

## FREE RANGE FOOD CO-OP – Board Meeting Minutes

July 6, 2023

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Directors: Lois Bendix, Casey Dabrowski, Shara Dabrowski, Garrett Holl, Brandon Otway, Ellen Smilanich, Lydia Williams

Staff: N/A

Absent: Tom Connolly

Guests: None

Late arrivals/early departures: None

Call to Order: Brandon called meeting to order at 6:35pm

1. Welcome and Introductions
2. Additions/Deletions to the agenda:
  - a. This agenda has 75 minutes scheduled.
  - b. There are 15 extra minutes for a closed session or topic extensions/additions.
  - c. Lois requested adding a discussion item regarding Jotform.
3. Public comment acknowledgement: No comments
4. Outstanding Tasks:
  - a. Reviewed
5. Co-op Correspondence: None
6. Team Check-ins:
  - a. Board Development: Next meeting on 7/18
  - b. Business Plan: No updates
  - c. Community Investment Campaign: Met in June to review half the offering document again.
  - d. Finance: No updates
  - e. Marketing: Met on 7/5, beginning work on CIC materials. Angela is working on taking over social media management for Lydia.
  - f. Owner Engagement: Updating the volunteer and event instructions and materials.
  - g. Site Selection: Met with Seven Roots consultants to discuss the site analysis process.

### 7. Old Business

- a. Election of current board members
  - i. Discussion: Garrett's term is up for reelection this fall.
  - ii. Outcome: Yes, he will be running again for an open position.
  - iii. Assignments:
    1. BD Team will update election policy to include language reflecting the need for incumbent directors to state their intentions to run for reelection ahead of the election application deadline.
- b. Annual Report Status
  - i. Discussion: Reviewed outstanding pieces.
  - ii. Outcome: In progress, will be ready to approve by 7/20 meeting.
  - iii. Assignments: None

### 8. New Business

- a. Seven Roots Visit Publicity Discussion
  - i. Discussion: Discussed publicity for the site evaluations that have been done so we can inform our owners and community in the best way possible.
  - ii. Outcome: Identified that owners who attend the owner picnic on the 13th will be the first to hear the news. Following that, the order of announcements is:
    1. Send an email to owners on the newsletter list (July 14th)
    2. Post on social media, send an email to the non-owners newsletter list, and submit newspaper article (week of July 17th)

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- iii. Assignments:
  - 1. Brandon will help draft newsletter and newspaper articles with Shara and Merry Moody's assistance.
  - 2. Shara will send the emails.
  - 3. Lydia and Angela will share on social media.
  - 4. Merry Moody will send in the newspaper article.
  
- b. Meeting Report Format
  - i. Discussion: This doesn't necessarily work well for teams with volunteers. Discussed ways to improve it and make it more usable.
  - ii. Outcome: Identified that while reports are required, that specific format is not.
  - iii. Assignments:
    - 1. Ellen will review and edit the layout to allow more space for keeping minutes, while maintaining the tracking details regarding meeting date/time/attendees. Once updated, she'll email a link so all teams can make a copy of it for their use.
  
- c. Volunteer Recruitment
  - i. Discussion: Brainstormed different ways to encourage volunteers for our events.
  - ii. Outcome: Decided to remove the volunteer survey from the website since it wasn't being utilized and is too much information. Also will be working towards more frequent updates on the Volunteer page of the website to list current/upcoming opportunities along with outstanding needs. Marketing will work towards giving more specific, detailed asks for an individual event or even specific time slot at an event in order to limit the large amount of options/detail usually presented to volunteers.
  - iii. Assignments:
    - 1. Shara will remove the volunteer survey from the website.
    - 2. OE & Marketing teams will send volunteer information to Garrett or Tom to update the Volunteer page as needed.
  
- d. Annual Board Assessments
  - i. Discussion: Individual and board assessments will be reviewed at the August 17th meeting.
  - ii. Outcome: Informational
  - iii. Assignments:
    - 1. Casey will send links to assessments.
  
- e. Board Member Recruitment
  - i. Discussion: Brainstormed ways to recruit new board members for the remainder of the summer. We will have four open positions this fall.
  - ii. Outcome: Identified some marketing strategies to encourage owners to consider being on the board. Will highlight the 1-year first term, provided training, and the opportunity to join the board during the time when we're making the important decisions about the location and design of the future store.
  - iii. Assignments: None
  
- f. Texting through Constant Contact
  - i. Discussion: Researched options for texting through Constant Contact.
  - ii. Outcome: Will not use this option at this time due to cost and work needed to set it up. Ellen and Garrett will look into options through Grasshopper as time allows but this is not a priority task.
  - iii. Assignments: None

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- g. Jotform discussion
  - i. Discussion: Revisited the need to move away from Jotform and start using Squarespace built in forms on the website.
  - ii. Outcome: Agree this is still a needed change. We'll need to link the website application form with the payment platform but it should otherwise be an equivalent option and save us \$20 per month on Jotform fees.
  - iii. Assignments:
    - 1. Garrett will work on creating the form on the website.
- 9. Upcoming Meetings and announcements:
  - a. Second board meeting on Thursday, July 20th, 6:30 pm at Oak Hill Assisted Living
  - b. Policy Review: Class C Share Dividends Discussion
- 10. Closed session for site selection discussion called at 7:58.
- 11. Closed session adjourned at 8:23pm.

**MOTION** to adjourn at 8:23pm made by Casey. Lois seconded. Motion carried.

Postponed Discussion Topics:

Approved by Board Chair, Brandon Otway

Signature: \_\_\_\_\_ Date: \_\_\_\_\_.