



Oshkosh Food Co-op Board Meeting  
 Date: 12-4-2019  
 Time: 6:30-9:30pm  
 Location: Blue Door Consulting - Oshkosh, WI  
 Minutes Recorded by: Melissa Weyland

Board Attendance		Member & Guest Attendance	
Brenda Haines	Sam Larson	Adam Bellcorelli –Food Justice Committee Chair & Member	
Sam Larson	Lizz Redman		
Melissa Weyland (call-in)	Susan Vette		
Peter Westort	Warren Bergman		
Molly Smiltneek	Tracy Vinz		

Topic	Facilitated by	Discussion	Actions																
Call Meeting To Order	Brenda	Brenda called meeting to order at 6:35pm																	
Member Comment	All	None.																	
Approval of Consent Agenda	All	Motion to approve consent agenda, Warren Bergman moved to approve, Lizz Redmond second. Consent agenda approved.  <u>Removed from consent agenda for discussion:</u>																	
Treasurer's Report		<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Accounts</th> <th colspan="2">Membership</th> </tr> </thead> <tbody> <tr> <td>Savings</td> <td style="text-align: right;">\$68,285.87</td> <td>Fully paid</td> <td style="text-align: right;">956</td> </tr> <tr> <td>Checking</td> <td style="text-align: right;">\$527.32</td> <td>Partial Paid</td> <td style="text-align: right;">117</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">\$68,813.19</td> <td>Total</td> <td style="text-align: right;">1073</td> </tr> </tbody> </table> <p>Community Foundation: \$18,343.87</p>	Accounts		Membership		Savings	\$68,285.87	Fully paid	956	Checking	\$527.32	Partial Paid	117	Total	\$68,813.19	Total	1073	
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Capital Campaign	Susy	<p><b>Campaign Committee Report 2/2/2020 – submitted by Susy/Brenda</b> (written report only)</p> <ul style="list-style-type: none"> <li>▪ The Capital Campaign has now raised \$684,485.60 from 200 participants.</li> <li>▪ Currently, the average loan/gift is ~\$3,200.</li> <li>▪ At the current pace, we will need 467 participants.</li> <li>▪ See attached PDF for more campaign details.</li> <li>▪ Bottom line: This will be a very busy time from now through March 31, 2020.</li> </ul> <p><b>Notes from Susy</b> (written report only)</p> <ul style="list-style-type: none"> <li>▪ I believe several loans are coming in at the \$5,000 and \$10,000 levels. We are also learning who is “NOT INTERESTED,” giving us a better sense of where we stand.</li> <li>▪ There are some positive signs among some of the larger loan and donor prospects; nothing official to report at this time.</li> <li>▪ 40 in-person prospects still require follow-up, but have been contacted (not all in-person.)</li> <li>▪ I have converted some from my call list to in-person contacts.</li> <li>▪ 10 in-person contacts still have not been contacted</li> </ul> <p><b>Meetings and events:</b> (written report only)</p> <ul style="list-style-type: none"> <li>▪ 1/24 attended Oshkosh on Broadway (APPLAUSE!!!)</li> <li>▪ 1/25 update meeting with Brenda</li> <li>▪ 1/27 phone meeting with Tim Raupp re: corporate initiative</li> <li>▪ Weekend – lots of email followup with in-person team and people with packets</li> </ul>	



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Capital Campaign Cont.		<ul style="list-style-type: none"> <li>▪ 1/29 met with OACF</li> <li>▪ 1/30 met with Al Hartman, Jason White GOEDC</li> <li>▪ 1/31 Chamber Expo/Taste of Oshkosh booth</li> <li>▪ 2/01 update/strategy meeting with Brenda</li> <li>▪ 2/04 West Side Association Development Panel Presentation</li> </ul> <p><b>Contacts:</b> (written report only)</p> <ul style="list-style-type: none"> <li>▪ Completing in-person followups</li> <li>▪ Initiating remaining in-person uncontacted people</li> <li>▪ Planned Tuesday p.m. in-person house party for 10 people</li> <li>▪ Large donor prospect contacts via phone and email</li> <li>▪ Cooperative new member effort to about a dozen people with Lizz</li> <li>▪ Grant writers</li> <li>▪ Beginning phone contact list</li> </ul> <p><b>Other meetings scheduled:</b> (written report only)</p> <ul style="list-style-type: none"> <li>▪ Tim Raupp/Jason Lasky re: corporate contacts</li> <li>▪ Jason White/Brenda re: County support ideas</li> <li>▪ Aurora HealthCare – All-provider meeting</li> <li>▪ ThedaCare/United Way Fox Cities/Weight of the Fox Valley</li> <li>▪ 4imprint</li> <li>▪ Galloway Company</li> </ul>	



