

OKLAHOMA FOOD COOPERATIVE

BOARD MEETING

OAEC

March 6, 2010

Board members present - Deedra Hovey, April Harrington, Dawn Mahiya, Chelsey Simpson, Greg Parker, Leah Afill, Kara Joy McKee, Paulette Rink, and Walter Kelley.

Chelsey called the meeting to order at 4:35 p.m. The Board adopted the agenda and approved the minutes for the February, 2010 meeting.

CIO report

Greg has been working with Lori on financial matters. We now have a financial report page that can be individualized to specific types of reports. Everyone seems happy with the new on-line forms for work credits, etc. There was much discussion of the invoices and of how they should be handled. Currently, invoices are adjusted at the Operations Center if items are missing, but Greg wonders if it would be better not to adjust the invoices but rather issue credit memos. April and Greg will discuss this further to determine the best way to proceed.

FAPC presentation

Phil Kenkel, who teaches a class about co-ops at Oklahoma State University, discussed the possibility of doing an on-line survey for the Co-op. He has had much experience with similar surveys, and he emphasized that it is important to decide precisely what information is needed from the survey and to formulate the questions properly.

Chelsey said that we need to find out why some of our customers stop ordering. Also, she would like our producers to be surveyed to find out how the Co-op is affecting them. Leah would ask our customers how they feel about more frequent delivery days. Kara Joy wants to know what are the most important motivating factors for which products a customer orders: organic, sustainably grown, etc. Also, how interested are they in a storefront? Chelsey wonders where else they are spending their food budget. Surveys should be repeated fairly frequently, perhaps every year. Another area of questioning might be on the usability of the web site.

Phil plans to send the first draft of the survey to the Board so that Board members can give feedback on what changes are needed. He expects to accomplish this in a matter of weeks. For this type of survey, 30% is considered a good return rate. It may be difficult to reach people who have dropped out of ordering, so some phone calling may

be necessary. There should be no cost to the Co-op, assuming the survey is done on-line and student labor is used. The results will not reveal individual responses, and, hopefully, we can track those who don't respond for followups. The following motion passed with no dissent:

Motion: the Board authorizes Chelsey to work with FAPC on the membership survey of 2010. (Chelsey, April)

Producer procedures

Chelsey asked about how we handle complaints that a producer is not meeting standards. She suggested that we might need a new email address for major concerns, such as producer violations. The emails could be directed to VP for Producers, VP for Customers, and the Chair of the Standards Committee. Paulette pointed out that the producers and issues involving producers are so different that it would be hard to standardize the process. April said that we need to work out in general the respective duties of the Standards and Producer Care Committees, and she distributed a chart of how these duties might be split up between the two committees. There is much information that needs to be available, and she hopes that this information will be available on-line in such a form that people who need it can access it. Standards will process applications, schedule orientations, receive and store licenses, request inspections, present producers to the Board, review listings for compliance, and request changes of producers. They will also discuss changes to standards and submit changes to the Board for its consideration. Producer Care will generate license request forms, complete and report on inspections, assist producers with setup, begin any problem producer procedures, make recommendations on problem producers to the Board, and review listings for licenses. Lisa and Paulette will refine these procedures and contact Greg so that he can generate forms to control the flow of information.

Treasurer request for authorization

Motion: the Board authorizes April to handle all contracts with Coppermark Bank. (Paulette, Leah)

The motion passed unanimously.

Membership

Dawn presented a membership report at the Annual Meeting. In particular, there were 129 new memberships for February. The next motion was unanimously adopted:

Motion: the Board accepts the new memberships and issues stock for them. (Dawn, Leah)

Standards

Lori told the Board that the application from DARP had raised some questions from Co-op members. Consequently, Paulette and two others did a thorough inspection of their operation, including their processing plant, and found no problem with it. The producer has reduced the number of birds per house to at most 3,000. They agreed to sell at most 200 items per month through the Co-op, since a larger sale might strain our delivery system. Also, their operation does employ some environmentally sound practices, such as composting the waste products. Lori added that they satisfy all our standards.

Motion: the Board approves DARP to sell chickens through the Co-op.

(Leah, Deedra)

The motion passed unanimously.

GOM report

Kara Joy is generating a report of her results, rather than of her activities. For example, during the past month she held a budget meeting and started on some fund-raising ideas. She is putting together a fund-raising team. Delivery day went very well in February. After delivery day, she inventoried all the ice chests and interviewed people about lost and forgotten items. She is working on policies for such items, including uncollected orders. She talked to the landlord of the Operations building about the leaks. Although some work was done, the roof is still leaking, so she is continuing to investigate. She showed a 3D computer-generated view of the interior of the Operations Center, which includes the tables and other furnishings. The view supports change of viewpoint and zooming and can be used to plan more efficient use of the center. She plans to use a second floor room for discussions and “brainstorming”. She is sprucing up the center and adding more helpful signage. She wants to recover the windows, adding bars for security. The alarm system has been registered, and she is trying to get the trailers insured. She is learning more about the volunteer coordinator position so that she can assign it to an appropriate person. She is still trying to get her health insurance sorted out. A group of college students will help with setup for delivery day. Our daughter co-op in South Dakota will visit the center for delivery day in April. She is planning to do three Joycasts each month.

Finally, April presented a gift certificate to Lori to recognize her stellar accomplishments on the details of the financial work.

The meeting adjourned at 6:55 p.m.

Submitted by Walter Kelley, Secretary

