

OKLAHOMA FOOD COOPERATIVE

Board Meeting
Epiphany Church
September 25, 2011

Board Members Present: Deedra Hovey, Lisa Weissenbuehler, Eric Lyon (present for the last few minutes), Jacki Morton, Ann Young, Bob Waldrop, Rachel Weber, Quentin Bomgardner

Board Members Absent: Aaron Killough, Dawn Mahiya

Others Present: Deb Willis, Adam Price, Kara Joy McKee

Lisa Weissenbuehler, President, called the meeting to order at 4:37 pm

The agenda submitted by Lisa was approved by unanimous vote with the following changes: Standards committee report was added after the Financial report. (Bob moved, Rachel seconded)

The consent docket was approved unanimously (Quentin moved, Ann seconded) and included (1) Acceptance of new members and issuing of stock; 35 new members joined in August; (2) Approval of the minutes of the previous meeting.

Bob reminded everyone that we passed a motion at the Annual Meeting that we must buy a gavel before the next Annual Meeting.

Old business from last month, a discussion of the annual fee, has been tabled until November so that we can have further discussions to refine the language.

Lisa said the best decision she has made in the last 30 years was to ask Deb Willis to be Producer Assistance Technician and Producer Care Manager. Deb is the best ever!!

Deb asked who posts the board minutes on the website. Greg was doing that but no longer since he is off the board. Bob said he would do it.

FINANCIAL REPORT

Rachel said her biggest concern is that our record keeping has not been very good. She is a C.P.A. and as such must meet certain standards in record keeping. She has made it clear to Kara Joy and Christina how she wants things to be done. Clear planning is crucial.

Our current debit card reads Oklahoma Food Cooperative without any person's name on it which is a very bad situation. Debit cards will be issued to Jacki and Christina only in their names. A debit card turned over by Jacki at the meeting is from Weokie and all present were puzzled by the fact that it was not a Coppermark card.

Rachel has finalized a list of procedures (attached). An important item is that all purchase orders must have a business reason written on them to justify the purchase and must be approved in advance by Kara Joy or Jacki. There must then be a matching

receipt for each purchase order. Kara Joy and Christina have been designated as the only ones to approve expenditures up to \$100. The President will need to approve all others. Deb brought up the need for invoices and receipts for the new Producer Application Fee approved last month. Producers will need these as a record of business expenses. Is there a way to put this on the website?

Rachel should work with Kara Joy to get some control over work credits. The next budget should set limits for work credits. To prepare for this a work credit study needs to be done. Adam should be able to determine how many volunteer hours are needed for each pick-up site. Can section managers on delivery day make a record of the volunteer hours needed for their section? Would it be possible to sort frozen and refrigerated items by customer at the Op Center? This could save work credits at pick-up sites.

STANDARDS REPORT

P-Bar Farms is recommended for approval by the Standards Committee and the Producer Care Committee to sell tickets to their corn maze and laser tag events. Bob moved for approval, Quentin seconded and it passed unanimously.

Mystic Moon Graphics is recommended for approval by the Standards Committee and the Producer Care Committee to sell T-shirts and yoga classes. Bob moved for approval, Quentin seconded and it passed unanimously.

Country to Town Market has applied for a co-packer designation to sell jams, jellies, fruit spreads and pie filling. This is the first application for a co-packer since the new co-pack standard was approved. They will be using their own fruits and vegetables in their products. Both Standards and Producer Care committees recommend them. Bob moved for approval and Rachel seconded. It passed unanimously.

Greenwood Farms is recommended by Standards and Producer Care committees for approval to sell poultry, eggs, meat, and produce. Bob moved and Deedra seconded for approval and it passed unanimously.

NEW BUSINESS

Jacki is not sure now if she will have enough time to do bulk purchasing for producers. She will know soon if she can do it. Our current website has no way to only sell things to Producers, will the new website have that capability? They would not be charged sales tax since it is a business expense. Bob thinks the coop should make 10% from these sales and we must be sure to incorporate all the costs associated with ordering such as shipping, work credits, etc. when determining the final price to make sure we come out 10% ahead. Jacki will look into it some more and will start a discussion with Producers as to what they want: egg cartons, labels, feed, organic feed? Bob thinks that organic feed is the weak link in our local food system as there is nowhere to buy it in Oklahoma. Elgin, Texas is the closest place. This was tabled **and BULK PURCHASING should be added to OLD BUSINESS next month.**

Social Media Campaign: Quentin made a Facebook group—Friends of Oklahoma Food Coop FOOF to recruit dedicated members to contact their friends and friends of friends. Interactive features are important to get the page to rise to the top. The hope is for it to go mini-viral. The Hootenanny, Annual Meeting and regional meetings can be publicized that way. New changes in Facebook could help us.

