

IFC Board Meeting Minutes – 04/24/2018

Board members present: Dale Morris, Robin Meadows, Brant Kassel, Rick Shultz, Catherine Rihm, Jill McBroom, Andy Joesph, Ryan Marquardt

Staff present: Gary Huber, Jennifer Miller

Not Present: Jason Johnson, Susan Ekstrom, Lisa Bean, Eileen Wuebker, Shanen Ebersole

Meeting began at 5:37p

1. Approval of March meeting minutes
 - a. No changes
 - b. Motion by Robin to approve, seconded by Ryan: approved by voice vote
2. Treasurer's Report
 - a. Statement of Cash Flow
 - i. Cash flow is trending downward; last two sales cycles have been down
 - b. Budget v Actual
 - i. Not losing as much as budgeted but still a negative overall.
 - ii. Sluggish sales are dragging down these numbers
 - iii. Sales are down about \$4700 vs. budgeted for the year
 - iv. Income is down but expenses are also down
 - c. Cycle over Cycle Sales
 - i. Sales are down but still doing okay
 - d. Approval of Treasurer's report
 - i. Moved by Ryan, seconded by Robin; approved by voice vote
3. Manger's Report
 - a. New members registering are up in April
 - i. Average per month is up in April as well
 - b. IFC buying and selling produce
 - i. Spend around 4600, sold almost 6100
 1. Net of \$1526
 2. Would have been higher if not for lost carrots/parsnips
 3. Does not include 15% fee
 - c. Ankeny drop off site
 - i. In need of a new home due to church remodel
 - ii. Will move to different church with a pastor who is a member
 1. Will likely be a permanent solution
 - iii. Will occur in late May
 - d. Remodel update
 - i. Waiting on estimates to proceed
 - ii. Hoping to do a good bit of labor ourselves (volunteers)

- e. Norma Contract
 - i. Norma has been working diligently on POS system
 - ii. Work will include installing POS system, develop instructional materials, train people, and troubleshoot issues
 - iii. May through June, 15 hrs. per cycle x 6 cycles at \$25/hr. for total of \$2250
 - iv. Motion to approve in principal the amount of \$2250 to pay Norma with a contract sent to board members to approve at later date
 - 1. Motion by Rick, seconded by Ryan: approved by voice vote
 - v. Brandy has been doing great work with on-site sales as well.
 - 1. Gary is very happy with the people we have the job they are doing for the coop.
- 4. POS Update
 - a. Several challenges to address (large number of items and finding proper equipment)
 - b. Found good equipment at affordable price and used lots of equipment we already had
 - c. Will be able to track sales on-site better as well as inventory
 - i. Can track inventory on phones with app!
 - d. This system should simplify our lives, streamline human hours spent on inventory/retail administration, and speed up check out process
 - e. Any questions send to onsite@iowafood.coop
- 5. On-site/Retail Update
 - a. No 15% on on-site sales
 - i. Roughly \$13,000 in retail sales for the year
 - ii. Missing out on 15% costs us \$1950
 - b. Interest from the board to add coop fee to retail sales
 - c. Gary recommends talking to Brandy and Norma to implement this system
 - i. Dale will talk to both and develop strategy to move forward
- 6. Member Survey Results
 - a. Lots of good info and areas to improve sales
 - b. Different survey than year's past
 - i. This asked about how happy people are with specific products
 - ii. Past surveys have asked about future offerings
 - c. Brant will develop a blog post with this information
- 7. New Producer update
 - a. Have added about 5-7 new producers recently
 - b. Trying to maintain 2 different producers for specific products
 - i. Pet food example - down to 1 but recently added one
 - c. Rick expressed concern for adding too many of one type of producer could hurt sales of existing producers
- 8. Producer ongoing care

- a. Jennifer wants to work with meat producers to help market products to consumer
 - b. Hoping to improve sales and customer experiences
9. Standards Update
- a. We will need to get an updated profile from producers to help provide information to consumers
 - b. We also need definitions of standards
 - c. Producers that put time into online sales with see results
 - d. Committee will be formed at next meeting to discuss creating standards master list
 - i. Include a staff member and at least 3 board members including both producers and consumers
10. Budgeting Process
- a. Jill mentioned that fiscal year ends in the near future and we need to start our budgeting process soon.
 - b. Carry-over from last year's committee would be helpful from a knowledge perspective.
 - c. Gary said staff can provide plan for what we need in the next fiscal year at the next meeting to begin budget process.
 - d. Jill will send an email to the board to get participation for the budget committee and we will decide at next meeting
11. LSI renting space
- a. Use the space on Mondays from May to October
 - i. Rate of \$70/day
 - ii. Includes rent and electrical costs
 - iii. Starting in June
 - b. Will provide income to coop and LSI Global greens are good producers
 - c. Marketing opportunity as well
 - d. Will vote on contract via email

Thanks to Robin for providing treats! Much appreciated by the board

Next meeting on May 22nd at 5:30p

Motion to adjourn meeting by Rick, seconded by Robin. Meeting adjourned at 7:20pm