

Friends & Farmers Board Meeting Agenda

Wednesday, April 4, 2018 - 7 P.M. -9 P.M.

The Meetinghouse

Board Attendance: Chris Rand, Roy Sletson, Emily Newman, Michael Pipe, Tim Flanagan
Non-Board Members: Ann Glaser (Member), Anne Williams (OLM Manager), Sarah Decker (Thickhead Productions), Thompson Harner (Accountant)

Meeting adjourned at 7:05PM.

MP make a motion to approve the March 7th, 2018 meeting minutes. RS seconds the motion. All in favor. Motion passes.

CR met with Amit Sharma and Mark Higgins about the Food Hub. JB stated that Commissioner Higgins saw potential with sourcing hamburger and meat due to the local dairy farm cull cow industry. There may be a way to source partial quantities of meat locally for Penn State but the restaurant businesses in State College may be a more feasible market. Jeremy stated that “Penn State may be the last domino to fall” when it comes to a Food Hub model. CR feels as though F&F do not have the energy to put forth towards the Food Hub. JB stated that his understanding was the F&F was putting the Food Hub on the back burner.

We received approximately \$35,000 in grant reimbursement. If this money is put into the Savings Account and should put us roughly at \$71,000, close to member equity. Our Online Market Expenses are \$3,339 less in 2018 than in 2017 (\$7,556 versus \$10,895 respectively). \$5,000 is going to be transferred into the checking account which should roughly pay bills until the end of next month. Our goal is to figure out how to increase sales enough so that money does not “vanish.”

The OLM Committee determined that F&F need to hire a market manager and a general/business manager. RS believes that Jenn Landry would be a great OLM General Manager—JL would be our interim General Manager and be the point person to providing job description and advertising for the Market Manager and General Manager. CR is to send AW past job descriptions, as Anne is already putting together a job description for the Market Manager. There was no additional information on Greenmore Gardens location. RS and JL believes that the Meeting House office could be a location for expanding wholesale markets. RS has been looking into items with Frankfort Farms. Expanding the product line could expand sales. RS believes that all of this pivots on having a general manager. With sending of messaging, encourage members to shop at the market, as little of \$24 dollars/month. RS believes that we should invest in a General Manager; TF believes there needs to be more pick-up/delivery days. TF suggested a subscription fee. CR thinks that we need a direct path forward before hiring; RS/JB/EN stated that we need a general manager to determine that path forward. Sarah asked what the difference was between Stacey’s old position and a business manager;

CR confirmed that Stacey was growing membership specifically for the store front, not determining the route of the business.

Roy makes a motion that F&F hires Jen Landry to be the interim General Manager on April 5th, 2018 at a rate of \$18 per hour for up to 30 hours per week, with either party being able to terminate the contract with 30 days notice.

EN questioned if F&F can hire a general manger without the help of Jenn. It was agreed upon by the board that the board does not have the capacity to hire a general manager and train without Jenn. Ann Glaser asked what deliverables for Jenn. RS disagrees because "we are losing money and have no market manager [when Anne leaves]." JB suggests that there can be deliverables for Jenn:

1. Help with a search and find Anne's replacement (OLM Manager)
2. Within 60 days, there be an increase in sales of [x%]

These items do not need to be a part of this specific motion. Deliverable should be written in such a way that doesn't tie her down. TF suggested it could be general, such as increasing sales to make market profitable and have a job description.

CR seconds the motion.

CR questioned the 30 hours. Is it too much? What are the pieces of the puzzle that adds up to 30 hours per week? RS states to attract someone we need to offer 30 hours. MP believes this will be an investment towards the group and appreciates the work that RS has put into this.

All in favor. Motion passes unanimously.

Roy makes a motion to create an ad hoc committee to work with Jenn to make a job description for a general manager by April 30th 2018.

MP seconds it.

MP and CR volunteered to help with this.

JB asked if there needs to be a committee to create a job description. CR stated that the function of a board is to oversee the committee, not execute the creation of the job description.

All in favor. Motion passes unanimously.

CR is to meet with Tom Harner to organize payments for Jenn. Jenn has squared away everything with the grant, received budget approval and there is approximately \$500-\$1,000 left which she will move around so no money will go back to the treasury.

RS: Anne Williams has done a wonderful job for F&F. She has put together SOPs for the online market manager. F&F has been lucky to have her.

RS has not received any engagement for Plow to Plate. Melissa is working to see if we can get something with Elk Creek Partnership.

The limitations of Local Food Market Place are limited due to the version. Sarah thought at first that we need to upgrade but it does not solve the problems. It may be worth scrapping Nation Builder and invest in Local Food Market Place (or a better platform). Making changes on the local food marketplace are cumbersome. Sarah is working at determining how the Local Food Market Place play with the Coop website. Sarah now has access to edit all the pages but cannot move it. Sarah spoke with Melony who had moved pages previously. JB will be meeting with a lady who works for "Shelf Starter" which is a local store front business.

JB has been thinking about a call to action for creating events. An events committee could be a part of the call to action to our members. Ann asked if this is an outreach or fundraising event. CR/JB agreed it was both. Sarah believes we need to get in on events that already exist. Outreach might fit better. CR will handle convening a meeting and generating ideas.

JB and TF can make time by April 13th, 2018 to put together additional information to continue discussions on Greenmore Gardens as a relocation site.

Jenn's idea for messaging is a call to action to everyone (not just member) to show how much you can get for \$24. MP suggested we add a simple recipe cards or show comparison with Wegmans, Trader Joes, etc. Sarah could start working on this as a marketing campaign. This could be tricky with non-member prices versus member prices. Jenn will continue working at developing a pricing structure.

Michele has created a message that will be sent to members.

Jeremy is creating a communication committee.

Jeremy makes a motion that the board creates a communication committee to be chaired by Jeremy to assist with putting together a communication strategy for the next 6 months.

CR seconds.

The mission needs to be revised. We can make a motion via email. Store front should potentially still be in the mission but moved so it does not entirely disappear. RS stated that we are "operating a store."

All in favor. Motion passes unanimously.

Sarah stated we need to spend more money on marketing to make money. Jeremy and Sarah will work together on that.

CR makes a motion to adjourn the meeting. JB seconds.
All in favor. Motion passes unanimously.