



Board Meeting Minutes

Wednesday April 3rd, 2019 7:00 p.m. - 9:00 p.m.
New Leaf

Board Members: Amanda, Emily N., Chris, Jeremy, Tim
NonBoard Members: Emily D.

EN called the meeting to order at 7:04PM.

EN makes a motion to approve the board meetings from March. CR seconds.

No discussion.

All in favor. Motion passes unanimously.

Emily Decker has been planning the Membership Party. It has been set up for May 10th from 4-8pm. Anchor & Arrow will play music and Webster's will cater. Rhoneymeade will host. Emily Decker sees intersections between F&F and Rhoneymeade and potential partnership. Before the "official" meeting, she'd like to host a tour before-hand. Money was paid for party insurance. It will be BYOB. An invite will to go soon.

She is also currently working on the newsletter. This will be about the "original narrative." This is due by April 12th.

Tim asked Tom for a detailed summary of expenses. He hasn't yet had the chance to look at it. The burn rate was up to \$4,000 this month which is high. Emily N. had asked about some credit card information. Tim is to set down with Emily D. to look at those credit card charges.

Emily N. brought up Centre County Farm Tour and asked the board interest. Chris suggested an in-kind sponsorship where give them access to "our farms." Emily N. will reach out to Centre Country Farm Tour groups.

One open board spot currently. Emily D. will add that to newsletter. Emily D. suggested a politician. Chris R. suggested Jeremy Frank. What is the narrative? What are the real reasons someone would want to be on the board? How would we pitch it? Jeremy thinks we need a better sense of direction. Once we determine what the board needs, we could find someone to suit that need. Jeremy thinks more farmers is always better. Tim thinks that time is not best spent recruiting.

Amanda asked what the timeline is moving forward. Board agreed hopefully August 2019.

Ad Hoc Committee will meet about the membership meeting. To be determined:

- RSVPs
- How will we recruit at the membership meeting?
- Amanda suggested seedling swap

Tim kicked off the second part of F&F “Revenue Generating Model.” He recapped last month’s meeting for Jeremy and Amanda who were not in attendance (See March 2019 meeting minutes). Two major components:

1) F&F Facilitation (Service Based) - *Revenue generated through marketing and event planning that showcases local food*

- marketing for farmers
- fundraising events
- event facilitation
- Pop-ups
- Delivery
- Restaurant ordering

2) F&F Re-seller (Retail Based) - *Revenue generated through buying then selling local food and private label F&F goods*

- Mobile food unit
- Pre-purchased CSA
- funky store

Two tier decision process. The first step is to decide who are we – a facilitator or a re-seller. Then the second tier is to decide of that model, what are we? Then we build the model around that.

Jeremy asked if one could lead to another. Tim asked what are we going to do really well and then expand from there. Tim says that we have this chance to specialize in one and see where we go from there. Emily D. suggested that if we had a store, we could still do facilitation. Tim stressed to stay focused. Chris stated that we failed originally at the retail side (Read: OLM). Thinks we should take our intellectual capital and turn it into a business. Jeremy thinks that if we started as a facilitation-based organization, it could lead to a retail-based operation. “There is a lot more to reselling.” Chris stated that if we sold food, we might be “busy in the trenches.”

The Barn at Lemont is a case study. That didn’t work. But Maine Bay and Berry works. Barn at Lemont tried to be a retailer and facilitator, but Maine Bay and Berry is just a retailer. Tim thinks we should put our effort towards something.

Emily N. reminded the group that the membership keeps asking for a physical store, which falls under #2. This may be a disconnect because the membership did not shop on the OLM. If #2 is not us, is #1 an argument for dissolution? There would have to be a purpose to raise money because of our cooperative

structure. Is it FOR a space in the future? Jeremy thinks it is to grow the local food economy (through #1) to get to a space (#2). The reality is that we don't have the money, people or ability (with other competing entities) to get to #2. Is there a space for us to play where all entities grow together? Jeremy thinks that anything that has to do with a physical space is out of our reach - Tim finished Jeremy's sentence - that it is out of our reach from an energy and resource standpoint. Board appears to be in agreement that #2 is out of our reach.

