



MoCo Board Meeting - 7.24.19 Minutes

Present: Carol, Elly, Mike, Julia, Nancy, Lisa, Jack

Guest: Potential candidate for the Board, Nancy Segreto

Absent: Tricia, Larry, Michael

Called to order 5:49pm

Approve January minutes: Nancy motion, Julia 2nd, all in favor, motion passed

Approve June minutes: Nancy motion, Julia 2nd, all in favor, motion passed

Annual Meeting

Concerns from last year:

- Not well attended (issue of location? not well publicized?)

Ideas for this year:

- Which committee/group is in charge of organizing? Need to determine for next year.
- Cash bar
- Venues: civic center or hope grows farm (unheated barn, wedding venue, etc)
- Can we make it more of a party instead of a dry meeting
- Vendors doing demos (Community Committee will be organizing this)
- Guest speaker?

ACTION: Elly to hold dates at both locations and gather more details

Annual Report

- Someone to co-lead with Toni, who can do nuts and bolts of graphic design work -> Julia will
- Important to ensure financials are in line with messaging; financials will be easier than they were last year
- Deadline to release to public: End of September/October 1st
- Coherence with Annual Meeting, same message

ACTION: Julia will reach out to Toni to start planning for nuts and bolts of Annual Report (not messaging)

ACTION: Create Ad Hoc Committee to start messaging of the last fiscal year that will be included in the Annual Report and some aspect of the presentation in Annual Meeting (invite Susan and Toni, Julia, Mike, Nancy, Elly); Julia will lead and send out doodle poll for meeting

Finance Committee

- Business Plan will present 10-year Financials
- Will review with CFNE, get feedback from them
- Plan to present to Board in Sept. for review
- Inventory controls resulted in greater loss than expected, in part due to staff transition, bread issues

ACTION: Mike and Nancy to ask CFNE how to account for inventory adjustments

ACTION: Nancy to label Year 1-10 with calendar year

VOTE: Need to increase personnel tax costs approximately \$2,700 for unemployment due to unexpected costs; Carol motion to amend, Jack 2nd, all in favor, motion passed

Sales June lower than prior year; great rebound so far in July

Member Loan Committee

- Committee charge was read aloud and felt it was correct and encompassing
- Timeline: would like to announce plan to Board by August or Sept. Board Meeting to get feedback. Will roll out at Annual Meeting or right after; between Oct-March will meet with members. Prioritize those with loans coming due in Year 4 or those we have indication they may be willing to make a change.
- Will offer script; emphasize option of "no change" is perfectly fine; not pressuring has been a priority for the Committee to address
- Would like to offer documents in the moment if they are considering making a change, thus need legal documents drawn up -> have reached out to lawyer who gave a quote of \$400-\$500
- Lawyer has done our work before, confident about working with him

VOTE: Lisa makes motion to engage lawyer and amend budget by \$500; Jack 2nd, all in favor, passed

ACTION: Finance Committee will adjust budget to account for \$500 in legal fees

Nominating Committee

- ACTION: send names of candidates or reach out to those you know; packet online in the "meet the Board" section of the website.
- Nancy introduced herself and was thanked for considering running; she is a nutritionist, teacher, has lots of ideas/thoughts, esp about increasing enthusiasm from members/community

GM Report

- Staff changes is most important to highlight; bookkeeper transition going smoothly
- Request to make special events section of GM Report more quantitative (ie the number in attendance, not just "good attendance")
- GM Report will be tweaked by Exec Committee to reformat the best way, including the above
- Issue of meat not having a date though they are following correct protocols; starting to put a "packed on" date for meat they're packaging; is there any signage or messaging needed to help move sales?; just want to ensure we are in compliance
- Backdoor and floor especially need work

ACTION: Jack will look at door and floor

Community Committee

- Need to know where new membership recruitment belongs – what committee and how important is new membership and member engagement? This will likely come out of work plan
- Need first a marketing plan to know how we're engaging current members and getting more members; new events, follow-up after join, making sure they are paying full amounts
- Where does messaging/marketing about affordability, defining affordability to all

ACTION: all committees bring to Aug. Board meeting a description of their charge included in their reports and any questions, needs, or holes they need filled

HR Liaison

- Research shows that we do not recommend HR Liaison from the Board

ACTION: Board Development Working Group to look at that policy

Working Group Update

- Work plan coming along
- Consultant recommended prioritizing instead of tackling too much
- Priorities will be:
 - o 1) Increasing partnerships and reciprocal relationships with local businesses (materials, meeting, point person)
 - o 2) Evaluate viability and metrics of success (i.e. 2 cents, inventory offerings)
 - o 3) Working with Toni on a marketing plan
- Idea: update list from past partnerships, prioritize relationships

Defining Roles Update

- Business Plan was a big part, collaborative working relationships, include CFNE
- working on policy, Google Drive, communication

ACTION: Postpone discussion Article 2.6 (providing members Board Meeting packet and information) in bylaws to next Board Meeting

MoCo Tour by Mike could be a could be part of new Board packet

Nancy moves to adjourn before going on tour of the store by Mike, Jack 2nd, adjured 7:04pm

Respectfully submitted by Julia Scheier