

## OKLAHOMA FOOD COOPERATIVE

Board Meeting  
Epiphany Church  
June 26, 2011

Board Members Present: Deedra Hovey, Lisa Weissenbuehler, Eric Lyons, Jacki Morton, Ann Young, Bob Waldrop, Chelsey Simpson

Board Members Absent: Greg Parker, Dawn Mahiya, Aaron Killough, Quentin Bomgardner, Anne Nicholson

Others Present: Charlie Lau, Adam Price, Tricia Dameron, Deb Willis, Matthew Zitterkob, Annie Smith, Kara Joy McKee, Susan Burgen

Chelsey Simpson, President, called the meeting to order at 4:50pm.

The agenda submitted by Chelsey was approved by unanimous vote (Lisa moved, Eric seconded) with the following changes: A discussion of the board meeting date and a Standards Committee report were added.

The consent docket was approved unanimously (Bob moved, Deedra seconded) and included (1) Acceptance of new members and issuing of stock (the number of new members was unclear due to Dawn's absence); (2) Approval of the minutes of the previous meeting.

### **INTRODUCTIONS**

Susan Bergen of Peach Crest Farm was present to discuss problems with orders and Annie Smith of the Joshua Foundation was present to learn more about the coop as she would like to become a producer.

The board went into executive session to discuss Peach Crest and included Susan Bergen, Deb Willis and Kara Joy McKee.

### **FINANCIAL REPORT** (attached)

Anne was not present and there were no questions regarding the report she submitted. Lisa reported that June sales were up 15% over May and 15% over June '10.

### **STANDARDS REPORT**

Bob moved to add Deb Willis to the Standards Committee, Lisa seconded and it passed unanimously. There are about 15 members of the Standards Committee but four are inactive. Bob likes the committee to be composed of about half producer and half consumer members. The producer mix reflects the variety of products sold by the coop.

Four new producers were accepted:

Stone Stack Mill near Weatherford was approved for flours: wheat, oat, teff and blended as well as cornmeal and cracked oats. (Bob moved, Lisa seconded, passed unanimously)

Shady Oaks Farms was approved for fresh vegetables and fresh fruits. (Bob moved, Deedra seconded, passes unanimously)

Liberty Acres was approved for eggs. (Lisa moved, Eric seconded, passed unanimously)  
Guadalupe Oaks Farm was approved for eggs. (Bob moved, Lisa seconded, passed unanimously)

Chelsey moved to amend the agenda to add a report by Michael Risley, Eric seconded, passed unanimously.

### **ATTORNEY'S REPORT**

Michael is continuing to review the job evaluation process for Kara Joy. It is about 75% completed. He wants to discuss her job description that is massive. The issue of employee/crediteer liability is very confusing and he is continuing to work on this as well.

### **OLD BUSINESS**

Bob moved and Lisa seconded to table **Anne's large expenditure line for delivery day since she was absent and also Kara Joy's missing item fee discussion as this is still in flux.**

### **Communications forum**

We seem to have shifted back to using email. Many still are unable to get email notification of updates on the forum even though their settings have been changed. Lisa likes the page that only posts recent updates: <http://www.oklahomafood.coop/smf/index.php?action=recent>

Deedra will look into the problem of receiving email updates for new posts. A decision was made to open the forum to all members and this will replace the Yahoo! OKFOODRET. This should go into the first newsletter to be sent to members July 1<sup>st</sup>.

### **NEW BUSINESS**

#### **Meeting date**

The board meeting date was changed to the last Sunday of each month as long as it is not the Sunday following delivery day. In that case the meeting will be postponed one week.

#### **Strategic Plan (attachment)**

Chelsey has put together a summary of the visioning sessions from Eric's notes. This is version 1.0 and any changes should be made only by her or whoever is in charge of the plan. She wants to have it as a standing item on the agenda to discuss each month. Bob asked what happened to the kiosk plan as this does not appear on version 1.0. He suggested that under Goal 2 (Improve Infrastructure) Strategy D on page five that currently reads *Add a second purchasing opportunity/delivery day* be changed to **Additional Purchasing Opportunities** as this could include the kiosk idea. Kiosks would then be added as a line item in this section.

Bob noted that any decision on expanding the number of delivery days should be made no later than Oct.-Dec. so that producers would then have time to plan what to plant.

Bob moved to accept the plan as amended, Eric seconded and it passed unanimously. Further revisions can be made by the board as needed.

A discussion as to whether we should create a shorter plan to share with the membership indicated this might not be a good idea as Chelsey thinks the announcement of an annual fee to members needs careful communication beyond having them read it in the plan and Eric does not think dates for proposed deadlines should be shared. Chelsey is writing a narrative about the plan that she can send to members. Kara Joy thinks we should have a press release for it and Bob thinks business editors would be interested.

