

**Friends & Farmers Cooperative**  
**Board Meeting Minutes**  
**Wednesday, November 7th, 2018 - 7 P.M. - 9 P.M.**  
**The Meetinghouse**

Present Board Members: *Chris Rand, Michael Pipe, Roy Stetson, Tim Flanagan, Heidi Rhoades, Emily Newman, Jeremy Bean, Casey Warner, Amanda Marshall*  
Present Non-Board Members: *Jenn Landry, Emily Decker*

CR calls the meeting to order at 6:58 PM.

CR makes a motion to approve the 10/30/2018 meeting minutes. RS seconds. No comments. Motion carries. Meeting minutes approved.

Roy Stetson and Michael Pipe are officially terming off the board. CR offered thanks to RS and MP for their service on the board.

Due to the fact that there are new board members, there was a short period of introductory.

Jenn Landry has submitted a DRAFT resignation letter effective 12/31/2018. In the DRAFT resignation letter it called for the dissolution of the co-op. CR gave a brief history of the co-op and the Online Market. The Online Market has operated at a loss from the very beginning and continues to operate at a loss, especially with the lack of a grant. We have approximately \$65,000 in member equity. F&F is losing \$2,000 per month.

Jeremy stated that from a business perspective, it paints a dire picture but from previous years to 2018, F&F is hemorrhaging a lot less money. Where will we be in year? Jeremy asks, "where does the co-op come in?" Through member campaigns, passionate people will join. Jeremy stated that from switching to the OLM, F&F moved away from the co-op. Jeremy believes that focusing on membership and the co-op should move the co-op forward.

Michael requested Jenn give her first hand perspective. Reviewing numbers and lack of member engagement is her main reason for drafting a resignation letter. The business model is flawed and switching the business model would take a lot of time (new software, location, staff). Follow through from board would help push tasks forward. With implementing all of these things in 2018, Jenn feels we haven't turned enough of a profit to move forward with the Online Market. Money is also getting held up which doesn't allow for decisions to be made quickly.

Roy stated there are two major issues - the business of the Online Market and the cooperative & members. Another option is handing of the OLM to another business. Jeremy mentioned Appalachian Food Works.

Casey believes that many people “just gave \$300” and didn’t buy into the co-op. Because there was no requirement for the co-op, members continue to not buy in. Amanda was surprised that the co-op isn’t something that State College has bought into. She previously heard a lot about the brick and mortar store, but it is now focused on OLM (which was an intentional from the board). Roy mentioned that original mission of brick & mortar would not succeed with competing stores.

Emily makes a motion to form a Membership and Engagement standing committee. Amanda Marshall seconds.

No further comments.

All in favor. Motion passes unanimously.

Emily makes a motion to form a Strategic Planning standing committee. CR seconds.

No further comments.

All in favor. Motion passes unanimously.

**Election of new committee members:**

CR nominates Emily Newman as the President and JB seconds. All in favor. Emily abstained. Motion passes.

JB nominates Chris Rand as the Vice President and EN Seconds. All in favor. Chris abstained. Motion passes.

CR nominates Tim Flanagan as the Treasure and EN second. All in favor. Tim abstained. Motion passes.

Secretary positions stays open.

**Committee:**

JB volunteers to run the standing Strategic Planning committee.

Casey Warner volunteers to run the standing Membership and Engagement committee.

Jenn proposed there needs to be a main point of contact for the following points of the business:

- i. Marketing/Communications

- ii. Outreach/Event - Casey Warner
- iii. Membership Coordinator - Emily Newman
- iv. Local Loyalty - Heidi Rhoades
- v. OLM - Deb Latta

Finance issues: The board has to authorize expenditures of \$250 or more. Hiring Jen was to get board out of operations. This issue would be solved by having a budget that is approved by the board.

Chris recommends we call an executive session to order on November 19th at 7PM to discuss the future of the Online Market. Jenn will send points out to the board on the points of business that need to be discussed.

**Current Business:**

Friends school location is functioning well. 5 pick ups a week on average which is worth the time.

The retail location discussion continues with Websters. The timeline is crunch - winter months need to carry through to the summer months and it may take a while to get settled in a retail location. The Meetinghouse is to be sold. There is a space in Boalsburg to be explored by GM and Tim.

Heidi and Jenn created documents for the business expansion program. Heidi is connecting with Meg Schaffer at the High School and other institutions. Heidi will be working with the University of Wisconsin to create a script. Heidi will work with Amanda to get with the University.

Four new members to report.

Unpaid equity project has made no progress.

CR makes a motion to spend \$750 to advertise through Seven Mnts. Media and \$750 to advertise through WPSU. TF seconds.

Michael asked what the radius is. Chris believes that it is just going to be just a 20-30 mile radius.

All in favor. Motion passes unanimously.

CR makes a motion to adjourn the meeting at 8:58PM. JB seconds. Motion passes unanimously.