



Oshkosh Food Co-op Board Meeting
 Date: 2-19-20
 Time: 6:30-8:30pm
 Location: Blue Door Consulting - Oshkosh, WI
 Minutes Recorded by: Melissa Weyland

Board Member Attendance		Member, Staff & Guest Attendance	
Brenda Haines x	Warren Bergman x	Staff: Lizz Redmond	
Sam Larson x	Susan Vette x	Members: John Stoflet – board candidate	
Melissa Weyland x	Molly Smiltneek	Guests: N/A	
Peter Westort x	<i>Vacant Seat</i>		
Tracy Vinz			

Topic	Facilitated by	Discussion	Actions
Call Meeting To Order	Brenda	Brenda called meeting to order at 6:40pm.	
Member Comment	All	N/A	
Approval of Consent Agenda	All	<p>Motion to approve consent agenda, Peter Westort moved to approve, Peter Westort second. Consent agenda approved.</p> <p><u>Removed from consent agenda for discussion:</u></p> <ul style="list-style-type: none"> - Minutes from 1/22/20 were approved as part of the last meetings consent agenda but were not posted at the time. We will need to approve the 1/22/20 minutes when they are posted, and note that they were not approved at the last meeting. - Warren noted minutes from 12/4/19 are not posted either (or there is an attachment missing?). Melissa/Sam will check. 	Update: Melissa will track them down and post prior to 3-4-20 mtg.



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Treasurer's Report		<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: center;">Accounts</th> <th colspan="2" style="text-align: center;">Membership</th> </tr> </thead> <tbody> <tr> <td style="width: 25%;">Savings</td> <td style="width: 25%; text-align: right;">\$78,682.96</td> <td style="width: 25%;">Fully paid</td> <td style="width: 25%; text-align: right;">1030</td> </tr> <tr> <td>Checking</td> <td style="text-align: right;">\$527.32</td> <td>Partial Paid</td> <td style="text-align: right;">120</td> </tr> <tr> <td style="text-align: center;">Total</td> <td style="text-align: right;">\$79,210.28</td> <td style="text-align: center;">Total</td> <td style="text-align: right;">1150</td> </tr> <tr> <td colspan="2">Community Foundation</td> <td colspan="2" style="text-align: right;">\$219,664.63</td> </tr> <tr> <td colspan="2">Escrow</td> <td colspan="2" style="text-align: right;">\$304,900.00</td> </tr> </tbody> </table>	Accounts		Membership		Savings	\$78,682.96	Fully paid	1030	Checking	\$527.32	Partial Paid	120	Total	\$79,210.28	Total	1150	Community Foundation		\$219,664.63		Escrow		\$304,900.00		
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New Members		Listed in the consent agenda.																									
Exec Team	Brenda	<p>Lizz's Workload:</p> <ul style="list-style-type: none"> - Although many of us feel like we had 100 hours a week, we've identified campaign priorities (Brenda outlined). Brenda asked if anyone has anything to add. - Molly shared the concern with needs to post to the website through the election. Lizz has been the go-to person for website but maybe we need to revisit. Lizz shared that posting is not a concern if the content is done, Molly added the goal is to have content ready so that it is not a time sensitive post and can be worked around. Lizz will continue posting. - Lizz shared that at this time, she does not feel like anyone is giving her too much, and wanted to clarify if she is missing something, Brenda said she is not but only wants to emphasize the need for attention on the campaign as we get closer to the deadline 																									



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		<ul style="list-style-type: none"> - If there is an extension of the offering, we will need to have some form of announcement to all of the members also which will require more communications efforts 	
Site Team	Brenda	<p>Motion made to move into closed session. First by Peter Westort, second Warren Bergman.</p> <p>Motion made to move out of closed session, Peter Westort first, Melissa Weyland second.</p> <p>Discussed meeting on March 8th in the AM with recommended site vendor. Several BOD members are available that day. Brenda will set agenda (intro to community, meet with board, quick visit to site, etc.). They also asked if we had time for those of us attending U&C to meet.</p> <p>Brenda made motion to appoint Brian Binder to the site team. Sam Larson moved to approve, Susy Vette second. Brian appointed to the site team.</p>	
Capital Campaign	Susy/ Brenda	<p>Capital Update</p> <ul style="list-style-type: none"> - Discussed upcoming messaging of the half-way mark. - There are almost 200 packets still out “in the wild” - Susy posed the question of how we can get through to those that are sitting on packets, Lizz and Susy will sit down in the next week to 	