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Capital Campaign Cont.		<p><b>Campaign Messages</b> (requires discussion)</p> <ul style="list-style-type: none"> <li>▪ As the campaign nears the contingency date of March 31, 2020, we will increasingly be asked, “What will happen if you don’t raise the funds by March 31st?” As part of the board meeting, I’d like to discuss our strategy for responding to this question.</li> </ul> <p><b>Naming Opportunities</b> (requires discussion)</p> <ul style="list-style-type: none"> <li>▪ Depending on the discussion related to the Site Team, we may need to consider additional naming opportunities within the store.</li> </ul>	
Site	Brenda	<p><b>The Site Selection (now focused on Store Design) Team has two key developments on which to report:</b></p> <ul style="list-style-type: none"> <li>▪ 01/29/2020 Meeting with Merge Urban Development, Slingshot and ISG (discussion and action required)</li> <li>▪ 01/31/2020 Interviews for Store Design/Architecture (discussion only)</li> <li>▪ Appointment of Erik Larson to Site Selection Team</li> </ul> <p><b>01/29/2020 Meeting with Merge Urban Development, Slingshot and ISG</b></p> <p>The Store Design Team met with the development team to discuss updated site plan and timeline. Development team members (Joy, Danyelle, Tom, Mike) joined the meeting in-person to provide the co-op with updates on site planning.</p>	



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Site Cont.		<p>Updates included:</p> <ul style="list-style-type: none"> <li>▪ Merge plans to close on the property in March.</li> <li>▪ The site contains an electrical easement that required the site plan to be revised. The building has shifted from a rectangular shape to the shape of a parallelogram.</li> <li>▪ Slingshot/ISG have incorporated requested co-op changes into the drawing as well, adding a loading dock, shifting the location of the patio and relocating the front door. (Site plans will be provided at the meeting.)</li> <li>▪ Environmental contamination on the site will prevent underground parking from being built in a cost-effective manner. This does not change the number of stalls negotiated by the co-op in its lease. However, it will change tenant parking patterns. Merge is now planning a district parking strategy.</li> <li>▪ The electrical easement appears to be limited to the max size that is currently present. ISG offered to research with ATC whether they have plans to expand.</li> <li>▪ The mezzanine is more costly to incorporate than originally projected. In exchange for not building the mezzanine as originally designed, Merge is offering to expand the co-op space by 1,500 square feet at no additional charge. This would require us to re-open the lease to codify the agreement. However, this has implications for the capital campaign as a sponsor was interested in naming opportunities related to the mezzanine. Susy is reaching out to the sponsor to get feedback on whether this is a dealbreaker.</li> </ul>	



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Site Cont.		<ul style="list-style-type: none"> <li>▪ Ceiling heights will be 16' floor-to-floor – under-beam height of 14'2" or 14'3". At this height, refrigeration cannot be located in the ceiling.</li> <li>▪ Decisions requested by 02/17/2020 – Mezzanine (high priority), Truck Dock &amp; Access, Trash Enclosure, Parking, Patio, Site Amenities &amp; Landscaping, Exterior Building Signage</li> </ul> <p><b>Key dates:</b></p> <ul style="list-style-type: none"> <li>▪ February 18 – ISG/SSA will be meeting with the City for a Site Implementation Plan Pre-Application Meeting.</li> <li>▪ March 2 – Merge submits an initial Site Implementation Plan Application</li> </ul> <p><b>01/31/2020 Store Design/Architecture Interviews</b> (requires discussion)</p> <ul style="list-style-type: none"> <li>▪ On Friday, January 31, 2020, the Site Selection Team interviewed three finalists for store design. The Store Design Team is meeting on Thursday, February 6, 2020, to make a decision/select a firm.</li> <li>▪ The Store Design Team may require Board approval of its selection before the next Board meeting – due to Merge's request that our store designer be aware of the Site Implementation Plan Pre-Application meeting on February 18th. We'd like a game plan for seeking board review/approval of the Design Team contract outside the regular board meeting schedule.</li> </ul>	



