



Oshkosh Food Co-op Board Meeting  
 Date: 10-02-19  
 Time: 6:30-9:30pm  
 Location: Blue Door Consulting - Oshkosh, WI  
 Minutes Recorded by: Melissa Weyland

Board Attendance		Member & Guest Attendance	
Brenda Haines x	Susan Vette x	Laura Schwartzburg - Project manager	
Sam Larson x	Lizz Redman x		
Peter Westort x	Warren Bergman x		
Melissa Weyland x	Tracy Vinz x		
Molly Smiltneek x			

Topic	Facilitated by	Discussion	Actions		
Call Meeting To Order	Brenda	Brenda called meeting to order at 6:46pm.			
Member Comment	All	No comments submitted.			
Approval of Consent Agenda	All	Motion to approve consent agenda, Susan Vette moved to approve, Molly Smiltneek second. Consent agenda approved.  <u>Removed from consent agenda for discussion: no removals</u>			
Treasurer's Report	Peter	Accounts		Membership	
		Savings	\$88,949.92	Fully paid	913
		Checking	\$627.32	Partial Paid	110
		Total	\$89,577.24	Total	1023

**THE FUTURE IS LOCAL.**

The Oshkosh Food Co-op's mission is to promote the health and vitality of our community through collectively owning a grocery store to meet our diverse needs. Our co-op emphasizes local and organic suppliers to grow a place of holistic well-being.



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New Members	Peter	Refer to consent agenda.	
Site Selection	Brenda	<p><i>Due to the competitive marketplace, the Oshkosh Food Co-op may move into closed session for this portion of the meeting.</i></p> <p>Motion to move into closed session by Warren Bergman, Tracy Vinz second. Board moved into the closed session.</p> <p>Board discussed sensitive matters in relation to the store site search.</p> <p>Motion to move back into open session by Tracy Vinz, Molly Smiltneek second. Board moved out of closed session.</p>	
Capital Campaign	Susy/Lizz/ Brenda	<p>Campaign Updates</p> <ul style="list-style-type: none"> <li>- We have determined 100% of the board has committed their intent to participate either and member loaners or donors</li> </ul> <p>Campaign Training Session</p> <ul style="list-style-type: none"> <li>- Reminder to board members to put the training dates on your calendars</li> </ul> <p>Campaign Materials</p> <ul style="list-style-type: none"> <li>- Reviewed beginning contents that will go into the investor packets</li> <li>- Board provided feedback on some of the wording, organization, etc.</li> </ul>	



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Capital Campaign Cont.	Susy/Lizz/ Brenda	<p>Campaign Escrow</p> <ul style="list-style-type: none"> <li>- Discussed conflicting advice we have received on the capital into and escrow comments</li> </ul> <p>Capital team appointments include: Becky LaDue, John and Pat Nichols, Ada and Bill Thimke, Melissa Weyland, Jack Stubbs</p> <p>Motion made to adopt Bank First National as the escrow account so Peter may move forward with them if ready. Molly Smiltnek made the motion, Melissa Weyland second.</p>	
Grants	Sam	<p>Grants Team Updates:</p> <ul style="list-style-type: none"> <li>- No notification and no announcement for 2019 LFPP Grant (Notices were supposed to be sent 9/30)</li> </ul> <p>Upcoming Grant Opportunities:</p> <ul style="list-style-type: none"> <li>- <i>WEDC Grant (Up to \$250,000 Match)</i> <ul style="list-style-type: none"> <li>o Team is able to begin working on narrative now but will need input from Board</li> <li>o Kelly shared successful past grant applications for team to review</li> <li>o <i>TO DO: Schedule meeting with Kelly as soon as site is selected.</i></li> <li>o <i>TO DO: Schedule meeting with Peter/Finance Team to discuss financial sections.</i></li> </ul> </li> </ul> <p>2. <i>US Economic Development Administration Public Works and Economic Adjustment Assistance grant programs (Minimum award is \$100,000 // max \$3M)</i></p>	



