

**Minutes MVFC Community Meeting March 25, 2018 – Potluck style**  
**Attending: Suzanne, Kathleen, Laura, Kate, Swanna, Dhruv and Mike S**

- I. Recap from those who attended the NFCA 7<sup>th</sup> Annual Meeting last week
  - a. Kathleen attended the session by Assabet Valley and liked the suggestion we use a large image of an existing co-op in our outreach for a background. We can talk about creating something new with photos we have taken. Assabet wanted to setup follow up chat with questions to continue more discussion.
  - b. Kate and Suzanne attended a panel of 4 co-ops from 9 yrs – 46 years old where they shared growth and learning experiences. Starting up a co-op now is a drastically different world with online competition and other factors.
  - c. Suzanne attended the tech session where they encouraged that co-ops incentivize their social media providing people with some valuable content. Include “Calls to Action” (asking people to like, sign up, interact in some way) to keep conversation going with people interested. Someone said that you cannot ask people to Like and “Share”. Suzanne read the Facebook Guidelines and they state that you cannot require a “Share this” to participate in a contest or promotion.

**II. Possible future outreach ideas**

- a. Organizations:
  - Habitat for Humanity - Toast Master clubs (Dhruv could connect) - Haverhill
  - Landlords Guild (Mike can connect for Tuesday 6pm presentation at future date)
  - Suzanne will email our NECC contact for follow up regarding student projects, volunteers
  - Suggestion for a future meeting location - Haverhill Sons of Italy Victor Emmanuel Lodge (Dhruv and Mike are members)
  - MVFC could plan a cookout or food event for about 66 people, no liquor license - look towards possibly Annual Meeting there?
- b. **Savor Series plans**
  - Next event is Sunday, May 20 4-6pm with Celeste Oliva for an olive oil lesson and tasting. A date to be confirmed is Sunday June 10 with Templeton Family Organics for a pasture raised meat discussion. Those will be the last Spring events.
  - Looking towards Fall, Suzanne will follow up again w Battlegrounds to host mead brewer or other with alcohol component. Suzanne got contact info for Katalyst Kombucha during the NFCA meeting and they expressed interest in a Savor. Or to do a coffee battle?
  - Other possible Savor topics
    - Hydroponics
    - Mill city cheese
    - honey
- c. **Planned outreach**
  - Swanna confirmed us for May 7 at 6:30pm for West Newbury with a jazzy title "Food co-op not just another CSA". Suzanne will update our presentation and prepare to be there. Dhruv recommended swa.com as a digital option to optimize shared presentations to any device. Swanna, Kathleen and possibly Laura can also attend to help with outreach.
  - Kathleen will ask about May 15 for a date to present at the Salisbury Library.
- d. **Savor Series Underutilized Fish recap**
  - We had 10 people attend plus Andrea doing the presentation. Great discussion by attendees and interesting information provided about the current state of local fishing. The posted event generated some social media interest and questions about future events. Local media outlets received a Press Release 2 weeks prior. Limited response. We paid \$20 for the fish and have \$20 to be deposited. Suzanne asked Andrea what was needed to create a pick up in Lawrence during the Farmer Dave share pickup, she requires at least 25 people. Suzanne will follow up with Farmer Daves, Andrea and Groundwork Lawrence to determine if this is possible before announcing and plans.
- e. **Other contacts**

- a. Suzanne will email Denise Johnson from the Haverhill Public Schools Discovery Club again regarding possible collaboration. There was some earlier correspondence about what we might work on together.
- b. Laura brought the Globe article about The Daily Table market in Dorchester. Kate read the main points of their journey of wanting to provide quality food at low prices to their community. The model has faced challenges in what food can be sold and how – close or expired sell by dates, what the customers wanted – prepared foods. Suzanne will followup to see if we could request field trip to visit them and discuss the business model. They are not a co-op. Also interest in inviting Doug Rauch as guest lecturer. Their webpage is: <http://dailytable.org/>

**I. Other business**

- a. A current member asked about possibly transferring their membership to another person. Board checked the Bylaws. A share cannot be transferred as per Article 2.9  
Suzanne will let the member know.
- b. Our next meeting is scheduled for Sunday, April 22 3-4:30. That is Earth Day. The possibility of doing a clean up before did not proceed due to prior commitments from most attendees. Suzanne will personally invite neighborhood leaders again.
- c. MVFC needs to continue planning outreach at Farmers Markets. Kathleen will be traveling for the month of August.
- d. Early plans for the next October Annual Meeting also must begin.

Meeting adjourned at 5:15pm and we thanked Kate for her participation in the past few meetings. We wish her all the best in her new location.  
Next monthly meeting will be Sunday, April 22 3-4:30pm