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Site Cont.		<p><b>Committee Appointment</b> (recommendation)</p> <ul style="list-style-type: none"> <li>▪ Recommend the appointment of Erik Larson to the Site Selection Team. Erik is the President of ECM Holding Group. His company provides energy efficiency contracting services to clients nationwide. (He is not interested in bidding on the co-op project as a general contractor.)</li> </ul>	
Grants	Sam	<p><b>Grants Team Report</b></p> <p><b>Matching Requirements (requires discussion)</b>          Several grants require matching funds. BLBW requires a 1:1 match. The team would like board confirmation that the Co-op will be able to meet the match requirements.</p> <p><b>Submitted (written report only)</b></p> <ol style="list-style-type: none"> <li>1. Wisconsin Sustainable Agriculture Research &amp; Education (SARE) Mini-Grant, \$3000</li> </ol> <p><b>In Progress (written report only)</b></p> <ol style="list-style-type: none"> <li>1. Buy Local Buy Wisconsin (BLBW) Grant, \$5,000 - \$50,000 (1:1 match)</li> <li>2. EDA Public Works Grant, \$300,000 - \$3 million</li> </ol> <p><b>Upcoming (written report only)</b></p> <ol style="list-style-type: none"> <li>1. Specialty Crop Block Grant Program, \$250,000 to \$1 million per project and projects may last for up to three years</li> <li>2. Healthy Food Financing Initiative (HFFI), \$25,000-\$250,000</li> <li>3. Bowers Fund, \$1000 - \$10,000</li> <li>4. Oshkosh Funding Consortium, \$1,000 - \$15,000</li> </ol>	



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Grants Cont.		5. Local Food Promotion Program, Planning grants from \$25K to \$100K, Implementation grants from \$100K to \$500K (25% match) 6. People for Bikes, \$10,000	
Hiring	Melissa	No report.	
Finance	Peter	No report.	
Food Justice	Warren	<p>Adam Barcorrelli, member and Food Justice Committee Chair joined to provide an update on the committees work and feedback (written report supplied by Warren Bergman and Adam):</p> <ul style="list-style-type: none"> <li>- The Food Justice Team has met with Oshkosh Area School District Social Workers, Oshkosh Area Food Pantry, Farmers Market Staff, local restaurant owner, and others interested in diverse food options throughout Oshkosh and the Fox Valley.'</li> <li>- Also, Food Justice plans to gather member-owner data and build on existing networks to strengthened chi and shine a light on diverse populations in the Food Co-op community."</li> </ul> <p>Adam spoke on:</p> <ul style="list-style-type: none"> <li>- The importance of the intentionality of inclusion.</li> <li>- Inclusive programming for both members and potential members.</li> <li>- Contact with marginalized groups should include reasons that the co-op is a place you should care about.</li> </ul>	



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		<ul style="list-style-type: none"> <li>- Adam's interest in collaboration included the food pantry and finding partners in the issue of food waste.</li> <li>- Youth involvement.</li> <li>- A prime time to engage with people is when they are in transition.</li> </ul>	
Governance Team	Molly	Governance Team <ul style="list-style-type: none"> <li>- Discussed Director Eligibility and Expectations Verification</li> <li>- Discussed potential 2020 Board Candidate Slate, who can we encourage to run? What skills do we need now? HR, Finance, etc.</li> <li>- Discussed need for Recordkeeping Policy</li> </ul>	
Producer Relations		<ul style="list-style-type: none"> <li>- Event on Monday 2/17 at Vines and Rushes from 4pm-8pm would love it if all can attend. 25% of profits from Pizza will go to the co-op and also a number of businesses who are interested in selling to the co-op will be set up (mini farmers market).</li> <li>- February 25th from 9am-2pm Melissa and I are attending the Small Farmer Networking Meeting in Winnebago County. I will be talking about growing and selling produce and then Melissa and I will be talking about the co-op and hopefully drumming up new members as well as possible vendor interest.</li> </ul>	



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Communications /Membership		No report.	
Exec	Brenda	No report.	
		Meeting adjourned at 9:35pm.	