

OKLAHOMA FOOD COOPERATIVE

Board Meeting
Epiphany Church
October 30, 2011

Board Members Present: Quentin Bomgardner, Jacki Morton, Eric Lyons, Aaron Killough, Lisa Weissenbuehler, Ann Young, Bob Waldrop, Deb Willis, Rachel Weber
Board Members Absent: Deedra Hovey, Dawn Mahiya
Others Present: Kara Joy McKee, Matt Zitterkob, Sarah Warmker, Michael Risley and daughter, Eric Sarmiento, Marianne Merwick, Kayli-Ann Warmker, Phil Young, Steve Nicklas

Lisa Weissenbuehler, President, called the meeting to order at 4:53 pm.

The agenda submitted by Lisa was approved by unanimous vote (Quentin moved, Eric seconded) with the following changes: discussion of the new Articles of Incorporation by Michael Risley, and the Hootenanny and Tulsa meeting reports by Kara Joy were added.

The consent docket was approved unanimously (Bob moved, Quentin seconded) and included (1) Acceptance of new members and issuing of stock (Ann, new Membership Chair, reported 28 new members for September); (2) Approval of the minutes of the previous meeting.

INTRODUCTIONS

Steve Nicklas of Crack of Dawn Farm, Phil Young another producer, Eric Sarmiento of Rutgers University was there to collect information for his dissertation, Marianne Merwick, member, seeking her lost frozen chicken, Kayli-Ann Warmker, new member and sister of Sarah.

ARTICLES OF INCORPORATION

Michael Risley has been working on our reincorporation under the new statute and has isolated things that need to be discussed. He wants to form a committee of five for this discussion that will include himself, Bob, Eric, Jacki and Deb. Bob said the drop dead date for getting a proposal to the membership is 21 days prior to the annual meeting which will be either the last Saturday in January or the first Saturday in February. Michael said it may not be ready by then and Bob said it has to be.

FINANCIAL REPORT

Rachel has created a new list of bad debts for a total of \$5762.16 more than half of which are from 2009 and are probably not collectable. How do people get their food without paying? After some discussion it was decided that most are from bad checks. There may be some leakage with op center volunteers as their pick-up and payment is always fuzzy due to their ability to not pay for food they claim to have earned work credits for. This has been impossible for Ann to verify as the site manager at the op center because she has no way of knowing what work credits they have. Do we need a volunteer site manager? Training for site managers overall has improved recently and helps prevent people

leaving without paying. We must try to contact the debtors before turning these over to a collection agency. Our overall loss for the year is almost \$40,000 of which about \$22,000 is not cash but depreciation. Cash is down for the year about \$11,000. Christina is taking over Brook's duties of picking up the mail and route packets and taking checks to the bank.

Membership for work credits was clarified by Kara Joy who said that we can only allow someone to earn work credits after they have become a member-- then their work credits can be given to whomever paid for their membership. Kara Joy and Ann will settle the procedure between them.

STANDARDS REPORT

Proposed Policy on Producer Partnerships and Collaborations—Bob explained that the Gosneys rent space to a beekeeper to put hives on their property and he pays them with honey. They would like to sell the honey through the coop to recoup the rent. A new Producer Collaboration policy would permit this:

The standards committee has unanimously voted in favor of the following addition to our coop producer standards.

Policy on Producer Collaborations

Members of the cooperative may collaborate with each other to produce products for sale through the Oklahoma Food Cooperative as partners, unincorporated associations, limited liability companies, or cooperatives. The partnership or collaboration must apply for approval as a separate producer, even if one or both of the partners are already approved as producers. A new membership does not have to be purchased, but the partnership/collaboration must pay the appropriate application fee. The coop has no need to know anything of the inner details of the partnership or the way the collaborators organize their work, other than the membership status of all involved, the local origin of the production, and any other applicable product standards/producer rules that apply to the product or class of products to be offered for sale by the collaboration.

Concern about potential abuse of this policy was expressed by several. Bob moved to table the idea to the next meeting so that members can make comments. Rachel seconded and it passed unanimously. Old Business for next meeting.

Three producers were accepted:

Crack of Dawn Farm for eggs—Bob moved to accept, Eric seconded, passed unanimously.

