



## Board Meeting Minutes

Wednesday March 13th, 2019 7:00 p.m. - 9:00 p.m.  
New Leaf

Emily N called meeting to order at 7:07pm

### Reports/Staff Check In:

- Survey went out – 87 responses
- Focus group/survey result highlights:
  - With turnover of staff, look disorganized
  - Want increased transparency
  - Pros and cons of OLM
  - Would like to see partnering with local church or business
  - Would like to see a determined vision and mission
  - Most still looking for a brick and mortar
  - Didn't feel there were opportunities to volunteer
- Emily Decker continues to work on local loyalty program
- Emily N and Emily D are working on the planning of the membership meeting – likely to be held late April/early May

### Financial Report:

- Tim reports that the burn was still \$3,000 last month (included rent). Spending per month should come down to approximately \$2,600/month now that rent gone

### Old Business:

#### Local Loyalty Program:

- Made aware that a member attempted to use local loyalty program at Tait Farm and was told Tait Farm no longer is accepting local loyalty program.
- Casey will email Meg to check on status of local loyalty program at Tait

### Summary of Survey Results & Focus Groups

- Summary of focus groups all up on google drive. Some key highlights:
  - 93% read rate for members who responded.
  - 80% neutral or in favor of closing OLM
  - 80% would still support physical space with reassessment of market place
  - BOD should take time to dig through survey results
  - Happy with number of responses

With quorum, next order of business is to approve meeting minutes from February 6<sup>th</sup> meeting.

Chris had one small spelling edit.  
Motion to approve minutes from Emily N  
Seconded by Tim.  
Motion passes unanimously

New Business:

Revenue Generating Model Discussion:

#### Overview/Miscellaneous Discussion

- Tim provided high level statistics on local food sales, online food sales, and direct to consumer sales to couch the discussion. Discussion should stem around ways to generate revenue to create a sustainable F&F moving forward.
- Anne noted she thinks that people who invest in and want a co-op are not represented by the statistics shared and rather they want community and a cooperative structure.
- Emily N has been in discussion with Lori at KDC regarding an update of the original market feasibility study KDC completed. KDC could leverage existing study, board work to date, including focus group and survey results.