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Grants Cont.		<ul style="list-style-type: none"> <li>- No submission deadlines under this opportunity. Applications accepted on an ongoing basis until the publication of a new EDAP NOFO. Review of applications on a quarterly cycle.</li> <li>- Supports construction, non-construction, technical assistance, and revolving loan fund projects. Grants and cooperative agreements made under these programs are designed to leverage existing regional assets and support the implementation of economic development strategies that advance new ideas and creative approaches to advance economic prosperity in distressed communities. EDA provides strategic investments on a competitive- merit-basis to support economic development, foster job creation, and attract private investment in economically distressed areas of the United States.</li> <li>- <i>TO DO: Determine what to request funds for based on site team recommendations.</i></li> <li>- <i>TO DO: An environmental impact assessment is required for pre-application propo sal. Is one available through Merge? Or the City?</i></li> </ul> <p>3. UWO Sustainability Challenge Grants (Up to \$7500)          Deadline: November 22 at 5:00pm</p> <ul style="list-style-type: none"> <li>- Award Term: Spring - Summer 2020</li> <li>- Purpose of the grant is to build community and strengthen intellectual connections across campus and in the broader community (especially those attentive to long-term collaborations).</li> <li>- Funds can be used to support faculty workshops or conferences, initiate new collaborative research projects, engage undergraduate and graduate students, provide support for the teaching of sustainability, and organize outreach activities.</li> </ul>	



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		<ul style="list-style-type: none"> <li>- <i>TO DO: Determine how funds could be best used in partnership with OFC given current needs. Requires two UWO faculty/staff to collaborate on project, so potential partner needs to be identified.</i></li> </ul> <p>This update was provided electronically and not discussed in depth during the 10/2 board meeting.</p>	
Communications & Outreach	Lizz	<p>Meeting updates:</p> <ul style="list-style-type: none"> <li>- Posts have been performing really well on social</li> <li>- We have two more videos coming, volunteer Joe has been really great and completes the clips and sends them very promptly</li> </ul> <p>Communications Update (as provided electronically prior to the meeting, not discussed in depth during 10/2 Board Meeting):</p> <ul style="list-style-type: none"> <li>- Emails: I sent weekly emails to members/secondary members, open rates continue to be an impressive 46% and 41%. We will continue with weekly emails, ramping up for the campaign. I sent one email to our prospect list, and 17% opened that email that announced passing 1000 member-owners.</li> <li>- Social Member spotlight videos of Angie Lee and Shawn Pollock have gotten great engagement. Volunteer Joe W and I filmed 2 more members last week, and their videos will be launching in the coming weeks as well.* Please send photos of all of the great meetings you've been holding! 920.379.4666</li> </ul>	<p>All: Please remember to send Lizz photos from committee meetings to share with members on social</p>



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		<ul style="list-style-type: none"> <li>- Capital Campaign: You will get some samples of the attached documents to review for the campaign at tonight's meeting. They are all in progress and we would love your fresh eyes on them. All working documents.</li> <li>- Member recruitment We will do a live drawing for the dinner following tonight's meeting. Other than that, I have not put much energy into this. We have several upcoming events, and should all continue to brainstorm next steps to reach 1200, especially as we move into 2020.</li> </ul>	
Membership Recruitment	Lizz	<ul style="list-style-type: none"> <li>- When 2020 hits we will really need to strategize for the last 100 or so</li> <li>- Laura mentioned that in the events the Grocery Story was not listed,</li> </ul> <p>Motion made to approve ratification of the communication budget to include brochures in the Winneconne News, Lizz Redmond moved, Susy Vette second.</p>	
Producer Relations	Tracy	<ul style="list-style-type: none"> <li>- Not actually created yet</li> <li>- Tracy posed the question to the board "What are we defining as local?"               <ul style="list-style-type: none"> <li>o For example, Willy Street Co-op defines local as within 150 miles of the Wisconsin state capitol building or within the state of Wisconsin. Do we want to say within the state of Wisconsin?</li> </ul> </li> </ul>	



