

FREE RANGE FOOD CO-OP – Board Work Session Minutes

November 1, 2022

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Directors: Lois Bendix, Tom Connolly, Casey Dabrowski, Shara Dabrowski, Garrett Holl, Brandon Otway

Staff: N/A

Absent: None

Guests: Merry Moody, Lydia Williams

Late arrivals/early departures: None

Call to Order: Brandon called meeting to order at 6:04pm

1. Welcome and Introductions
2. Additions/Deletions to the agenda:
 - a. This agenda has 78 minutes scheduled.
 - b. There are 12 extra minutes for a closed session or topic extensions/additions.
3. Public comment acknowledgement: No comments
4. Outstanding Tasks:
 - a. There are a few policy updates for Board Development to make.
 - b. Still need someone to draft a policy for owners on payment plans who choose to stop making payments and not pay their full \$100.
 - i. Assignments: Lois is talking with St. Peter Food Co-op on their policy for this and is investigating PayPal options for automatic payment withdrawal for partial payments.
5. Team Check-ins:
 - a. Board Development: Meeting Tuesday 11/8 & will address outstanding policy updates. Received an application for a vacant board position.
 - b. Business Plan: No updates.
 - c. Capital Campaign: Meeting on 7th and 21st.
 - d. Finance: There is a need to search for an experienced accountant to start training in our financial systems and records so they are in place before the CIC is launched.
 - e. GM Search: Have meetings coming up to finalize the GM job description and then the compensation package, and will bring both items to the board for review/approval when ready.
 - f. Marketing: Lydia got the content calendar updated to reflect new CIC-related posting dates. Still working through the logo rebranding project.
 - g. Owner Engagement: Meeting soon to discuss volunteer job descriptions & task lists.
 - h. Site Selection: A potential site has fallen through because the purchase price was too expensive for us, and somebody else bought the space.

Old Business Items

6. Annual Meeting update
 - a. Discussion: Recapped annual meeting attendance and effectiveness. Total votes for elections / bylaw change was 111.
 - b. Outcome: Improvements identified for next year include:
 - i. Went way over the time limit communicated to owners; need to allow more time.
 - ii. Participation was good as far as overall attendance and interest in the feedback activity.
 - iii. Allow more time for us to set up the space before the public arrives.
 - iv. Delegate responsibilities to specific volunteers
 - v. Include more signage around the area for resources at each table.
 - vi. Have all food and beverage free (vs paying for Reif-provided beverages)
 - vii. Start rounding up the crowd to sit down about 10 minutes before meeting start time.
 - viii. Discuss the possibility of a different venue that is cheaper, and doesn't have such a

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stage-like feel for the audience watching the presentation; a more “cozy” space.

c. Assignments:

- i. BD team will compile & confirm vote totals for approval at Nov. board meeting by 11/15.

7. Fiscal Sponsorship with Get Fit Itasca

a. Discussion: This was officially approved at the October board meeting but was not assigned to anyone to complete the paperwork.

b. Outcome: Needs to be signed by FRFC Chair and then sent to Anna for GFI/YMCA signatures.

c. Assignments:

- i. Brandon will get signatures completed and scanned into the Contracts folder by 11/17.

8. Restructuring work sessions

a. Discussion: Continued discussing options for restructuring work sessions to make board workflow more streamlined by allowing the board to vote on decisions at work sessions. Minutes from 4/27/20 meeting state "*Discussion was had about moving to a bi-weekly board meeting model where one meeting would be a regular board meeting where items get voted on and the public is welcome, and the other meeting would be a work session for board members only to work through some of the background projects and tasks needing further attention.*" with no motion made.

b. Outcome: Decided to title both meetings as “Board Meetings” since both are already open to owners and advertised to owners. Both meetings will now allow for motions to be proposed and voted on. We will need to create a procedural expectations document outlining what topics are covered at the 1st vs 2nd board meetings to avoid duplication. The first meeting will retain a structure similar to prior work sessions with a focus on lengthier topic discussion for fewer items while the second meeting will retain the structure similar to the prior board meetings to include policy reviews, team reports, etc.

c. Assignments:

- i. Casey will draft the procedural expectations document by the 11/15 board meeting.
- ii. Shara will update agenda & minutes templates.
- iii. Garrett will update website calendar event names.