Lisa volunteered to send emails to members in certain zip codes informing them of the location of their nearest pick-up site as she did earlier this month for Broken Arrow. She also checks orders often during the order cycle.

### **Grants/loans**

Jacki has been working furiously to write applications for a grant to the USDA and an interest free loan to the Oklahoma Department of Agriculture. The deadline for both is July 1st. She thinks grants are best as these are free money but the applications are much harder so she wants to go for both. She has been consulting with both Chelsey and Kara Joy to prepare the proposals.

The grant has no match and is to the Farmer's Market Promotion Program (FMPP) and can be up to \$100,000 for a two year project. One of their interests is bringing food to food deserts as defined by the USDA and we currently have pick-up locations in six: Chickasha, Op center, Stillwater, Stillwell, Broken Arrow and Tulsa. She thinks it would help the application if we could expand it to ten. One inactive site, Enid, would qualify if we reactivated it. As discussed at the meeting she is considering asking for about \$79,000. This would include funds for higher pay and more hours for Deb and Adam; site manager time to do promotion of the coop in specific food deserts; team captain contract pay; outreach materials; food desert regional meetings; training videos to be used by outreach and site managers; videos about cooking on a budget and grant administration.

The loan from the OK Department of Agriculture does not require a match and there is a one year project limit. Maximum amount is \$100,000 and there is no set deadline for the payment; they are very generous about working with organizations to schedule the payments to fit into a budget. She plans to ask for about \$69,000 the bulk of which would be the salary of a Communications Manager for four years. In addition she will ask for money for advertizing and outreach materials, printing costs and loan administration.

Eric voiced concerns that we would not be able to both afford the salary of the Communications Manager and pay back the loan at the same time after four years.

Jacki thinks having the manager will increase our sales by 25% and this will be enough to pay for both. Bob noted that the Communications Manager would be on notice that sales would have to increase by that amount if he/she were to have their job after four years. Chelsey wondered how complicated the reporting for the grant would be and Kara Joy suggested adding in costs for programming for grant reporting. Chelsey suggested flipping the grant and loan requests so that the Communications Manager salary wouldn't have to be paid back.

Bob moved that Chelsey, Kara Joy and Jacki continue to work on the grant and loan applications and that the coop authorize them to apply for the grant and the loan up to \$75,000. The details are up to the committee. Jacki seconded and all were in favor except Eric who abstained.

### **Payment of Route Drivers**

Some drivers are being paid for both ways, some don't charge mileage and some get mileage and work credits. Bob said we used to pay mileage both ways but stopped because some producers complained it was unfair. Bob moved we continue to pay producer members for a one way trip from the op center to the pick-up site and amend our plan to pay mileage to customer members only who drive both ways pending a study of ramifications of producer pick-up routes. Both producer and customer drivers will be paid work credits only for the time they work loading and unloading at the operations center and pick-up sites. Lisa seconded and it passed unanimously.

### **Standing Agenda**

Chelsey wants to amend the standing agenda to include an item for a Strategic Plan check-in and an item for Standards Committee report. Bob so moved, Deedra seconded and it passed unanimously.

### **New Employee and Contract Labor Proposal**

Kara Joy wants to pay Adam Price and Deb Willis and seven other team captains an hourly rate instead of work credits. This increases our costs some. Chelsey noted we might also have to increase the salary line to include a communications manager if we don't get the loan or grant. Bob moved that we authorize Kara Joy to hire Adam and Deb and contract out the other 7 positions, the money being used at Kara Joy's discretion. Eric seconded and all were in favor except Lisa who abstained and Anne Nicholson who voted no prior to the meeting via email.

### **QUESTIONS REGARDING REPORTS**

CIO report

Greg has resigned effective the end of the year. Before that he will hold a meeting on July 9<sup>th</sup> in Tulsa to get feedback on the new website. Beta testing will follow with plans to roll out the new site a couple of months later.

**REMARKS OF THE GOM** (report attached)

The landlord wants to keep us as tenants. The Ferris wheel doesn't have to be put in right now. There is another part of our building that is available to rent for \$300/mo. but it is not very large. Deedra, Betty Martin, Bob, Eric, Chelsey and April will make up the new Op Center search committee.

**REMARKS OF THE PRESIDENT** (spoiler alert)

She met with visitors from out of state and toured them around town. They were Helen Daublis from the National Sustainable Agriculture Coalition, someone else? And Kate Fitzgerald, a consultant. They were here looking at the possibility of holding the national meeting of the Community Food Security Coalition a year from October. Kansas City is also in the running. They were also here to attend a meeting held in Shawnee by a group of local food advocates WHOM WE HAVE NEVER HEARD OF! This is the Rural Coalition and may be a group made up primarily of minorities. Cathy Morris does know them.

Chelsey and her husband are moving to New York City, probably at the end of August.

Stunned, Bob moved the meeting be adjourned at 8:25pm.

Minutes prepared by Ann Young 6/28/11