

Free Range Food Co-op

Work Session – August 2nd, 2022, 6:00 pm, Oak Hills Assisted Living with Zoom option

Our Mission:

“Free Range Food Co-op is a cooperatively-owned grocery store committed to community well-being through access to local, wholesome, organic foods and goods.”

1. Welcome and Introductions
2. Additions/deletions to agenda
3. Public comment acknowledgement
4. Outstanding tasks
 - a.
 - b.
5. Team Check-ins (5min)
 - a. Board Development, Business Plan, Community Investment Campaign, GM Search, Marketing, Owner Engagement, Site Selection, Finance

Old Business

6. Tall Timber Days update - Shara (<5min)
 - a. Discussion: Let's get an update on progress toward making this happen and what needs still exist and who can fill those needs.
 - b. Outcome: Fill any gaps that exist to ensure this event goes off without a hitch.
7. Constant Contact update - Shara (<5min)
 - a. Discussion: The pricing has changed and Shara will update on these changes which will require a decision to be made about the platform going forward. We approved \$10/month but it will actually cost \$29.75/month.
 - b. Outcome: We will decide whether or not we want to stick with Constant Contact or go back to MailChimp which will be voted upon at the August board meeting, either to drop Constant Contact or to amend the previous motion.

New Business

8. Grants 101 - Anna Johnson (30min)
 - a. Discussion: Anna is going to educate us on grants, the process, how she can be a great community partner with us through Get Fit Itasca, ask us questions of what we want, and provide us an opportunity to ask her questions.
 - b. Outcome: We will walk away with a better understanding of what Anna does, how she can help, and possibly how we can help Get Fit Itasca sustain its mission

9. Annual Meeting - Brandon and Shara (20min)
 - a. Discussion: We will begin discussing topics related to the upcoming annual meeting. First will be whether we want to have it in-person or virtual. Next, we should discuss what we want to get out of this meeting. Other topics are welcome to be discussed as we see fit, such as: Decide on a date. Assign someone to draft the presentation. Assign someone to plan voting methods/invitations. If in person: assign someone to secure a venue and presentation equipment.
 - b. Outcome: Decide on in-person or virtual attendance.

10. Director Positions - Brandon
 - a. Discussion: We are coming upon a potentially significant issue with a board down to five members. We have an opportunity to get ahead of this and message to the ownership of the imperative of owners stepping up. We need specific strategies and people to do the work so the board development team doesn't shoulder the whole responsibility. Discuss the idea of Brandon penning an open letter to the owners that explains the position we're in.
 - b. Outcome: A discussion that helps us feel empowered to have tools and strategies to meet the moment.

11. Upcoming Meetings and announcements:
 - a. Regular Board Meeting on Tuesday, August 19th, 6:00 pm in-person at Oak Hill Assisted living with a Zoom option
 - b. Policy Review: None

12. Adjourn

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Directors: Tom Connolly, Casey Dabrowski, Shara Dabrowski, Garrett Holl, Brandon Otway, Laine Yandell

Staff: N/A

Absent: Lois Bendix

Guests: Anna Johnson

Late arrivals/early departures: None

Call to Order: Brandon called meeting to order at 6:08pm

1. Welcome and Introductions
2. Additions/Deletions to the agenda: None
3. Public comment acknowledgement: No comments
4. Outstanding Tasks:
 - a. None
5. Team Check-ins:
 - a. Board Development: An applicant had applied for a director position but then rescinded the application after realizing the position requirements didn't fit with his personal schedule. The team meets again in a week.
 - b. Business Plan: No updates
 - c. Capital Campaign: Met 3 times in the last 3 weeks including yesterday with Katie Novak to discuss share and loan offering details. The team members have divided up the offering document to make updates and note more questions. Meeting again on 8/15.
 - d. Finance: No updates
 - e. GM Search: Reschedule the meeting with GM Hiring Consultant Melanie Reid for the September board work session. The team is researching options for job posting platforms.
 - f. Marketing: Will be meeting again with Chelesy Jo Johnson to view 2nd round logo drafts for the rebranding project. Lydia is taking over Laine's role as social media manager.
 - g. Owner Engagement: Working on volunteer sign ups for Tall Timber Days and then the Fair.
 - h. Site Selection: Submitted an offer on another potential site with no response yet. The team is viewing another potential site next week.

