

MVFC Meeting Minutes Sunday, July 22, 2018

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

Started at 3pm – adjourned at 5:45pm

I. Announcements

Suzanne discussed our current state with Jacqueline from the Food Coop Initiative by phone on July 18 for an hour. We need more people to participate to make this successful. We need a larger, committed board to share the work. Jacqueline suggested creating a brief member survey after the new Mission statement is created to ask for their input specifically:

- a. Here is our new mission/ vision/ core values, what excites you about them?
- b. How much does our community want this?
- c. What is missing?
- d. Does this resonate with you?
- e. Leave a space for comments.

Jacqueline suggests that we encourage more participation than our usual member email clicks of about 35-40% by telling them our participation goal, offering a raffle for everyone who returns the survey.

Board will try for 70% participation from members. Raffle prize to be determined. Follow ups to people who do not respond to our emails by post card reminder, phone call, mailed letter if needed. "Have you checked your email? Mail?"

Swanna will draft a friendly letter to members telling them that we need their help and input so that we can move forward.

Launch the survey campaign in September when people back from Summer travels and settling back to Fall. Board will compile the statistics and report back to members – encouraging them to attend Annual Meeting to take next steps.

MVFC will also present the stats to local farmers and request their participation and support since the co-op mission includes "Provide local sourced food" If the farmers are not on board, this will not work.

We also need to think of people to recruit for board members, share suggestions with the board and plan one-on-one talks to grow our board. MVFC needs to increase number of board meetings to two per month as originally scheduled, after officially taking a break in August from official meetings. Board members will communicate by email as promptly as possible to agree on the survey project and execute the launch by the week after Labor Day – September 4, 2018.

II. New Mission/ Vision/ Core Values Statements

Board discussed the FCI videos about creating a strong set of statements for the organization.

Board voted unanimously to accept the new Mission, Vision and Core Values statements.

Vision: "A member owned cooperative grocery in the Greater Haverhill area."

Mission: "To provide year round access to locally sourced food for the Merrimack Valley community."

Core Values: "Build a cooperative grocery store supported by member owners to provide the Merrimack Valley area a welcoming place to ensure a year round market for local farmers, help build a stronger economy, and provide health food education to improve the well-being of our community."

### III. Board duties

Board discussed minor revisions to the existing Board Job Description. The following will be used to encourage board participation and understanding of the time and duties involved:

#### Merrimack Valley Food Coop Start-Up Board of Directors Job Description

#### **Requirements:**

- become a member for a one time \$150.00 fee
- attend at least 70% of all phone-in and in person meetings unless the president has been informed in advance of a personal conflict
- participate in planning and carrying out special events and functions such as fund-raisers, major events, retreats and training programs
- keep up with various happenings in the world of cooperatives especially those members of the New England Food Co-op (NFCA)

#### **Responsibilities:**

- a commitment to the values, services and policies of the co-op movement and in particular to the mission and vision of MVFC
- to be a champion of MVFC and inform others about it and solicit membership/participation at every opportunity
- actively participate in membership drives, mini-campaigns, and so on
- assist in developing and meeting long-range goals and strategies with the goal of creating a co-operative grocery store in the greater Haverhill area
- assist the Board in carrying out its fiduciary responsibilities
- help prepare for the October Annual Meeting
- ultimately to help in preparation for and hiring of a Project Manager and General Manager as these roles become appropriate in the overall strategic plan

### IV. Farmers Market outreach plan

Swanna, Kathleen and Suzanne will attend on Saturday July 28 at Haverhill Farmers Market. We hope to have some volunteers, Abby will confirm. Suzanne will help setup and bring Cedar's donated Snack packs, print outs of "Thank you Sponsors", a charged Square chip card reader, applications, large painter sign and corn costume. Swanna will bring the table, flyers and costumes.

Volunteers will circulate with flyers and invite people to the table for a free treat and more information. We will take lots of photos, encourage people to sign up by:

1. Offering a free pass for the next Savor Series for anyone signing up on the email list
2. Offering a chance in the "Summer Member Raffle" with a value equal to the cost of a membership. Board will ask for donated gift certificates now through October Annual Meeting to complete the prize.

Swanna will plan to attend the September 8 Farmers Market, Kathleen still travelling and Laura and Suzanne not confirmed. We will work to get more volunteers.

#### V. Plan for October Annual Meeting

Board decided to plan to show the movie Food, Inc. for this year's Annual meeting at a date in October after the 15<sup>th</sup>. We can plan a panel discussion at another date.

Suzanne will contact Lyndsey from HC Media to learn available dates and their interest in allowing us to borrow the space.

Next meeting scheduled for Sunday, September 16 at 3pm. Suzanne will contact Hailey to see if we can use The Switchboard space for that meeting.