

IFC Board Meeting Minutes – 27 Feb 18

1. Approve the minutes
 - Added names for motion, added time of adjournment
 - Moved by Eileen – Seconded by Shannen
 - o Passed by voice vote
2. The Treasurer's report
 - Reviewed P&L, Balance sheet
 - Operating still at loss but better than budgeted for the year
 - Cash flow sheet shows cash increase of \$9k for this current fiscal year
 - Motion to approve report – Ryan, seconded by Shannen
 - Approved by voice vote
3. General Manager's report
 - New member numbers explored including how did folks learn about us
 - Family/friend is 1st, followed by Facebook for referrals
 - Approx. 13% growth through the fiscal year – budgeted for 10%
 - Movement to approve the purchase of two freezers
 - Moved by Jill, seconded by Jason - approved by voice vote
 - Pella drop-site is tentative right now – looking for dependable site and coordinator
 - LSI interested in renting equipment and space
 - Point of Sale system for onsite sales
 - Improve the flow of information from sales to books
 - Consumer and Producer evaluation surveys
 - Find more exact info from consumers
 - Tailor to specific customers and products (eg – baked goods)
 - Freezer use for Producer use
 - Producers going in on purchasing freezer space for producers to use in between cycles
 - Nothing happening just yet
4. Plan to revise our Mission Statement
 - Small group discuss three options for bigger board to decide on
 - Current – “To facilitate farmer-consumer relationships and build Iowa farms and communities through web-based marketing of Iowa products”
 - Ryan, Lisa, and Jill volunteered to lead initiative
5. Summer Farmers' Market Update and plans
 - Solidify details to send out producer invitations soon
 - Time of market - last year was 430-630 – change to 4p-6p
 - Frequency – Last year was off-cycle Thursdays – change to every Thursday
 - Start date – June 1st or 15th – start on a Coop cycle

6. Fund Drive updates - Going forward and possible extension
 - Continue through end of March
 - Still \$10k short of goal
 - May require some phone banking to get final push
 - Plan is to email all members during Coop cycle to push fundraising effort
 - Volunteers for people to call members
 - Calls and potential text follow-ups
 - Will see how email response goes and make a plan for calls

7. Software Update and plans
 - Phone conferences occurring
 - Test runs of the software is happening right now as well
 - Want to make sure the system works well enough
 - Want to limit disruption to sales and producers/consumers
 - Will require training primarily for producers but consumers will need help as well.

8. Review and clarify the Process to add new Producers and Products and for the granting of Variances
 - There is a process for adding new producers/products
 - New producer completes application, reviewed by Executive Committee.
 - Also used for existing producers who want to add product they were not approved for when they first completed an application
 - Policy on granting variances
 - To be able to offer diverse range of products, variances from policies on what products can be sold can be granted. The policy is that producers must be from Iowa, and must have grown, raised, or made the products
 1. A written request for the variance is submitted to IFC
 2. The product is not currently available from other IFC producers
 3. The time frame for the variance is limited and specific
 4. Sources of products, including ingredients for processed products are identified
 5. The places where the processed product are identified
 - Concern among producers that too many beef options will hurt overall sales for all producers
 - Also appears that the variance was improperly applied to this particular issue
 - Issue with listing under grass-fed when listed as 98% grass-fed
 - We need clarification on definitions and listings for grass-fed, grass-finished, and conventional beef.
 - Motion for Producer committee provide a definition for grass-fed beef
 - Motion by Rick, seconded by Robin – approved by voice vote
 - Motion to repeal decision by at last meeting for Flying Pig variances and refer to Executive committee pursuant to the bylaws
 - Motion by Dale, seconded by Jill – approved by voice vote

9. Review Plans to Address Vegetable and Fruit Offerings
- Hosted a crop-planning workshop for producers to help fill gaps in products for the coop
 - Rather than adding more producers, work with current producers to meet demand
 - Currently making money on coop fee and markup with purchased produce
 - Staff and board feeling good about direction and current state

10. Discuss Meat Sales Trends and Ideas to Increase Sales
- Top sellers for the coop are Beef, pork, and chicken
 - More value than produce
 - Top 3 are seeing declining sales as a whole
 - Incorporating specific questions about meats for consumer surveys to get a better idea of what we need to address
 - Adding more pictures can help producers, keeping info updated.
 - Emails with recipes and links are helping with sales and producers are seeing results
 - Webinar for producers to help increase sales
 - Emails and outreach for sales
 - Educational outreach for consumers

11. Compensation for Carrie Cook (accountant)
- \$2k in budget for accounting that Carrie can invoice to IFC

12. Publishing of minutes on IFC website
- Integrate into new website
 - Help for consumers to better understand how the coop works

13. Bare Bison
- Concern about listing for Bison that contains a loaded fact about calories related to beef versus bison
 - Hope that producers do not denigrate other producers or products
 - Plan is to ask producer to re-evaluate listing for clarification and provide source for information
 - Claims by producers need to be sub and sourced for consumers

14. Next board meeting – March 27 – 5:30-7:30p

Motion to adjourn meeting – Motion by Ryan seconded by Robin, passed by voice vote
Meeting adjourned at 7:41p