Tim says, for sake of argument, that we choose #1. What jumps out? Jeremy says events could be successful. May be a time investment. Plow to Plate was very successful (good press, good food – music). If we can continue to do things like this that facilitate our growers (they do not have commit a lot). What do we do with dollars? Is it to build equity? X goes to the store and Y goes to farmers.

How does #1 fit into our business structure as a cooperative? Through community building.

Building Community – People originally wanted to store because they wanted a community experience. The connection was made in Tim's brain that using the "event" idea that we can invest in building a community without a physical space. Emily re-read through the 7 Principles of Cooperative and found that there is no need for a physical space and that #1 can fit into it.

Chris feels it may be "too abstract" for members to make investment in. Jeremy thinks that if we were to pitch this idea to the membership he would say: *Food economy is changing very quickly from when we started today. Our mission of growing the local food economy is still important. With that reality, the best role we can play is to act with our expertise and the passion of our membership, grow our membership and support our farmers. This does not commit us to a store, but we are waiting for the right space to invest into. Doesn't change long term, but does change focus of short term. We are going to create community, follow the 7 principles of cooperative and save that money for something else in the future.*

What is our narrative if this is too abstract? Maybe not calling us "facilitators" but both.

Members were not asking for a physical space to buy lettuce, but a physical space for congregating. What is our message to our membership? *We heard you. We want to connect our members and farmers in a tangible way. Come to this party – there is going to be local food, farmers and music.*

Jeremy brought up the student farm that started as a small greenhouse, that grew to 1 acre that is now a \$500,000 investment from the provost. Jeremy thinks that starting small and growing has clout.

Tim revisited the messaging with Chris to see – Chris "doesn't feel better or feel worse" about the messaging. Emily N. thinks a clear mission and vision could help us move forward.

If the board makes this decision, other members can join the board to help move it in the direction of the membership. This would be an opportunity to get other/new board members. If they want a voice, they can show up and make it work. There is a disconnect between what the membership says they want and what they are willing to do.

What is our board currently motivated by? Being a facilitator. If we don't go this way, then F&F will most likely have to dissolve.

Tim makes a motion for Friends and Farmers to focus on community building through facilitating events where local food is showcased as a means of revenue generation. Emily N. seconds that motion.

Jeremy is hung up on the word of "facilitation." Chris thinks it does not need to be defined in the motion, but needs to be defined eventually. Tim amends the original motion. Amanda says we need a focus but we cannot box ourselves in. With this, we are not boxing ourselves into something specific. Jeremy says we are moving more towards a service-based approach, which may be education, marketing, etc. The language of the motion leaves us open to what we could potentially doing – "Local Food Stewardship."

Amanda brought up delivery "Instacart for Businesses"- deliver from farmers market Chris- could use Google Forms for ordering "take out the pain point of getting local food."

If our buzzpoint was "facilitation" between farmer and consumer, there are a bunch of things that could be under the umbrella.

All favor in favor. Motion passes unanimously.

Tim proposes our homework is that we have this general idea of who we are as a facilitator. How will we make money on it? Tim wants to tie in our party and how we will spread the good word?

Next board meeting will focus on strategizing until 7PM. This will lead into messaging and the May 10th Party Planning. Rhoneymeade may be proof in the concept. Do we market the event in a certain way? *Advent of the local food season. We heard you! Facilitating and promoting community.*

Volunteers that are customized to our needs. Start recruiting ASAP. Keeping track of our volunteers – volunteer management needs to work. How will we make this work?

Emily N. will make a google document to start strategizing.

Emily N. will contact KDC again.

Send suggestions to Emily D. for partnerships or community members.

Mission and vision should be discussed after the membership meeting.

Emily N. makes a motion to end the board meeting at 8:49. Tim seconds.

All in favor. Motion passes unanimously.