

Friends & Farmers Board Meeting Minutes

Wednesday, May 2, 2018 - 7 P.M. - 9 P.M.

The Meetinghouse

Present Board Members: Chris, Roy, Michael, Jeremy, Tim, Emily

Present Non Board Members: Jenn Landry (Interim GM, Member), Louise (Member)

CR convenes the meeting at 7:05 PM.

CR makes a motion to approve minutes from the April 2018 board meeting. MP seconds. All in favor. Motion passes unanimously.

Financial update from Bookkeeper will be sent via email.

Online Market Update: There are new Frankferd Farms Items. Some of these new items sold out during the first market cycle. Jenn stated that we are in “major clean up mode” in Nation Builder and Local Food Market Place. OLM has hit over \$3,000 over two weeks in a row. Historically, OLM shoots for \$3,200 to approach breakeven. Webster’s is a new pick up location. 5 people utilized this on Tuesday. People were very excited about the new pick up location. There are new posters: they could be placed in Boalsburg, on campus (the HUB), the YMCA, etc. OLM needs a freezer.

Yesterday’s OLM Pick Up (5/1) was “chaos.” Jenn reports that Emily Decker did a great job at pick up with 70+ orders. Jenn stated that Emily “has great energy and positivity.”

RS makes a motion to authorize spending up to \$800 to get an upright freezer 16 cubic feet or larger.

CR may be able to get an upright freezer without having to purchase. RS said it must be upright and at least 16 cubic feet.

EN seconds the motion. All in favor. Motion passes unanimously.

CR brought up OLM vouchers for first time home buyers. Could F&F sell OLM vouchers to realtors? CR will follow up with Jenn.

Jenn and Sarah will continue the website updates. Sarah is considering getting rid of Nation Builder and exploring options with other website platforms. RS and Jen will be looking into membership pricing structure. Jen will be updating wording to “Members get 10% discount.” Will continue conversations around membership pricing structure at June meeting.

Grant Update: Jenn will be submitting a narrative with final numbers once the final reimbursement comes in. The next grant round is due on Monday (5/7). Jenn will be applying for the grant. Last year only 14% of the applicants got funding.

Task Force Feasibility Study: Jenn is making the recommendation to the board to stay at The Meeting House. Moving to Greenmore Gardens would be logistically complicated. Jenn feels it is premature to move to Greenmore Gardens; Taproot and Sharon would be a great community partner. Cost would be comparable. Packaging orders at The Meeting House is harder. RS stated that we need to think about what is going to work for F&F to put together approximately in 100 orders. There are still a lot of errors in packing orders due to having different types of products (example: 4 different types of arugula). It appears Sharon is very open and willing to be flexible with the space. Jenn reports that Sharon will want to talk about renegotiating F&F lease. RS stated we will need a dedicated section of the walk in cooler. Tim and Jeremy make the recommendation to table the discussion on moving to Greenmore Gardens. MP made the suggestion to reach out to Mark Maloney and let him know that we are succeeding at our current location and will table the discussion.

General Manager Hiring Process: Job description has been drafted. CR and MP will be discussing the position on Thursday (5/3). This will be voted on in June or via an email vote. Jenn will in her interim position until July 4th, 2018. TF suggests to add wording such as setting strategy, day-to-day operations, and looking beyond what is currently happening.

Online Market Manager Hiring Process: Job description has been drafted. CR and MP will be discussing the position on Thursday (5/3). This will be voted on in June or via an email vote. Jenn suggested expanding hours for OLM to include some marketing, which may take away hours from Thickhead Productions.

CR stated that the board needs a process in place to continue conversations with Emily Decker about being an interim OLM with Anne leaving in mid-May. CR will reach out to Emily Decker. Jenn to send CR cell phone number and email.

CR will call and wade through what salaried employment would look like compared to contracted employment with F&F's pro-bono lawyer David Gaines of MKC.

New Business: There was some negative feedback from the "new direction email", but it appears to be about 5 members out of over 500. CR is tracking these comments. Jeremy stated that he would be in favor of revoking the membership but return of membership fee is not within the bylaws. MP requested CR to add the bylaws to the email to the members. The other option is that they can stay members and volunteer and contribute.

Jenn will have new marketing material for downtown businesses to do pick-ups at their own locations. Logistically, it may be easier to move the product earlier in the day (4PM). Jenn believes they can do a "free delivery" if the business total is over \$100. The business model can adjust if this works out. More volunteers will be needed.

Board Member Recruitment: Melanie Rosenberger may be interested in being a board member.

New Business: Lindsey Fairman would be willing to volunteer and help with online market development.

Amanda Cruz (Gourmet Girl) may be interested in value-added products for the OLM.

CR spoke with Maggie Anderson about changes the OLM is making. There is potential for synergy with Maggie, Provisions Magazine, and F&F.

Jeremy was in contact with Andy Porter (Salud Kombucha and Love Farm in Penns Valley). Becca would be interested in selling us a keg of kombucha. Joan Karp of Mount Nittanee Kombucha would also be interested in selling a keg.

Jeremy is to work with Thickhead Productions to expand marketing to different groups we have not previously reached.

RS suggests someone does boots on the ground to advertise to local businesses and community groups. Jeremy agrees that there needs to be this component plus a rebranding. We should be marketing on WPSU and StateCollge.com Community Calendar.

RS makes a motion to adjourn. JB seconds. All in favor. Motion passed.