR determined that the remainder of the grant will go towards normal expenses (rent, cover the Online Market Manager, marketing cost, etc). There may be a small amount leftover which F&F could potentially invest in something like a freezer or refrigerator.

The Online Market Committee met last week. They will be meeting again in the second week of March. The goal of the OLM Committee is to have new operational guidelines by March 21st, 2018. Elizabeth Crisfield, a founding F&F Board Member, is looking into commodity prices. RS suggests we reach out to our vendors soon about bulk purchasing and determining purchasing needs on a calendar basis.

F&F Website Edits group will be meeting next week to revamp the website. All contact information on the website is correct at this moment.

Josh Brock, a F&F member/volunteer, emailed the board regarding the VISTA Program. In 2017, the board turned down the offer but this year the board has more focus to potentially manage and person from the VISTA program to help out with F&F. CR and EN will discuss this outside of the board meeting.

With revamping the Online Market in the near future, F&F discussed putting the Thickhead Productions marketing proposal on hold for the time being. A targeted email campaign would be a good option, but unsure how print ads would be beneficial for us. CR discussed an idea about a corporate membership where an employer could purchase a membership and all the employees could shop as “members.” Stacey has offered to do a membership card mailing which we will put on hold until the board decides messaging.

CR spoke with the editor of State College Magazine and a story may be in the future. No other progress has been made at this time at building content and a message. The “co-op” side of F&F has fallen by the

wayside. Ann Glaser suggested that we focus on what makes us a co-op and how one would “cooperate” within the structure. Ann asked if we still embody the structure of a co-op.

JB and TF met with Mark Maloney at the Greenmore Gardens location. F&F would not be operating out of 100% of the pack house; Mark reserves the right to operate out of some of it. He also was open to a rent price; he wants F&F to survive and thrive. He suggested \$300 per month; TF suggests that we offer \$1 per month for the first year and pay part of utilities (with a cap) and see where we end up. There are coolers and storage area with a kitchen. From a cost comparison it would be reasonable. Ann Glaser suggested that this we look at this as a transition space. CR thinks this could be a good location for community building. TF thinks this will reduce the expenses significantly, potentially around \$500 per month depending on how the lease is written. CR has asked the board to set aside March 28th to approve operational guidelines and continue discussions on Greenmore Gardens operation.

Anne Williams will be ending her role as the OLM manager in end of May and F&F will need to figure out labor. F&F Board is hoping set a path to extricate ourselves from operations and a full time person would take that on.

CR and Melissa are the *ad hoc* event committee. Plow to Plate may be an option in 2018, if not perhaps partnering with a Food Truck. RS brought up Taste of Innovation. May look into potentially partner with a farm and/or restaurant. RS thought we could display vegetables.

CR makes a motion to end the meeting at 8:28PM. RS seconds. Motion passes unanimously.