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Capital Campaign Cont.		<p>brainstorm on how to better connect with those that still have packets out.</p> <ul style="list-style-type: none"> - Sam suggested a learning video. Sam, Lizz, Susy will further discuss offline. <p>Store sponsorship discussion:</p> <ul style="list-style-type: none"> - Discussed potential corporate level sponsorships, equipment sponsors, naming rights, etc. within the store <p>Capital Campaign Progress Report Submitted by Susy (<i>names removed for confidentiality</i>):</p> <ul style="list-style-type: none"> - Meetings during the last 2 weeks: <ul style="list-style-type: none"> 02-06 -Corporate fund raising – Tim Raupp, Brenda, Susy – finalized list and assigned calls 02-11 – Women Who Care presentation with Brenda 02-14 –ThedaCare, Weight of the Fox Valley, F Cities United Way 02-16- In home co-op presentation to group of six people <p>Brenda has had other meetings and will report on those.</p> <p>In person contact activity:</p> <ul style="list-style-type: none"> - 73 contacts completed - 41 made donations or loans - 33 not interested or couldn't be reached 	



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Capital Campaign Cont.		<ul style="list-style-type: none"> - 28 still need follow-up (verbal commitments but no paperwork submitted) - Of these, 18 have made firm verbal commitments - 4 still have not been contacted <p>Several very large individual loans and donations have come in throughout the campaign, or are expected – total \$387,000</p> <p>1 loan @ \$80,000 2 donation at \$55,000 1 donations at \$50,000 2 loan at \$30,00 1 loan at \$25,000 1 donation at \$25,000 1 donation at \$500/day began Monday \$22,000 potential</p> <p>Corporate activity</p> <ul style="list-style-type: none"> - 35 high priority corporates and foundations on list to be contacted by Brenda, Tim, and Susy - 9 Corporate and Foundations: - committed or contacted - \$280,000 <p>Social Impact Investment Fund at OACF –potential \$100,000 loan</p> <ul style="list-style-type: none"> - This is a possible fund to be set up at the OACF, which would invite donors to make a minimum \$10,000 donation toward a minimum total aggregate of \$100,000. This amount would be loaned to the Food Co-op, paid back to the OACF, and placed in the unrestricted fund for future re-gifting; a way to infuse the project with capital and allow donors to leverage their gifts for future projects. 	



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		<ul style="list-style-type: none"> - Our job now is to assess donor interest and rally \$100,000 in potential gifts. The OACF board will then consider the project, research legal and policy requirements, and possibly pursue it. - 4 contacts have been made – all interested, 11 still to contact 	
Finance	Peter	Reviewed during site selection. See consent agenda for other finance information.	
Governance	Molly	<ul style="list-style-type: none"> - Discussion on extending the loan offering, whether that is in the Capital Campaign or governance section, I would like to be able to give Dorsey a heads up so that we have things in place as needed. - I'm ok if there is no discussion on Articles amendments. 	
Grants	Sam	<p><u>Written report provided prior to meeting:</u></p> <p>Our main focus at this point is the Buy Local, Buy Wisconsin (BLBW) Grant, \$5,000 - \$50,000 (1:1 match).</p> <p>Here are general updates:</p> <ul style="list-style-type: none"> - Our request will be for items budgeted in our Pro-Forma, including "Start-up promotion" marketing materials before opening day (photos, video, flyers, etc.) and "Equipment" (such as store signage, banners, labels, digital and physical directory/map of producers). - Our goal in this grant is to enhance the visibility of producers in our local food system. This is a 2-year grant, which means we will have 	



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Grants Cont.		<p>time for the GM to make decisions regarding which producers will be featured in materials at a later date. That does not have to be decided now.</p> <ul style="list-style-type: none"> - Sam and Lizz met on 02/10 to discuss the project budget. Lizz is working on getting cost estimates for marketing materials. - Sam and Samara submitted a proposal to the Oshkosh Farmers Market Board to partner on this grant on 02/12. - We met yesterday with Michelle, the Market Manager, to discuss further. The Market has declined the partnership due to lack of adequate time and resources, but Michelle will thankfully be providing a letter of support (which is a requirement of the grant). - We will move forward with the same proposal/project idea as the sole applicant. Although the BLBW rep mentioned that our application will be weak compared to other applicants that have demonstrated food sales, we will highlight our projected sales to strengthen our application. - We have started writing the application, which I will be finishing over the course of the next week and submitting by the deadline: next Friday, February 28 at 12:00pm. <p>What I need from specific board members by Monday, February 24 (I've already discussed with some of you - deadline is February 28):</p> <ul style="list-style-type: none"> - Lizz - cost estimates for the project budget 	



