

Board Minutes from Sunday, May 21, 2017 at 1pm
Meeting held at Suzanne's house pot luck style
Attending: Suzanne, Laura, Swanna and member Kathleen

I. Haverhill Better Block Wrap Up

Board suggested that the event could have had more advertising. This is important to consider for our own events. Make sure to advertise early and in many formats. The event was a good mix with the O Positive Festival going on that weekend as well. We spoke with many families interested in our co-op and had 6 new members sign up and pay. We also had 43 people join our enewsletter list. Using the Square reader and Mail Chimp Subscribe saved a lot of time and issues reading sign up sheets after the event.

We had a larger crew for setup and breakdown that made the work easier and helpful volunteers during the day. Our signs and decoration of the space gave people a better idea what to expect and samples and raffles were a good draw. The photo booth photos got attention on Facebook.

Request for any other photos taken that day, please email to Suzanne if you have more photos. Suzanne will keep copies of all digital photos. There was interest in participating in similar events in the future.

II. River Valley Charter School info event

Swanna and Suzanne will leave Haverhill by 5:30pm to arrive on time in Newburyport for Wednesday, May 24. Kathleen will meet them at the school. Suzanne sent the PowerPoint in advance.

We will bring flyers, tshirts, Save the Date cards, Mail Chimp signup on iPad, Membership Applications, sample Equal Exchange Chocolate and Cabot Cheese.

We will offer an extra bag of Equal Exchange Coffee and box of tea to raffle for any people becoming members at the event.

III. Summer Outreach

Everyone will research dates, times and find out about local farmers markets and downtown events to see if we can table for free and schedule our time.

Laura – Salem, NH, Kathleen - Amesbury Block Party, Suzanne – Newburyport & Haverhill, Swanna North Andover and Andover.

Healthy Living is on Saturday, August 26, we will ask if we can table in Haverhill that date or sign up for the Chamber Festival.

IV. Membership Goals

As of the board meeting, membership was at 49 families. We will push a goal of adding 50 more by the end of the Summer outreach. Encourage membership at all outreach events and offer ONE free ticket to the Savor Haverhill event to those who join during the Summer. Value to be determined at Planning meeting.

V. Savor Haverhill Plans

Schedule next planning meeting on Monday, June 5 at 5pm in Swanna's office. We will need to refresh plans decided before pausing for Better Block. Area tasting prices range from \$20 for wine and cheese to \$75 cocktail menu. We need to decide our cost and what will be offered at the meeting.

Suzanne will publicize the meeting in our newsletter and encourage members to join our board and Planning Committee.

Next Board meeting will be Monday, June 19 as a 5pm phone call. Suzanne will send details.

Meeting adjourned by 2:30pm. Thank you for the delicious food, everyone!