

Minutes MVFC Meeting Sunday February 25, 2018

Held at Suzanne's house – Attending Kate, Laura, Suzanne, Kathleen and Swanna

1. Brief financial update

- a. Pre-feasibility info - Kate contacted CDS and received details about the new Pre-feasibility study now available. It has not yet been used by any co-ops and doesn't require a location, but the cost is \$3000. It is also suggested to complete within 12-18 months of a full market study. We will keep the information on file and make a decision when the co-op is closer to Stage 2 development.
- b. Cultural Council reimbursement status – Suzanne and Swanna made sure that all receipts were together. Swanna filed the final reimbursement report and W9 with the Haverhill Cultural Council for \$1,245.13. We will receive a check.
Current bank balance is Checking : \$2,124.30 and Savings : \$1,079.96
- c. We need to order more flyers. Swanna will confirm quantity and cost.
- d. Suzanne will follow up with any members who have not yet paid in full, only 3 of 55 are in this category.

2. Confirm details for March 18 event –

- a. Laura confirmed NH Sustainable Seafood for our presentation and tasting on Sunday, March 18 from 4-6pm. The event will take place at the Moderno store 160 Winthrop Ave Lawrence. Attendees will be served a sample of “underutilized” fish and entrance will be \$5 per person.
 - i. “Off Our Shores: Learn about Under Utilized Locally Sourced Fish”
 - ii. Suzanne will finish poster design for Social media and will send half sheet size for board to distribute
 - iii. We can also send out Press Release 14 days prior to local media
- b. Celeste Olivia has agreed to present on Sunday, May 20 from 4-6pm with the same setup. We can work on a good event title and post a Save the Date

3. Longer range plans for the year –

- a. Followup on local outreach opportunities
 - i. Swanna and Kathleen went to the Lawrence Farmers Market on Saturday, we need a Spanish speaker to attend if we go again. Also, having flyers in the waiting area would be more effective instead of being where the food is sold and people are busy.
 1. We will plan ahead for future events to have all materials and set goals for the event.
 2. They bought a folding table for \$39 to be used by the MVFC. It will be at Swanna's house
- b. Swanna emailed local libraries – will reach out again clarifying that we are interested in educating people about food cooperatives and the local benefits, not soliciting only. Many libraries said no since we aren't a non-profit, but we can do an educational, informational presentation
 - i. West Newbury Library was interested – possibly for May 14 or 16th
 - ii. Laura or Suzanne will check into Lawrence Public Library
- c. Kathleen contacted Open Studios Amesbury – they charge a \$150 and \$40 per hour for use of the facility. Not in our budget for these presentation series for now.

- d. Kathleen will gather information about dates and times of local farmers markets to plan out outreach this Spring, Summer
- e. Suzanne suggested speaking with people from the Mt. Washington Alliance neighborhood during Possible Dreams to ask their input and participation in the discussion about the co-ops next steps. Possible Dreams, Team Haverhill event, is at NECC Haverhill on Monday, March 19 at 7pm.

4. Start Up discussion –

- a. Kate suggested we look into the Weaver St. Market co-op model as well as the Daily Table model in Boston. Kate will do research about Weaver St and Swanna will look into Daily Table.
- b. We will revisit our original Vision and Mission for the MVFC which has always intended to work toward a model to include lower income members. There are several models in use to reach lower income members of a community, but no complete co-op model with a proven success based on this goal.
- c. MVFC must decide what direction to take since we continue to have low membership numbers with significant membership drive efforts. We have to reassess our focus based on changing times, markets and community needs with so much competition in the food
- d. MVFC will continue to participate in the monthly NFCA/ FCI start up calls. Suzanne will attend the phone conference Monday, Feb 26 at 5pm. Swanna and Kathleen will also be on the call.
- e. Suzanne will register herself, Swanna and Kathleen for the NFCA 7th Annual Meeting to be held from 9:30 – 4pm in Greenfield, MA on March 17th. We have one more spot that Kate might use.

5. Mission statement review

The current Mission Statement is:

Our mission is to build a community owned, cooperative grocery store offering fresh, local and sustainable food, to engage the community through outreach, education, and a place to meet and empower members to support the local economy.

We need to continue the discussion at the next meeting, Sunday, March 25 at 3pm.