

IFC Board Meeting 3/28/18 -

Board Members: Shanen Ebersole, Susan Ekstrom, Jill McBroom, Andrew Joseph, Eileen Wuebker, Robin West, Rick Shultz, Ryan Marquardt, Dale Morris, Brant Kassel

Board Members not present: Jason Johnson, Lisa Bean

Staff Members: Gary Huber, Jennifer Miller

Meeting began at 5:30p

1. President's Notes
 - a. Discussed Clean Water Day at Capitol and the connection between the coop and other groups fighting for a sustainable future for Iowa
 - b. Raffle (in name only) for fundraiser effort being discussed
 - i. Can't be a raffle (technical laws) but we can do auction or list for sale on website
 - ii. Currently have a quilt and some other items.
2. Review of last meeting's minutes
 - a. Will add present/not present to future meeting minutes
 - b. Motion to approve Jill M, seconded by Andrew Joseph. Voice vote approved.
3. Financial Report
 - a. Statement of Cash – cash has increased around \$7k for the fiscal year so far.
 - b. Balance sheet – Looking good
 - c. Budget v Actual – Sales are looking good
 - i. IFC purchasing items has helped sales overall and that is a good thing moving forward
 - ii. Anticipated losing nearly 15k for the year so far but only losing 6k while not ideal is doing well.
 - d. Motion to approve financial report by Shanen, seconded by Ryan; approved by voice vote
4. Manger's Report
 - a. Membership requests are down trial memberships are helping
 - b. Sales are looking good, improved over last year and nearing from 2 years ago
 - c. Space remodel estimates
 - i. 8600 for removing walls, building up floor, adding sink and electrical
 - ii. 5900 to remove bathroom
 - iii. Will look for more contractors to get other bids for this work
 - d. POS Update
 - i. Hardware and components are bought
 - ii. Getting closer to be put into use
 - e. Emily is cutting checks for IFC, saves on Gary's time

- f. Invoicing for \$8000 in USDA Grant money
 - i. Used for sales calls but we will be doing public events to increase sales and members
 - ii. Will need to invoice the hours for USDA
- 5. Update on Produce offerings
 - a. Not currently taking in any new producer growers
 - i. Only adding more if they agree to grow something we don't have
 - ii. Had 3 calls this week for people looking to sell produce
 - b. Producers have been emailed our sales numbers and will hopefully work to improve offerings
- 6. Survey Results and Discussion of Meat Sales
 - a. Re-did the survey from previous years
 - b. House size limits the size of orders
 - i. 12% is 1 person household
 - ii. 51% is 2 person household
 - iii. Over half have a home garden
 - c. Eggs are best surveyed followed by dairy, veggies, and fruit
 - i. Price is the lowest response but not rock-bottom
 - ii. Seems to indicate people don't think the items are overpriced but we should do a better job of explain why the costs are what they are
 - d. Discussion of quality from producers and how best to fix and address these problems
 - i. Evaluate survey results for what we are doing well, what we aren't and how we can improve it.
 - 1. Brant will distill the survey results and report back to the board on what we do.
 - e. Jen recommends meat producers discuss talking points to get out to members about sales, polices, and best practices.
- 7. Variance Policy
 - a. Dale provided background on variances for producers members
 - i. Current policy is that producer must be from Iowa and have either raised, grown, or made the product to be able to sell it.
 - ii. Current policy requires a written request, product not currently available to IFC, time frame is limited and specified, source of products are identified, and the place of production is identified.
 - 1. Possible policy revision would be the producer must be from Iowa and have raised, grown, and made, or had the product processed for them.
 - 2. Variance Request procedures
 - a. Decisions to grant variances are made by board with recommendation from executive committee
 - b. Decision to grant variance will use the same criteria to add new producers, meaning the

- a. Currently doing 2hr calls with software folks to getting this up and running.
 - b. Patience is requested for this process. More complicated than just shopping cart of website.
10. Grain Tax benefit with Shanen
- a. Potential tax advantage for producers to take patronage on tax bill
 - b. Accountant could provide statements to producers
 - c. Current tax bill may mean this is a mute point
 - d. Something to monitor moving forward
11. Mission Statement committee update
- a. Tabled for next meeting
12. Next board meeting – April 24th – 5:30p
13. Motion to adjourn meeting
- a. Moved by Ryan, seconded by Shanen; approved by voice vote
 - b. Meeting adjourned 7:39p

Minutes prepared by Brant Kassel