Old Business Items

6. Tall Timber Days update
 - a. Discussion: Peggy Brennan is organizing the float/riders. Shara and Casey will take care of booth setup, and Garrett will do takedown. Lois and the OE team scheduled volunteers.
 - b. Outcome: Fill any gaps that exist to ensure this event goes off without a hitch.
 - c. Assignments: None
7. Constant Contact update
 - a. Discussion: The pricing has changed from what was originally presented as the payment option during Shara's first conversation with the customer service rep. We approved \$10/month at the July meeting, but it will actually cost \$29.75/month. That \$10/month vs \$29.75/month tier system was originally understood as just a function of which features would be available, and since we need fewer features we voted for the lower tier. However, the tier system is actually based on the number of contacts you need to send emails to, and not the features, so we would need to move to the higher cost tier in order to send to our whole ownership base. Discussed the options of staying with Constant Contact or switching back to Mailchimp and using either that free system as we have in the past, or paying for a Mailchimp upgraded account. Lydia and Shara feel like the newsletters created in Constant Contact are easier to lay out and edit, and generally look more polished. The contact adding and email sending processes are a little easier.
 - b. Outcome: Will vote at August board meeting to either switch back to Mailchimp, or approve the increased cost of Constant Contact.

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- c. Assignments: None

New Business Items

8. Grants 101 presented by Anna Johnson

- a. Discussion: Anna educated the board on grants, the researching/application process, how she can be a great community partner with us through Get Fit Itasca, and possibilities for other future partnerships. An important takeaway is that donations made to FRFC received through Get Fit as the community partner/fiscal sponsor would have a 0% fee taken, compared to our current 10% fee for donations received through CDS Consulting Co-op.
- b. Outcome: The board got a much better understanding of how the grant process works, and learned about the work Anna does through Get Fit and of their potential as a community partner.
- c. Assignments: Brandon will email Merry Moody to ask if she is willing to be the co-op point-of-contact for Terri O'Brien as Terri works to write the 'co-op story' templates for future grant applications.

9. Annual Meeting

- a. Discussion: Discussed options for the annual meeting including in-person or virtual attendance, location, date, voting needs, and presentation creation.
- b. Outcome: The annual meeting will be held in person on Tuesday, October 25th and will be live streamed on Zoom to allow for virtual viewing as well. We will present the standard updates, a Community Investment Campaign primer to lay out our needs and expected costs and give examples of other co-op's successful campaigns, and a site selection history and status update. The location is still being decided on. Voting will be all online with laptops available at the annual meeting for people to submit their vote online while at the event in person to eliminate the need for hand tallying paper ballots.
- c. Assignments:
 - i. Marketing Team: prepare notices of the meeting to start running in September (Due 9-1)
 - ii. Casey: Research Harris Town Hall as a potential location (9-6)
 - iii. Brandon: Research options at area schools as a potential location (9-6)
 - iv. Shara: Research the Reif as a potential location (9-6)
 - v. Shara: Draft presentation and email to Brandon to edit (10-4)
 - vi. Brandon: Draft updated language on Annual Report and email to Shara to edit (10-4)
 - vii. Board Development Team: Create the Survey Monkey link for voting on candidates and the proposed bylaw amendment (10-10)

10. Director Positions

- a. Discussion: We are coming upon a potentially significant issue with a board down to five members. We need more owners to apply to be on the board and contribute to the success of the co-op, but recognize that it can seem like a daunting position to apply for.
- b. Outcome: Brainstormed strategies to reduce barriers to being a director, and identified ways to implement those strategies. Divided up the work so the board development team doesn't shoulder the whole responsibility of board recruitment. The main discussion piece was on the topic of a proposed bylaw amendment that would provide new board applicants the option to serve just a 1-year term when they are first elected before committing to a longer 3-year term, with the hope that this would make serving on the board less intimidating.
- c. Assignments:
 - i. Brandon: draft a letter to send to all ownership along with the notice of the annual meeting. (9-13)
 - ii. Board and Brews event: Have a block of time where current directors would gather at Klockow and invite any co-op owners who are interested in being on the board to come

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chat with us to learn more. We would offer them 1 free beverage, and have director info packets available if they wanted to bring more info home.

1. Brandon: Find out if Klockow is willing to host us and set a date (8/16)
2. Marketing: Create posts and email blast about the event and send to all owners (asap once date selected)
- iii. Marketing: draft an email to owners with specific details about a director, highlighting the proposed bylaw changes and the Board and Brews event. (9/13)
- iv. Board Development: Draft proposed update to bylaws to reflect a 1-year term option for new directors. (8/16)
- v. Board Development: Review board introductory documents to be sure the language reflects friendlier messaging regarding the needed time commitment.
- vi. Marketing: Update the website, social media posts, and newsletters to reflect friendlier messaging regarding the needed time commitment.
- vii. Board Development: Create and save on the Google Drive a “Welcome” email draft for any new director applicants to serve as a thank you for applying and a welcome from the Board. It should include a request to schedule a first meeting at which point the BD team will get to know them, answer any initial questions, and explain the contents of the introductory documents that the applicant will receive after the meeting.

Upcoming Meetings and announcements:

Regular Board Meeting on Tuesday, August 19th, 6:00 pm in-person at Oak Hill Assisted living with a Zoom option

Policy Review: None

Meeting adjourned at: 8:11pm

Postponed Discussion Topics: None

Approved by Board Chair, Brandon Otway

Signature: _____ Date: _____.