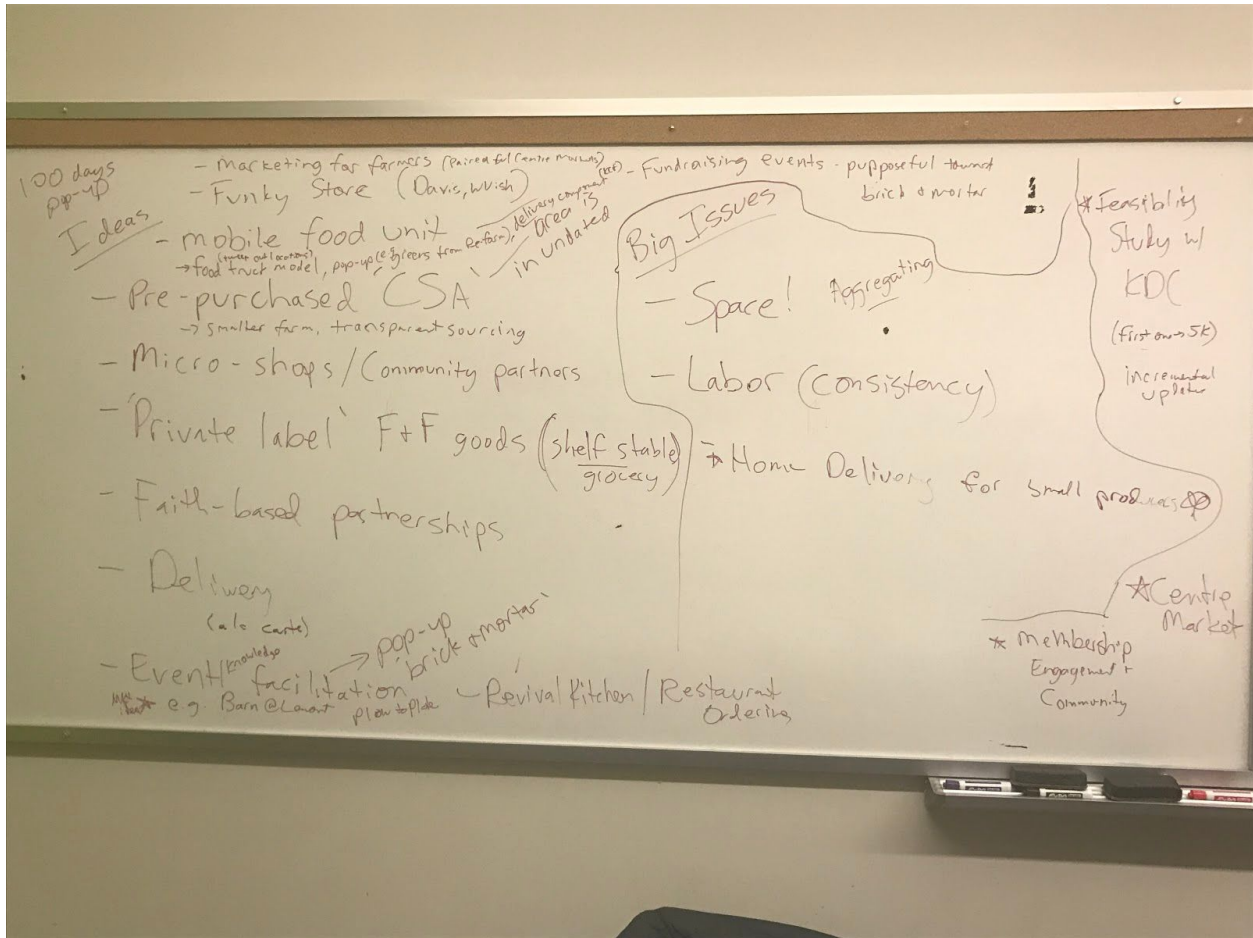
#### Ideas Generated:

- 1) Marketing for farmers
  - Provide marketing services for local farms – farmers pay for marketing.
  - Could then tie into other ideas below in this way:
    - i. These farmers could contribute to CSA box
    - ii. Farmers could host events
    - iii. Could sell shelf-stable, F&F labeled goods at events
- 2) Funky store – not discussed in detail other than to provide examples of Co-ops that are thriving (Pittsburgh, Albany, Philly). Membership engaged, making decisions, community.
- 3) Mobile food unit
  - Go to farms and pick up goods, go around and sell goods
  - Find interested partners
- 4) Pre-purchase CSA
  - Branded F&F CSA – consolidate from handful of farms and label food F&F (not from any one farm in particular)
  - Having a handful of farms would be vital – creates redundancy and variety.
  - Could have organized drop points, home delivery.
  - Ala carte items – CSA members could add to box, but non-CSA members would have option to buy as well.
  - Issues with CSA include an already inundated market; could perhaps be viewed as competing with other farms in area when mission is to support local farmers.
- 5) Micro-shops – not discussed in detail
- 6) “Private-Label” F&F goods

- Mainly shelf-stable items
- 7) Faith-based partnerships
  - Provide space, customer base
  - If trying to share space, rather than physically acquire building at this juncture, could look to faith-based facilities to work out of. Often have kitchens, etc we could leverage.
  - Could rotate through them throughout area – expand geography.
- 8) Delivery/ala carte
- 9) Event/knowledge facilitation
  - Events on farms/sites to promote community and gathering
    - i. Ideas such as food demonstrations; “101” type classes, workshops, farm dinners, etc.
  - Wrap back to marketing
  - Restaurant ordering
  - Coat tail on willing successful businesses
- 10) Fundraising events
  - Mark up items where profit goes to F&F

Main Obstacles to Business Success:

- 1) Space
- 2) Consistent labor
- 3) Logistics



Emily makes motion to move into executive session at 8:51pm.  
 Chris seconds  
 Passes unanimously

Emily makes motion to end board meeting at 9:07pm.  
 Tim seconds  
 Passes unanimously