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Hiring	Melissa/ Kathi	<p>Kathi attended on behalf of the Hiring Committee to lead a discussion in preparation for Job Description development:</p> <ul style="list-style-type: none"> <li>- Reviewed the hiring matrix as provided in the GM success hiring profile</li> </ul> <p>Comments from Board:</p> <ul style="list-style-type: none"> <li>- Not only is this person a business leader, but they are also a community leader</li> <li>- Specific amount of experience, ideally 5+ years</li> <li>- Would we consider store management experience, or does it have to be at the General Manager level? Depends on the store size and their attributes. If they have relevant experiences and are ready to take on a role like this, it's possible. If they've never managed a store and have only stocked that may not be the full range of experience we're looking for</li> <li>- Flexibility is an important trait</li> <li>- Cultural competence, someone that is welcoming to ALL</li> <li>- Question about the org chart, did we plan to hire a Marketing Manager for example? That is up to the GM, they need to build their team</li> <li>- A great leader will surround him/herself with people that complement their skills and expertise, we will not find a candidate with every single attribute we are asking for</li> <li>- Proven financial performance, financial reporting, financial skills, etc.</li> </ul>	



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Hiring Cont.		<ul style="list-style-type: none"> <li>- Retail grocery experience, co-op experience is a must.</li> </ul> <p>Discussed how to attract someone to Oshkosh.</p> <ul style="list-style-type: none"> <li>- Millennials voting Oshkosh 2<sup>nd</sup> best according to media</li> <li>- Post Crescent April 2019: "Oshkosh, Sheboygan and Wausau land on 'best places for millennials to move to' list"</li> <li>- "Be a leader in the food movement"</li> <li>- Four seasons in Oshkosh</li> <li>- Committee feels we have a competitive advantage, living in the Fox Cities has a draw of its own.</li> </ul>	
Food Justice Team	Warren/Sam	<p>Has the kickoff meeting happened?</p> <ul style="list-style-type: none"> <li>- Warren and Sam reported they have not heard anything</li> <li>- Would like an update on if this team is going to kickoff soon</li> </ul>	Warren will call Adam
Governance	Molly	<p>Molly developed an expense authorization policy so that small purchases can be made without requiring a majority-board approval. This policy will only be in effect until we have a GM.</p> <ul style="list-style-type: none"> <li>- Executive Authorization for Proposed expenses under \$300 that a Board Member or Standing Committee wishes to incur: Expenses must be authorized in consultation with the Oshkosh Food Co-op President or Treasurer. Only the Board President or Treasurer may authorize such expenses and they will be noted in a subsequent Consent Agenda and financial updates by the Treasurer. (Known as Executive Authorization)</li> </ul>	





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		<ul style="list-style-type: none"> <li>- Board Authorization for Proposed expenses \$300 or over that a Board Member or Standing Committee wishes to incur: Expenses must be authorized in advance by a majority of the Oshkosh Area Food Co-op Board of Directors. Such authorization may be established in a board meeting or through written or electronic voting. (Known as Board Authorization)</li> <li>- Any expenses that would cause the Oshkosh Area Food Co-op to exceed a cumulative of \$5,000 in expenses receiving Executive Authorization in a given fiscal year must receive Board Authorization.</li> </ul> <p>Molly Smiltneek made a motion to approve the Expense Authorization Policy, Lizz Redmond second. Expense Authorization Policy approved.</p> <p>Discussion:</p> <ul style="list-style-type: none"> <li>- The need for a tracking mechanism so all costs are documented.</li> </ul>	
Producer Relations	Tracy	<p>How do we define "local" as Oshkosh Food Co-op:</p> <ul style="list-style-type: none"> <li>- Discussed Wisconsin</li> <li>- Discussed surrounding states</li> <li>- What about the U.P.?</li> </ul>	
Adjourn		Meeting adjourned at 9:39pm.	