Shady Oaks Family Farms for quilts, diaper cake, diapers, and sewing classes—Bob moved to accept, Quentin seconded, passed unanimously. Their application for soap will be considered later.

Varnum Farms for beef—Bob moved to accept, Jacki seconded, passed unanimously.

OLD BUSINESS

No Call No Show charge proposal—Kara Joy would like to implement this policy so that site managers by way of a new form can log customer rudeness, no call no show for left behind orders or other problems caused by customers:

"No call No show" charge proposal-

Any customer noted on the problem customer log by the site manager as a "No Call No Show" will automatically receive a \$20 charge added to their account to help cover the cost of workers reuniting members with their left behind items after delivery day. All of the other 3 steps in the problem customer procedure still apply. If said customer had an emergency that prohibited them from attending delivery day they may appeal the "No call No show" charge to the finance team by emailing treasurer@oklahomafood.coop

She wants to wait until December to implement this so people have time to learn about it. We need a pop-up on the screen during the order period. Bob moved to accept, Rachel seconded, passed unanimously.

Quentin reported on the new Social Media push. FOOF COOP (Friends of Oklahoma Food Coop) was formed last month with 10-15 people on Facebook and they will have a campaign about twice a month to push the coop. It is hard to measure its effect. He has asked that the membership application be amended to include Facebook and Google Ads as check boxes for new members to indicate how they have heard about the coop. Google Adwords is underway using Quentin's \$100 credit and so far has only spent about \$9.00 of this. The coop ad pops up on people's screens when they search for certain words like Oklahoma Foods for example, but there is no charge unless they click it. A 1% response as it has been getting is very good. Quentin wondered about asking corporations to sponsor memberships such as OG&E, but what would they get in return? Several people objected to any corporate involvement in the coop.

Kara Joy reported that the Hoottennay planned for November 5th from 3-7 will be a potluck and a chance to meet eat and greet. There will be producer samples, talent show, and fire dancers.

Bob reported that the Tulsa meeting on December 3rd will be at St. Paul's Methodist Church and will start at 1:00 for meet, eat and greet. There will be three meetings: membership and producer concurrently from 3:30-4:30 and the board meeting after from 4:30 to 6:30. The OU-OSU game starts at 7:00. This will be both the Nov. and Dec. board meeting. It will be potluck with producer samples.

The Shawnee Exposition Center and the OKC Public Market are being considered along with Chickasha for the annual meeting. Bob likes Shawnee because it is closer to Tulsa than Chickasha.

NEW BUSINESS

Eric moved to use "Square" a device that allows iPhones or iPads to scan credit cards. (see attached pdf for full description) This will be used first at the November delivery day at the op center delivery site for customer orders. Bob seconded and it passed unanimously. Eric will also start a consignment shop at the op center on delivery day so

that producers can bring extra produce to sell. It will run from noon to 7pm.

Eric proposed to spend \$5000 on a coop booth at the next State Fair. The organization for this event must start immediately but the money won't be needed until our application is accepted in February. Bob is working with him on this. (see attached pdf for full proposal). Bob moved to accept the proposal, Rachel seconded and it passed unanimously.

Deb has been researching using barcoding for delivery day. Greg feels using it for volunteer check-in and out is overkill but Kara Joy disagrees. She doesn't believe Greg understands how she wants to use it. Greg also thinks producers won't like it and they will have to buy a laser printer. Now many producers only use one label per customer but barcoding will require one label per product. Bob moved to send it out to producers for comment. Rachel seconded and it passed unanimously.

Kara Joy offered the following Manager Consent Proposal:

Any additions to the management team will require both approval of the board and approval of the management team. This assures the employees and volunteers who already work for the co-op will have the right to block the appointment of a person who may not be a good fit.

Bob moved to table this until the next meeting, it was seconded by? and passed unanimously.

QUESTIONS REGARDING REPORTS

Someone should be put in charge of marketing at the next management meeting.

Lisa will authorize any extra hours Kara Joy needs for General Operations Manager wrap up tasks that linger after November 6th.

Bob moved to adjourn the meeting at 8:14pm and Deb seconded. It passed unanimously.

Minutes taken and transcribed by Ann Young