9. CIC Coordinator Position

a. Discussion: Discussed Katie Novak’s email regarding CIC Coordinator options for payment method (hourly, salaried; employee or contract). She stressed finding someone already involved with the co-op to serve as Coordinator because onboarding would be easier. Lois noted that Oshkosh food co-op had a board director resign from the board to serve as their Coordinator. Agreed that depending on the applicant’s comfort level with public-facing communications, it may be possible for the Coordinator position to be responsible for the task and management oriented job duties while having someone else serve the more public-facing role related to campaign marketing/publicity. The need for signing the CoApp campaign management software contract was identified as well.

b. Outcome: Consensus was that the board preferred the Coordinator to work on a contracted basis rather than as an employee; they would be salaried and subject to weekly progress reviews. Will need further future discussion about possibility of a % bonus of all funds raised as an incentive; this would need to be budgeted for in the pro forma to see if it is doable.

c. Assignments:

- i. CIC team will talk to Katie about getting the CoApp contract in place.
- ii. CIC team will update the job description with these decisions prior to the 12/13 meeting.

New Business Items

10. Give to the Max Day

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- a. Discussion: Discuss if we want to advertise for this on 11/17/2022.
- b. Outcome: Agreed to participate by advertising ways to donate through both CDS and Get Fit Itasca.
- c. Assignments:
 - i. Shara will draft post content describing ways to donate, highlighting upcoming costs for consultants etc. that we'll need to fund.

11. Microgreens partnership

- a. Discussion: Chad Martin from Solid Rock Growers emailed and asked if we'd like to do a partnership this winter like we have in the past.
 - i. They are moving towards a monthly subscription like a CSA with weekly pickups in Grand Rapids. Chad is hoping to start gathering subscribers through the month of November and begin the first distribution in December. They would donate a portion of proceeds from microgreens sales for every FRFC owner who buys from them, we'd just have to check the names of their subscribers each month to verify ownership.
 - ii. We would reach our owners to subscribe through our newsletter list and social media, advertise for the monthly sign ups via email in our newsletter, and post mid-month reminders via social media. We could also investigate creating a page on our website to link to the GR Farmer's Market, Solid Rock's online ordering, and Bryndlewood Gardens as a way to start connecting with local producers who already support us.
- b. Outcome: The board is thankful to Chad for reaching out to us, and we believe it would be beneficial to renew this partnership again.
- c. Assignments:
 - i. Shara will reach out to Chad for more details, and when those are available will start marketing for this opportunity.

12. YMCA Auction

- a. Discussion: Basket over \$100.00 in value ready to go. All bids will be online. Baskets on display at the YMCA until they are moved to Timberlake for the dinner on November 17. Dinner tickets are \$40.00 each.
- b. Outcome: Decided to purchase two tickets to the dinner to send FRFC representatives.
- c. Assignments:
 - i. Shara will give Lois a check for \$80 for her to purchase the tickets.

13. AGENDA ADDITION: Text-in Option for communications

- a. Discussion: At the annual meeting, an owner suggested we provide an option for owners to opt-in to receive text notifications of upcoming volunteer opportunities.
- b. Outcome: We like the idea of this as another way to contact our owners with important info and as a way to potentially improve our volunteer participation.
- c. Assignments:
 - i. Garrett will research text contact options on Constant Contact to see if it's an add-on we could potentially purchase with our existing email contract.

14. Upcoming Meetings and announcements:

- a. Regular Board Meeting on Tuesday, November 15th, 6:00pm at Oak Hill.
- b. Policy Review: C – Global Governance Commitment, C5 – Code of Conduct, and Quarterly Review- Procedural Expectations (Brandon)

Meeting adjourned at: 7:27pm

Postponed Discussion Topics: None

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Approved by Board Chair, Brandon Otway

Signature: _____ Date: _____.