

# **Friends & Farmers Board Meeting Minutes**

## **Wednesday, June 6, 2018 - 7 P.M. - 9 P.M.**

### **The Meetinghouse**

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

Present Non-Board Members: Jenn Landry (Interim GM, Member), Heidi Rhoades (member)

Next boarding meeting moved to July 11<sup>th</sup>.

CR convened meeting at 7:02 PM.

CR makes a motion to approve May Meetings. TF seconds. All in favor. Motion passes unanimously.

Jenn and Tom to meet to discuss how to further break down the financial reports. F&F is spending less and expanded our margins by 5%. With the completion of the walk-in freezer, we could have more whole sale purchasing increase margins even more. Currently, the cost of goods is inching down. We intend to retire the membership pricing structure. If vendors were to post wholesale prices, then we could increase cost of goods.

Jenn to send CR plan on pricing structure plan.

Social Hour was a success. The board agreed that these events may happen quarterly.

CR makes a motion to request a debit card in Jenn's name for business purposes. TF seconds. All in favor. Motion passes unanimously.

Board needs to identify places (websites, domains, financial account?) where old board/volunteer's names are on it and transition to Jenn and/or appropriate board member.

OLM committee discussed a uniform price markup. 25% for members and nonmember. Working to get a communication strategy together for the new pricing structure. Stressing the local loyalty program exists with a change to a flat business structure. Balls in Jenn's court, she will be making it happen.

Working to get TOG orders in the area with an \$800-\$1000 order. Roy will be attempting to generate some interest in sales to buy from TOG. Green Heron is no longer delivering to the area.

MP and CR met with Emily Decker to hire her as the interim online market manager.

Need to be giving thickhead production content for the marketing portion. Jenn has created a spreadsheet to feed Thickhead content.

Reaching new demographics is the priority. There is a marketing meeting on the 7<sup>th</sup> with Emily D., Chris, Sarah D. and Jenn. Jenn will be running this meeting to address marketing needs for the rest of 2018.

Tim and Chris met with Sharon to negotiate lease at the Meetinghouse. Sharon is to reach back out to Friends and Farmers with more concrete number. RS stressed that we need dedicated space in the walk in cooler. There is a kitchen renovation planned and F&F may lose some storage space.

Stacey and Jenn met with KCF. KCF has two locations downtown, they are a technology company. KCF would like to have a meet and greet with F&F; Jenn will follow up with Elaine or Sharon to do the catering.

CR makes a motion to vote Heidi Rhoades in as a new board member. TF seconds the motion. All in favor. Motion passes unanimously. Heidi Rhoades joins the F&F board effective immediately.

There is a differentiation between marketing and communications. The marketing should be done by Thickhead productions, where the communications should be completed by the Market Manager.

#### **Executive Session was held**

JB makes a motion to adjourn the meeting at 9:05PM. EN seconds. All in favor, motion passes unanimously.