

FFBOD Meeting 2/22/2018

Board Attendance: Chris Rand, Jeremy Bean, Roy Sletson, Emily Newman, Michael Pipe, Tim Flanagan
Non-Board Members: Ann Glaser (Member), Anne Williams (OLM Manager), Melissa McDonough (guest)

Meeting convened at 7:07 PM by Chris Rand

Old Business

CR made a motion to approve the minutes from January 3rd Board Meeting. JB seconds. All in favor.
Motion carried unanimously.

RS believes quarterly reports will be more valuable than monthly reports due to new accrual accounting method. Broader time is more accurate and useful in accrual accounting.

The last grant reimbursement is for the period ending in March of 2017 and F&F still needs grant reimbursement for period ending in September of 2017. TF and CR are working together to get that information together. Discussion continued around whether F&F needs a grant administrator or not to finish up work with grant reimbursement into 2018.

Marketing Report shows that we have increased “likes” and activity on social media due to primarily paid posts on Facebook. F&F needs to maximize grant money with the most effectiveness possible. Questions, such as “What are we marketing?” came up. F&F may need a “new face.”

F&F will need to communicate next steps to members and be transparent. This could be done by presenting message of an “up and coming” change on the updated website. This could also come through an email, social media and website. Key players are Michele M. to craft letter and messaging, Sarah, Emily and Ann will look at re-structuring website.

New Business

F&F will need strategies to increase Online Market Sales. If we continue to function with the same business structure, we are set to lose approximately \$30k and would put us on course to potentially dissolve in late 2019. In order to break even at current time, we would need to increase sales 100%.

It is given we need to increase sales. IF we increase sales, the Meeting House will not sustain that growth. RS has looked at several places with different realtors. It appears that prices would be too high due to needing additional infrastructure in places (freezers, refrigerators). There is a lot of risk involved in renting our own place. RS has also looked at partnering with different businesses, such as the Cheese Shoppe, 10,000 Villages, Webster’s, and Nature’s Pantry, but all are not viable at this time due to various reasons. 10,000 Villages has showed interest in partnering in a space together in State College but F&F would be required to spend money on equipment and could not spend money on people. Ann Williams will continue to explore this possibility.

RS has met with Mark Maloney at Greenmore Gardens. JB and Jen Landry will be meeting with Mark shortly. Mark would allow us to rent the pack house which has refrigeration space, packing space, running water and would allow us to increase our sales and wholesale purchasing. This could start at any time and we could terminate our rental agreement with The Meeting House since this runs on a monthly basis. RS was able to negotiate \$300 per month. If F&F doesn't invest money into equipment, we can put our money directly into sales and growing the OLM. We would need full time staff. There needs to be a monthly budget and sensible business market. JB and Mark are going to sit down and discuss what the total monthly budget is going to be. This business structure may look like Philly FoodWorks or other food hub models. Anne, OLM manager, works approximately 15 to 20 hours per week, but we would need someone in the role of a packing house individual (10 hours a week) and Market & Business Manager AKA General Manager (40 hours a week) and a marketing person (8-10 hours a week). TF could potentially run the numbers for a budget with this potential structure. Ann suggested that the marketing person could be the general manager.

Anne Williams knows we need an immediate need for freezer and fridge space. TF may have one to donate. RS stated that we are maxed out on storage space. If and when F&F moves to Greenmore Gardens storage will not be an issue as they have plenty of storage and freezer space. There may need to be additional incentives for volunteers and delivery drivers.

RS made a motion to move forward with discussions with Greenmore Gardens. As agents of the board, TF and JB will conduct a feasibility study. MP seconded.

Motion passed unanimously.

Anne Williams will also put together a meeting to discuss the feasibility of partnering with 10,000 Villages.

The board is hoping to prepare for the deployment of hiring a full time person, such as a having a job description, networks and a tight time frame.

RS makes a motion to assigned the board online market committee the task of making a new business model for the OLM; the board also authorizes the committee to hire Jen Landry to assist in this process and have our OLM in engage in the new activity. \$1000 for Jen Landry for the assistance of writing a new business model and an additional 5-10 hours a week for Ann William to write a new business model. MP seconds.

TF suggests that as a part of this payment, it is also included that Jen would administer the grant. CR suggests it would be \$1000 for the new business model and \$500 for grant administration.

RS amends motion to include that we offer Jen \$500 to administrator the grant until the end. MP seconds.

RS amends motion to have a business model proposal by the deadline of March 21st. MP seconds.

FINAL MOTION: RS makes a motion to assigned the online market committee the task of creating a new business model for the OLM with the deadline of March 21st ; the board authorizes the committee to hire Jen Landry to assist in this process for \$1000 and including an additional \$500 for grant administration; the board also authorizes an additional 5-10 hours/week for Anne Williams to assist in the business model creation. MP seconded.

Motion passes unanimously.

CR makes a motion to adjourn the meeting at 9:05PM. TF seconded.

Motion passes unanimously.