

MVFC Board Minutes Monday March 27, 2017 6pm phone call
Attending: Laura, Swanna and Suzanne

I. Updates

- a. North Parish confirmed for Sunday, April 9 10:30am

Suzanne will attend and bring laptop presentation, adding photos of the barn for a "Save the Date" note, Laura will try to attend, we will ask how many on average attend the coffee hour to get an idea for flyers etc.

- b. Another new member family signed up last week

II. Recent activity

- a. NFCA Annual meeting recap

Suzanne and Laura attended the 6th Annual meeting held in Greenfield, MA. We made several new connections with other start up markets and consultants. Good information from the FCI "Financial Tools Workshop" that we can use to continue planning with a purpose. There is now the possibility of a "pre-market study" for much less money than a full market study. We will get more specifics from FCI and look into doing that later this year or early next year.

Spoke with people from Good Tern in Rockland, ME. Agreed we should try to visit another new, existing coop as a board to have photos to share with our audience.

- b. Better Block marketing discussion with Stephanie

Suzanne received excellent marketing suggestions from Stephanie during a phone call last week. She provided framework and logical suggestions that we can use during event planning to set goals and have quantitative outcomes. Suzanne officially applied to Better Block and is waiting for official confirmation before asking for volunteers and donations.

- c. Savor Haverhill planning meeting

Most recent planning meeting was at the barn location to take measurements and view the areas where we can hold the event. There is good barn space, possibly for more limited ticketed activity in a 60' x 12' area. A large 48' square courtyard will be excellent space for vendor participants outside or under tents.

We could also use the farm fields for walking tours with a guide. To date, Cedardale Nutrition, UMass Nutrition Extension and Jim Parker from Willow Spring vineyards have committed as participants. We will continue inviting other groups and farmers. Next planning meeting at Swanna's office this Wednesday, March 29 at 5:30pm.

- d. Chamber SEO workshop

Suzanne paid to attend a recent Search Engine Optimization workshop through the Haverhill Chamber. The event was shorter than expected, but an individual session has been scheduled for Friday to receive tips on how we can improve our visibility on the web and social media. Suzanne will share info at the following meeting.

- e. Webpage updates/ social media

Several new blog posts and recent photos have received a good response. Suzanne will take the info learned on Friday and continue to post and update. The board minutes for this year have now been posted on the Board Page as requested.

Board members, please take a look at other template options for the website since we have been advised that we need a top menu style to be more modern. We also need a “responsive” template for phone and tablet users.

III. Next steps

a. Better Block

We are waiting to have our application confirmed before promoting or requesting help for the event.

b. Savor Haverhill

Planning Meeting Wednesday, March 29 at 5:30pm. Must confirm more food related participants and divide the planning tasks. Need to ask Bev about info regarding liquor licenses in case we want to serve.

IV. Future board meeting dates

Monday, April 17 (Patriots Day) confirm earlier time and location
Possible in person meet up on holiday

Meeting adjourned at 7:05pm.