Tricia resigned as communications manager last week. Kara Joy appointed Quentin as social media coordinator and wants Bob on the committee too.

We should hear whether we got the grant for a salary for a communications manager in about a week. Until then we will muddle through without one while Quentin proceeds with social media and Bob will send out a press release about Lisa becoming president and our four new producers. Kara Joy is overworked and overtasked and should not be made responsible for communication outreach on top of everything else. Lisa would like her to make a list of things she spends a lot of time on or wishes she could so that the board can find people to help her. Deb Willis promptly offered to research bar codes for producer check-in.

REMARKS OF THE PRESIDENT

Strategic Plan: Progress is being made in finding more pick-up sites. Paseo opened last month, Adam has been talking to OSU-OKC and they are interested; some faculty members are also coop members. He is also looking at Nichols Hills. Bob wondered if Whole Foods might allow a pick-up site there. Devon's Wellness Manager was contacted by Ann and they love the idea and are canvassing employees to determine if there is enough interest to warrant a pick-up site there. The bulk purchasing initiative is underway.

Aaron has asked Lisa to switch terms with him so his would expire at the Annual Meeting. He has a new demanding job and a baby on the way.

Lisa wants to continue trying to use the Forum and wants a section for Kudos, Rants and Raves so that members can review products. Kara Joy doubts members would use it since we didn't. Bob says the new website will have a way to rate producers and products.

She has had some comments from members who want us to revive the old Meet, Eat and Greet regional events for members and producers. Kara Joy says this is underway in her planning for regional meetings. These would be good opportunities to give special recognition for volunteers.

Two people want to buy memberships but can't afford it and Lisa wanted to know if members who move away can donate their memberships for such people. This has been done in the past but needs to be advertised again to the membership. Crediteers can also donate work credits for memberships for those in need.

Greg reported to Lisa that Eric is finishing up the last details of the website and beta testing should be the first week in November. The site will be up and running by January.

Lisa received an email from Eric Sarmiento who did his thesis at Rutgers on the coop and alternate food delivery systems. He is now working on his doctorate and in October, November and January wants to be present at delivery day and attend any meetings.

A Swedish reporter and photographer from the largest newspaper in Sweden are doing a piece on the drought and economic hardship by recreating the Joad family trip to California. They want to meet producers in the Sallisaw area October 11th.

A fundraising opportunity presented to her by the Lost Key People was thought to be unworkable for the coop.

QUESTIONS ABOUT REPORTS

Kara Joy said the property manager for the new location indicated that the soonest we could move would be a couple of months. She has not yet been inside the building. Producers have asked to have a scheduled arrival time so that they do not have to wait to be checked-in. It might be possible to have a Wednesday evening check-in shift.

Kara Joy needs volunteers for the Slow Food picnic at the Harn Homestead next Sunday, October 2nd.

Kara Joy is looking for a Customer Care manager.

REMARKS OF THE GOM

22 people from central Oklahoma including Kara Joy and Adam attended the two day Land Institute Prairie Festival in Salina, Kansas. It was very good with many wonderful speakers. Lisa thought having an invited speaker at the Annual Meeting such as Chris Kirby might be a draw.

Kara Joy has toured the Grady County fairground facility in Chickasha and it would be perfect for the Annual Meeting. It is only \$500 and suits our needs better than last year's site. We could have it from 8am to midnight and so could have a speaker and a dance. The only downside is that it is 45 minutes south of OKC and could cause a problem for a quorum.

Adam and Deb need business cards.

And she slaughtered a duck.

Lisa said in the next few days she would send out an email to the membership to plug the use of the Forum and solicit recipes. She wants us to make an effort to put long conversations back on the Forum. She will explore Google Forum to see if it might be better.

Quentin moved to adjourn at 8:00pm. Rachel seconded. Unanimous

Minutes prepared by Ann Young 9/26/11