

Minutes MVFC Planning and Board meeting Monday, April 17, 2017 5pm

Attending: Swanna, Suzanne, Laura, Janice and Kathleen

- I. Intros –welcome to Janice and Kathleen
- II. Better Block plans – 3 weeks to go
 - a. Workshop – April 5 – Laura and Suzanne attended and got logistic info about the event and met the planners, we are now on a “Slack” app to get updates
 - b. Pop up space design
 - i. Floorplan – group agreed on basic design to send to Better Block, Suzanne will scan and send
 - ii. Mural artist/ sign painter – Jeffrey volunteered to create signs for the event, Suzanne met with him to discuss possibilities and requirements. We will provide the wood and paint and specify what the signs will say. Use or wood will let us use the signs again.
 - iii. Samples confirmed from Cabot and Equal Exchange, suggestion to ask Cedars as well
 - c. Volunteer prep
 - i. Swanna will draft Volunteer tasks for training, Plan “work” schedule
 - ii. Continue to recruit – newsletter brought new volunteers
 - d. Activities day of – each area needs at least one volunteer
 - i. Greeter welcome shoppers
 - ii. Grocery area – explain what type of products our co-op will have, why those choices
 - iii. Photo booth – veggie glasses & hats for props, help people pose and take photos for MVFC too, need volunteers comfortable with photos
 - iv. Coffee, sample area – Cabot and Equal will send samples, Suzanne will find out about cups before ordering. Bring cooler and ice for cheese and chocolate.
 - v. Social media
 1. Photos w hashtag – encourage shoppers to share and #
 2. There will be a café table near exit for help with Online sign ups, paper sign ups – members, email subscribers, raffle/contest – have people participate and chance to win basket with larger chocolate and cheese and t-shirt
 - e. To Do Before event
 - i. Create props
 1. Grocery cart – Janice has a market style basket for display, fill with empty containers of Cabot, eggs, milk bottle, Farmer Dave kale, root vegetables (anything that can take a day without refrigeration), apples, Laura - empty detergent bottle, cardboard foil box
 2. Signage 3’x2’ – Suzanne and Swanna have doors and paint, Laura will look for paint and possible wood, Swanna will buy quart of Green, will coordinate with Jeffrey, deliver this week
 - a. one “Shopping List” with the following: milk, bread, yogurt, fruit, vegetables, eggs, detergent, paper towels, aluminum foil...
 - b. one for samples “Tasting Corner”
 - c. One for “Food Co-op” with our colors, logo outside
 3. Walls – pallets to be connected with Jeffrey to help, Victor located used pallets to borrow and will pick up
 4. Laura will bring tiered shelving for display of groceries. Suzanne has an old diner booth that can be used for shelving
 5. Laura will bring Recycling & composting bins
 6. Swanna will look for cheap large plastic glasses to decorate. Suzanne will find materials to make veggie shapes, we have

- the veggie hats and will use the banner as photo background. Need to schedule a build the props day.
 - 7. Order business cards with contact and our new # hashtag info. Suzanne will design. Save the Date cards for October 22.
 - ii. Workshops/ build out
 - 1. Friday, May 5 to build confirmed for 6-10pm. Everyone who is available, please come help a couple of hours.
 - 2. Pop up setup Saturday 9am. Need to schedule volunteer hours to cover day.
- III. Savor Haverhill Plans
 - a. Suzanne requested and the City provided details about licensing for the event and liquor serving. We will contact vendors to see what license they already have and pursue at a meeting after May 6th.
 - b. Participants
 - i. Asked Hobbsies – interested in being able to use organic meats, local
 - ii. Must ask Stuft chef – uses local foods, Suzanne will contact
 - iii. What other producers, brainstorm
 - Shaw Dairy, Dracut – Valley View Cheese, Topsfield – Janice will ask Kimball Farm if still producing bison – ask Carolyn about local cheese vendors – Organic meat at Eva’s Organic and Walden locals – ask Noah about fish farming in Salem, MA – more specifics needed
 - c. Activities
 - i. Suzanne asked for Green Team volunteers to give farm tours, Janice confirmed a trail between her farm and Willow Spring – ask Jim for permission as well, also what his presentation would look like
 - ii. Asked Haverhill Public Schools to participate
 - iii. Asked Equal Exchange re interest in presenting workshop
 - iv. Must decide format – still working on it –
 - 1. Ticketed for workshops? Tastings only? possibly ticket price for workshop time and different ticket for food tastings, don’t overlap activities
 - 2. Scheduled events – limit to 5 maximum, maybe 15-20 minute
 - 3. Estimate numbers – watch City requirements
 - d. Cultural Council
 - i. Sent photos of Savor Lawrence as requested
 - ii. Reminder Grant recipient mixer Wed, April 26 6:30pm
- IV. Board Business
 - a. Square chip reader – Suzanne will purchase this week
 - b. North Parish outreach Event – 12 new email followers, good conversations about co-ops, possible volunteers for October event. We could outreach again before Oct 22 and share “Save the Date” cards
 - c. April 10 Start up NFCA call – Suzanne invited to listen in on the conference call, discussion about tips for successful Annual Meetings, including conference style stations to listen to member concerns, always offer food, early invites and reminders easy with Evite or online event manager
 - d. May 6 NFCA participation – board decided not possible with Better Block. We need everyone available for our event. Will request documents digitally after the workshop. Suzanne will contact Bonnie.
 - e. River Valley Charter outreach scheduled Wed, May 24 7pm – they contacted us after our Transition Newburyport info session. Confirm who can go with Suzanne.
 - f. Confirm next meeting dates – possible Sunday time, TBD. Suggestion made to ask members again when they could attend, invite early with posting of meeting dates. Need to find ways to increase member participation on the board.

Meeting adjourned at 7:30pm.