

## NOTES – SAM LARSON

### **Oshkosh Food Co-op Board of Directors Agenda November 6, 2019**

ATTENDING: Peter Westort, Molly Smiltneek, Brenda Haines, Susy Vette, Sam Larson, Lizz Redman

ON PHONE: Warren Bergmann, Tracy Vinz

ABSENT: Melissa Weyland

Call to Order by Brenda Haines at 7:15pm.

No Member Comments.

#### **Site Team**

Discussion

- Committee Skills Needs
- Need experience such as project management. Two recommendations have been made, including Bobbi Jo Merten and a contact at The Howard. Store design is another skillset. Susy recommended John Carlson. Lizz discussed Owner of House of Flowers with Molly, but that may be for a later stage of design.
- Design/Build Process was reviewed by Brenda Haines. Potential firms were discussed with experience in grocery store design.
- Crystal willing to be on site team.
- Will likely get quotes and conduct interviews with firms that can do that work. Site team will bring forth recommendation to board.

Recommendations

- The following appointments were made: Nikki Stoll and Crystal Halvorson as a non-member representative.

#### **Finance Teams**

Discussion

- Updates were provided on the consent agenda, expenses made since the last meeting, capital campaign, and additional invoices from campaign consulting.

Recommendations

- QuickBooks adoption was discussed by the board. A budget recommendation of ~\$840 per year was requested. A motion to approve was made by Sam Larson. Second by Molly Smiltneek. Discussion included mention by Brenda Haines of using

same accounting service through Blue Door Consulting for full disclosure. All voted in favor. The motion carries.

## **Capital Campaign Team**

### Discussion

- Campaign Launch Event Debrief: Susy Vette heard only good things from people at the event. More momentum was built which will be helpful for the campaign. Some negative concerns about the development but generally good. Lots of good energy. Peter mentioned good feedback and 22 packets were handed out at the event. Molly thought planning went pretty well, people continue to want to see pictures, and we may want to provide whole spec sheet to in-person calls. Everyone commented that Lizz did a great job with the event. Tracy has heard mostly positive, but a few let down that it wasn't an existing building. Very emotional to see the city come together, Mark Rohloff engaged in the project, members commenting on how appreciative of the work current/past board and all have done for this. Speakers did a great job. Follow up media attention has been amazing. Almost every media outlet that covers this area has covered our story, including trade publications for co-ops. Jacqueline Hannah commented that our launch was an A+ and a model for others in the nation.
- In-person Team Updates: Susy provided updates. Pre-launch was completed with \$253,000 committed. All board members that are meeting with potential clients need to provide times available to their call partners. Appointments and contacts are being made. More momentum will happen tomorrow when materials are provided to callers.
- Call Team Updates: Fourth night of calls. 30 packets went out in the first 3 nights. Only five hard Nos so far. Approximately half of people who request a packet will likely return it. No loans have been pledged as a verbal. Some small donations have been pledged as a verbal.
- Privacy Policy: The board discussed how we handle the loan and gift amounts and who gets access to see that information. Proposal was made to set the permissions in NationBuilder so limited people have access to the "Admin" role in NB and remaining people have access to "Staffer" role, which does not include access to the Finance tab. Some board members, Laura C., and Laura S. have Admin access. Matt Mutz has temporary access.
- Full board will receive reports of amount raised by campaign but not with names attached. The closer, caller (if information is provided), volunteer/person who is entering into NB, and certain board member volunteers that need Admin access.
- Peter discussed how to track financial data, which is currently being done on his laptop. He will discuss with Karen for how to track with QuickBooks.

- Updates of the total amount raised will be provided to the board and Lizz for Communications as needed.
- Capital Campaign Informational Event: Susy will inquire if Ken will host at Evergreen. A Saturday morning (November 23) was proposed for 10:00am. Blue Door is a backup space. Approximately 5-10 people are anticipated. Discussion of if we should have a wrap-up event in December.
- Capital Campaign December Event: Discussion of if we should have an event in December. January 15 (5:30-6:00pm) is proposed as a tentative option. Becketts is a potential space.

#### Recommendations

- n/a

#### **Grants Team**

##### Discussion

- EDA Grant: Meeting on November 14 at 12:00pm with FVTC to discuss potential partnership. Sam will reach out to Novogradac to schedule asap.

#### Recommendations

- n/a

#### **Hiring Team**

##### Discussion

- GM Hiring

#### Recommendations

- n/a

#### **Food Justice Team**

##### Discussion

- Team Updates: Alicia and Adam are meeting on Tuesday morning with Oshkosh Area School District social workers to talk about the co-op, benefits of membership, but seeking information from clients on food insecurity, food justice, priorities in grocery shopping, how we can better share power with them, etc.
- Wednesday, November 13 panel discussion on diversity and inclusion in your business sponsored by Green Bay Chamber of Commerce. Warren is attending and others may attend as well.
- Suggested to invite Adam to report on activities in future meeting.
- Molly discussed related long-term project where co-op could partner with Oshkosh Area School District and Oshkosh Food Pantry to provide more nutritious food to kids in greatest need. That will be important to consider down the road.

#### Recommendations

- n/a

#### **Governance Team**

##### Discussion

- Team Updates

#### Recommendations

- n/a

#### **Producer Relations Team**

##### Discussion

- Team Updates

#### Recommendations

- n/a

#### **Communications Team**

##### Discussion

- Google Analytics were presented by Lizz. More traffic Saturday-Monday (early November) than in all of October.

#### Recommendations

- n/a

#### **Executive Team**

*The Board may move into closed session for purposes of contractual discussions.*

##### Discussion

- Project Management
  - The board discussed how to move forward with allocation of project manager time. After first week of the campaign is complete, we may need to reallocate time to grant writing and other duties.
  - Peter discussed issue of time related to payment. We will need to revisit budget if decide to allocate more hours.
  - Brenda and I will move forward and schedule a meeting with Laura to propose potential to assist with the grant.
- Board Strategic Retreat – Agenda Brainstorm
  - Main focus will be next steps after the capital campaign, timeline, and planning for election. Board will also work to understand the new roles and how that evolution will occur.

- Empty Bowls Fund-raising

#### Recommendations

- n/a

#### Upcoming Events

- November 9<sup>th</sup> – Winter Farmer's Market
- November 10<sup>th</sup> – Empty Bowls Fund-raising Event
- November 19<sup>th</sup> – Oshkosh Community YMCA Board Presentation

Meeting is adjourned at 9:15pm.