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Grants cont.		<ul style="list-style-type: none"> - Peter - 1) past two years' sales figures or P&L statement and 2) two-year budget for 2020-2021 - Tracy - list of vendors that have submitted interest form <p>Warren moved to approved written Grants Report, Peter second. Grants report approved.</p>	
Communications & Outreach	Lizz	<p><u>Annual Meeting Proposal:</u></p> <ul style="list-style-type: none"> - <u>Food:</u> In terms of budget, we had some issues with food running out in the past, do we need to manage expectations better? <ul style="list-style-type: none"> o Susy shared that we are running out of food because it is dinner hour, and we don't want to go late because of the families but also that having at the time we do poses this extra challenge o Lizz shared concerns with manpower and finances to supply complete meal - <u>Location:</u> Based on reviews with several locations considering several factors, Lizz recommended The Waters due to pricing. Board agreed. - <u>Election:</u> Molly has a committee that will be handling the voting table, ballot counting, etc. Sam as the outgoing board member will be the board lead to count paper ballots 	



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Communications & Outreach Cont.		<p><u>Annual Meeting Proposal Cont.:</u></p> <ul style="list-style-type: none"> - <u>Children’s Area:</u> <ul style="list-style-type: none"> ○ Warren will check with a member who has been wanting to help with OFC, per Sam’s recommendation. Lizz said that volunteer can run with the idea, and set-up and do whatever they’d like. <p><u>RE: Co-op signage at site</u> (submitted as a written report prior to mtg):</p> <ul style="list-style-type: none"> - Lizz is working with the City to get a Temporary Use Permit that meets the following guidelines: <ul style="list-style-type: none"> ○ Temporary Use Permit that will get the sign permitted on site for 90-days maximum this year. We need a site plan showing where you propose the sign. A rendering showing the dimensions and the sign face. The completed application & the fee payable to the City of Oshkosh. ○ Be advised since the property is still the RDA’s the following conditions will be in place: 1) The sign can’t penetrate the ground 2) It will need to be out of the corner vision triangle. - At this point, Lizz believes the fee to be \$75 and the sign will be donated. - Submitted prior to meeting Molly: On behalf of Lizz, I'm [Molly] requesting that approval of a temporary sign to be placed on the corner of Jackson and Pearl be an agenda item for Wednesday's meeting. 	



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		<ul style="list-style-type: none"> - Board discussed virtually that per the Expense Authorization policy, we don't need board approval, if our President or Treasurer authorizes. 	
Membership Recruitment	Brenda	See consent agenda for current member count.	
Food Justice	Warren	<p><u>Pre-meeting Written Report from Warren:</u> Sam, Molly, and Warren met with Lynsey Erickson and Koby Schellenger from FitOshkosh. Lynsey called the meeting, because Fit is interested in increasing equity in Oshkosh by supporting businesses owned by People of Color and women. Here are highlights of what was discussed:</p> <ul style="list-style-type: none"> - Some suggestions that OFC can implement: Establish benchmarks for improving diversity; Avoid tokenism by rewarding people (monetarily) for the skills they bring to the Co-op; Set goals for diversity among our vendors; Have a paid Diversity Consultant - Members of the dominant culture (white/straight/able-bodied/male) should take a step back from power in order share power more equitably - We can connect with Jackie Dunn -- a UW-O Ph. D. student who is doing research on the economic effects of co-ops on communities, and the perception of co-ops. - Up-and-Coming is adding a Thursday (March 5) full-day session on diversity, equity, and inclusion in co-ops. Even though I will be out of state for the weekend sessions, I have registered for this. One of the 	



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Food Justice Cont.		<p>presenters is Ladonna Sanders-Redmond, who is Dy-no-mite! The day includes an IDI (Intercultural Development Inventory) for all registrants -- a well-used and proven program that helps people and organizations with better racial understanding and setting action plans in motion. I URGE EVERYONE TO ATTEND THIS IF POSSIBLE.</p> <ul style="list-style-type: none"> - As we concentrate on the business aspects of the co-op to get the store open, and for its long-term success, it is important that we not lose sight of the food justice and equity values that gave birth to OFC. <p>Warren reiterated that there are now all-day diversity & inclusion workshops at U&C. He and Terry will be there but he encouraged others to attend also if possible.</p>	
Hiring Committee	Melissa	Per written report: no new updates	
Producer/Supplier Committee	Tracy	Written report from Tracy: "Applications are coming in regularly now. I have been having amazing meetings with producers who are super excited about the co-op. I believe this is going to create a good amount of new members too."	
Adjourn		Brenda adjourned meeting at 8:35pm.	