

Friends & Farmers Board Meeting Minutes

Wednesday, July 11, 2018 - 7 P.M. - 9 P.M.

The Meetinghouse

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

Present Non-Board Members: *Jenn Landry, Emily Decker, Thompson Harner*

Chris Rand called the meeting to order at 7:02 P.M. at the Meetinghouse.

Chris made a motion to approve the amended [June Minutes](#). Jeremy seconded the motion. The motion passed unanimously.

Thompson provided a financial update. Thompson reported that as of June 30, 2018, the Cooperative had \$76,570 in its bank accounts and \$80,393 in Liabilities and Equity. Thompson also reported that for calendar year 2018 through June 30th, the Cooperative had \$45,685 for Cost of Goods Sold.

Jenn suggested creating a line for contractor advertising wages.

Roy asked for clarity on the Coop's status with Rising Spring Meats. Chris reported that the Coop had settled the matter with Rising Spring to both companies' satisfaction.

Jeremy asked if there was anything Tom could do with budgeting for a new location. It was suggested that a discussion occur later in the agenda on this topic.

Jenn Landry provided her GM report. Jenn reported that KCF is going forward with the 50% match for their employees. Jenn provided Loyalty Rewards Program update. Discussion about businesses sponsoring items on the online market. Corporate Gifts Voucher program is ready to launch. Jenn discussed additional options for purchasing/distribution of the online market. Board provided feedback on the options. Jenn recommended the purchase of a new freezer. Motion by Roy and seconded by Tim to authorize Jenn to spend up to \$850 for new upright freezer. Motion passed unanimously.

Roy reported on the OLM Committee. Roy provided update on reaching out to businesses who are interested in buying from TOG. Met with Otto's, Hotel State College, and others. Roy reported that there is very little interest in buying through TOG or F&F.

Under the OLM Manager report, Chris announced that Emily has been officially brought on as the OLM manager. Chris asked for an update from Emily on the performance on the abridged

newsletter. Emily reported that the abridged newsletter has improved. Jenn mentioned the Friends & Family Sale that will run through August.

Chris asked about the possibility of another pickup event at Websters. Jenn reported it is in the works.

Under “New Business”, The Board had a discussion regarding outreach messaging strategy. The a new location would change the marketing strategy and potentially open up more avenues for growth and sales.

Roy suggested the possibility of hiring someone for 5 hours a week at \$18 an hour to focus on attracting delivery to businesses. Tim offered that he would want to save the funds we have for a potential new location and focus on the success of the move. Chris and Jeremy agree that F&F should wait to see how KCF works out before broadening the business delivery program.

Jenn reported that the WPSU is hosting it's [2nd Annual A Taste of Innovation Event](#) on Saturday, September 22nd from 11am-5pm. Heidi will take the lead and help with running the table.

Chris reported on the membership pricing structure. It was agreed to hold off on implementing new structure to see if it can be coordinated with other news, for example about a new retail location.

The Board and staff discussed the logistical, financial, operational benefits and challenges of renting space at the Old Fasta Pasta location. Chris made the motion to pursue a lease with the Old Fasta Pasta location and set up Task Force to study the potential of a move. Roy seconds the motion. The motion passed unanimously. Tim Flanagan was appointed as chair of the Task Force.

Heidi provided an update on the Local Loyalty Program, and will reach out to Loyalty Program members in the coming month.

Heidi proposed having a F&F presence at the recently launched Pine Grove Mills Farmers Market. The Board discussed the logistics of this proposal. Roy made a motion to have staff look into the potential of having a presence at the PGM Farmers Market. Tim seconded the motion. Motion passes unanimously.

The Board discussed the mechanics of transitioning staff to salaried employees. Mr. Harner and Chris will look into the steps needed to complete a transition. Roy made the motion to move Cooperative employees from hourly employees to salaried employees. Chris seconded the motion. The motion passed unanimously.

No executive session was needed.

Tim made a motion to adjourn at 8:53pm. Jeremy seconded the motion. The motion passed unanimously.

Minutes recorded and submitted by Michael Pipe.