

Minutes Sunday, May 20, 2018

MVFC Community Board Meeting held at Moderno after the Savor Series: Celeste Oliva

Attending: Suzanne, Laura, Kathleen, Abby, Jason, Kyle and Azeem

- I. Introductions
 - a. Abby Kehoe, our new social media volunteer brought 3 friends to meet us and learn more about helping with our June 2 outreach event

- II. Outreach calendar
 - a. Landlord Guild May 22 – Suzanne and Swanna will attend and present during their meeting at Roma. They will play the short, “What’s a Co-op?” video, bring applications and Square
 - b. SALSA Festival June 2nd Application returned in time, they request donation of 2 cases of water and a raffle prize. Also requested the following for activity.
 - i. Activity with movement – possible ideas are Veggie Musical Chairs/ Dry Pasta Relay – group decided on the Veggie Musical Chairs. Suzanne and Abby will work on artwork of fruit and veggie images with English and Spanish translation to prepare for lamination at Staples – will create a set of 10, cost \$3.13 each to print and laminate in a 8.5” x 14” size. These will last for multiple events. Suggestions for locally grown are: pear, blueberry, apple, watermelon, strawberry, kale, potato, carrot, corn, tomato
 - ii. Pop up market – we will create a small version of a Pop-Up style to let people see what a co-op will look like. We have the large signs, borrow Laura’s canopy, small cooler for food donations, offer raffle entry for signing up to be a member, provide Spanish translation, volunteers will use the veggie costumes to bring people over and make a fun atmosphere.
 - iii. Donations were requested from both Cedars Mediterranean Foods (grab n go packs to give out) waiting for confirmation & Equal Exchange – they will send their Fruit and Nut bars, requesting 50-100, what they feel possible
 - iv. Volunteers will arrive at 10am, we will decide shifts and jobs during the event
 - c. Savor Series – June 24 w Templeton Family Organics, Christine has confirmed and will bring chicken to sample. They will discuss the importance on family farms. We will get publicity out early to bring a larger crowd.
 - d. Mt. Washington neighbor meetings – Wednesday evenings until June 27. Swanna can attend to remind them what we are doing to improve the local economy with our project and encourage membership.

- e. INC 3rd Thursdays of each month 11:15am, next one June 21 – Swanna will attend. Kathleen possible to attend. Suzanne will forward location and contact information.
- f. Coffee w CEO – Holy Family moved to May 31st Suzanne will attend on the new date to speak with the Holy Family CEO about collaboration.
- g. Farmers Markets July 28 & Sept 8 – Goeke lower parking deck will be the location this year. We are confirmed for both and will plan a smaller version of a pop-up with a costumed volunteer.
- h. Healthy Living Festival Saturday, Sept 15 10a-2pm \$100 – tabled discussion, board members might not be available this weekend
- i. Annual Meeting – October 2018 – tabled discussion, will think about some kind of low-key event this year
- j. Kathleen learned how to post on the 104.9FM calendar of events and will add our events. She also got the application for the Merrimac Library and will hold the request until we pick a date in the Fall
- k. Suzanne will write a short article and submit to Haverhill Life by their May 23 deadline with a photo from the Savor Series and mention of the June 24th event coming up

III. Abby Social media assistance

- a. Shared her ideas for a Social Media Plan to
 - i. raise awareness for the co-op business model
 - ii. assess community interest
 - iii. sell shares in the co-op
- b. Abby is able to volunteer for the next year to help increase our impact on website, Facebook, Twitter and we will create an Instagram account
- c. Board approved and welcomed her participation. Suzanne will work with her to setup access to accounts
- d. Abby can also help with the flyers and promotional images for events

IV. Financials

- a. Domain renewed – Suzanne updating old contact information to have this correct as well. Still have previous board listed.
- b. Word Press renewal \$30 May 25th Will charge to Suzanne’s card
- c. Spending
 - i. Suzanne will work on translation of the flyer into Spanish, trying to complete and print copies before June 2nd event
 - ii. Should we create and print a tri-fold or other display? tabled discussion

V. Mission and Vision Statement review

- a. Suggestions sent by Swanna. Board worked on ideas for a new Vision statement. Here is a version for final edit and vote. Please respond with your decision:

“Vision: A cooperative grocery store supported by member owners to provide Haverhill and the surrounding area a welcoming place to ensure a year round market for local farmers, help build a stronger economy, and provide healthy food education to improve the well-being of our community.”

b. Final version vote – will do by email as above. Once board agrees, we can use that in promotion. Suzanne will contact Jacqueline to schedule an appointment to get her assistance moving us forward to grow the board and membership.

c. Suzanne will update suggestions for the Board requirements and send around.

VI. Savor Series earlier today

Charla Mayotte, co-owner of Celeste Oliva, presented before the meeting today. Everyone attending enjoyed learning about how different qualities of Olive Oil can be. Samples of a variety of oils were offered and an interesting lecture about how to use and select olive oils was presented. We appreciate her participation and support of the MVFC.

Meeting adjourned at 7pm. The next MVFC meeting will be Sunday, June 24 at Moderno Appliance & Furniture after the Templeton Organics Savor Series event scheduled from 4-6pm.