

Board Meeting Minutes

Wednesday, August 29, 2018 - 7 P.M. - 9 P.M.

The Meetinghouse

Present Board Members: *Chris Rand, Michael Pipe, Roy Sletson, Jeremy Bean, Heidi Rhoades*

Present Non-Board Members: *Jenn Landry*

Note: This is the September 2018 meeting, moved up one week for annual meeting planning

CR calls meeting to order at 7:07PM on a blistering hot evening.

Financial report was given by CR to the board, prepared by Thompson Harner.

CR makes a motion to approve August 1st meeting minutes. JB seconds. Motion passes unanimously.

Online Market will be open on Labor Day Weekend (historically has been closed). Social Hour for September has been postponed. Friends School will have their first Wednesday pickup on September the 12th. Jenn will be there for the meet and greet. Average number of orders per week is up by approximately 10 and year to date comparison from 2018 to 2017 is up 1.59%. Jenn reported that Eden View will no longer be a vendor for fall of 2018 due to her busy schedule. Jenn is looking for additional contacts of businesses that may be interested in having pick up locations. Jenn stated positive feedback for the new Friends School Location.

Marketing team is meeting soon to discuss marketing strategy. Marketing may be moved more to a monthly member newsletter (versus weekly). Second email is now on Sunday night versus Monday morning and Jenn has seen an uptick in clicks.

Annual Membership Meeting is set for October 6th, 2018 from 3-5 PM at the UUFCC. Finalizing content has been tasked to several board members. There will be music, food, a canning swap, and kid's activities. This will be open to members and non-members, but primarily marketed to members. Mailer is to be sent by 9/5/2018. The Online Market will be open during this time and we can encourage people at the meeting to shop while in attendance.

Jenn continues to explore retail space locations.

Roy expressed the need to hire someone 5 hours per week @ \$18 per hour for 5 weeks to prospect for expanding the project of selling to employees of large businesses

Heidi provided an update on the Local Loyalty program. She sent out a "blast" email and received one email response back. Emily D, Jenn, Heidi and Mari are going to "dial for dollars" and try to contact all of our local loyalty vendors. The next phase is prospective vendors, which

Heidi has a list of businesses to reach out to. Jenn would like to use the Local Loyalty program for marketing strategies.

KCF sales have been "OK." Jenn reports it is 4-5 orders per week and 1 KCF employee has become a member. Jenn will share a document of businesses to connect with and board members will review to see if we have contacts. RS expressed his desire to continue expanding on this program and the general business programs.

RS does not feel like a canning event will be worthwhile this year because the tomato harvest has been poor. The board expressed interest in apples. Will reopen conversation in a week or two.

Stacey has been taking care of membership. EN has volunteered to take over membership. EN, Jenn and Stacey will sit down and share knowledge and make a plan moving forward.

CR and TF to discuss payment plans and see where we stand with outstanding payments.

Friends and Farmer's has some people interested in the the board. CR to send email to board alumna.

Jenn to put together a "fun committee" which organizes member events.

RS made a motion to adjourn at 8:21PM. JB seconds. All in favor. Motion passed unanimously.