



Friends & Farmers Board Meeting Minutes **Wednesday, August 1, 2018 - 7 P.M. - 9 P.M.** **Webster's**

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

Present Non-Board Members: *Jenn Landry*

CR calls meeting to order at 7:06PM.

CR makes a motion to approve the July 2018 meeting minutes. Jeremy seconds.

All in favor. Motion passes.

Emily D. is making a request for content (recipes, interesting articles, etc). Emily D. is on vacation for next week so Jenn Landry will be handling the OLM next week with her absence. CR requests Jenn circulate sponsorship opportunities to the board for the board's review.

Tim F. reports that there is significant interest in realtors giving gift certificates to new homeowners and needs a simple information sheet on how the sign up would work. TF and JL to follow up post-meeting.

Tim F. reported that he does not get the emails. CR suggested that Jenn look into the list and see if the link does not work or if it is getting pushed to spam. CR reports that the Friday email is the catalyst to shop on the online market.

Roy made a list of vendors that Jenn may get in contact with so that we can continue to have a variety of commodities to offer to customers.

Jenn relayed that the newsletter with Meg from Tait Farm was received very positively. Emily D. plans on doing interviews and profiling of our vendors that she will release on the F&F newsletter.

The likely location of our next Pick Up Day Event will be at Friend's School. Shooting for the 12th of September (note: Wednesday), as August is busy. Brazilian Munchies will likely be there. CR, Emily N, and other board members have committed to being there.

Jenn Landry reported that KCF has done there first pick-up with Friends and Farmers. Jenn reports that 17 people have signed up for the code; 4 people have placed an order. CR reports that this is a success and JL will move forward will be adding more businesses in the future.

CR notes that the board will need to take a vote on the OLM hours to align the contract. Thickhead has cut their hours to 5 hours per week for F&F. In order to take care of the business that needs to be taken care of on a weekly basis, we will need more hours dedicated to marketing. RS asked what the value of having Thickhead on for 5 hours per week is. CR notes that it is mainly social media. Jenn reports that Thickhead is managing lists. JL feels that Thickhead is better suited for database management than OLM and that the “extra hours” for the OLM are better suited for special projects, such as updating the website.

CR makes a motion to authorize the OLM Manager to work up 35 hours week. RS seconded.

All in favor. Motion carries.

CR will update the board with additional information about transition to salaried employees at a later date, once more information becomes available.

Taste of Innovation was canceled.

Membership meeting needs to be planned. Consider either UU (Dorris 703-965-0729) or Friend’s School. Contact Sarah Carlson and Caroline Mehan to plan the meeting. CR to work with past presidents to assist in executing the meeting. Heidi to work on a silent auction. RS suggested spending some money on food with Webster’s. Emily N to work with Stacey for a canning swap. JB suggested a planning subcommittee. October 6th is the day that was finalized. Starting between 3-4PM. Michael reiterated to keep it simple. The Centre Country Farm Tour is that day and is from 10AM to 4PM and could align nicely. Will need to coordinate

Rough Agenda

- Board Report
- Elections
- Food

RS makes a motion to make a bylaws amendment where a Board of Directors are required to be members of the cooperative and in good standing. MP seconds it.

RS believes this will make a board member have “skin in the game.” CR thinks this might discourage people from joining the board. Because this is a bylaw change, it has to pass a board vote and then a membership vote. Philosophically, it appears the board may agree with this motion but feels it may not be important at this time.

TF, EN, and RS—yays.

JB, CR and MP—nays.

Motion fails.

RS makes a motion to initiate a new class of membership as allowed in Article 2, Section 2.3. This new membership class will be nonvoting and require a \$25 annual fee. RS continues that motion to eliminate the payment plan of \$30 per year for 10 years for new members. EN seconds that motion.

This would cover an idea of “student membership” for people only in the area for short time. This would be beneficial because these non-voting members could participate in the local loyalty program and deals on the OLM.

TF suggest the ideas that it is \$0 non-voting membership and no local loyalty program as a marketing ploy. CR & RS agreed that members may feel taken advantage of.

Jeremy’s idea:

Founding members, joined prior to [x] date: Initial \$300

Voting Members, joined after [x] date: Current joiners, paying the \$300

Non-voting Members: \$25, yearly basis

JB and JL will start by coming up with a plan for managing membership and come up with plan for rolling out separate membership classes. RS has been tasked with getting Ann Glaser involved.

All in favor. Motion carries.

Joan Karp, Deb Latta and others are interested in considering joining the board.

Mark Maloney has agreed to host a canning party at his farm. CR plans to articulate joint vision of CR, MM and RS to Mark.

Heidi has plans to re-energize Local Loyalty Plan. More to follow.

Jenn Landry had an impromptu conversation with Elaine at Webster’s to rent some space downtown. Elaine has a storage room (“the warehouse”) 360 sq ft, 300 ft of retail space and one office. There is room for refrigeration and freezer. Total would be \$600 per month. Utilities would be included. Potential for cross training and sharing of labor.

CR requests JL to start putting together a rough outline of a budget and a floor plan to present to Elaine. CR has minor concerns about storage capacities in Webster’s. JB believes that the benefits of being at Webster’s as a retail space is important but could also incorporate off site storage.

Heidi reached out to Josh Potter about refreshing our merch and tagline. Josh responded that he would be happy to help.

CR will be talking to Colonial about print jobs for the membership meeting.

RS makes a motion to adjourn the meeting. JB seconds.

All in favor. Motion passes.

Next meeting: August 29th, 2018 7-9PM at Meetinghouse.

