

IFC Board Meeting – 5/22/18 – Highlighted sections for motions

Members present – Lisa Bean, Catherine Rihm, Rick Schultz, Susan Ekstrom, Brant Kassel, Dale Morris, Robin Meadows West, Shanen Ebersole, Jason Johnson, Eileen Wuebker, Ryan Marquardt

Members absent - None

Staff present – Jennifer Miller, Gary Huber

1. President's notes
  - a. Robin did a great job at Pleasant Hill days and we've already seen 2 folks join because of event
2. Approve minutes from last meeting
  - a. Resolutions that are passed will be separated out and create a new list of all resolutions
  - b. Motion to approve minutes by Eileen, seconded by Robin
    - i. Approved by voice vote
  - c. Action items separated out for board and staff
3. Update on remodel
  - a. DIY save for electric and plumbing
  - b. Checking to see if we need a permit for work done
    - i. No word yet on that front
4. Finalize Norma's contract for POS updates
  - a. Gary presented a contract for board to approve
  - b. Motion by Lisa, seconded by Rick
  - c. Motion approved – Contract for Norma Ames
5. Treasurer Report
  - a. Still losing money but ahead of budgeted amount still
  - b. Retail on-site sales without 15% consumer fee is a loss of \$2109
  - c. Cash position is down about \$8k due to losses and purchases
  - d. Motion to approve treasurer's report by Dale, seconded by Robin
    - i. Approved by voice vote
6. New Producer update
  - a. Bubbling Brine Brothers – new fermented products
  - b. Taylor's mushrooms - mushroom growing kits
  - c. Corazon coffee approved to sell tea
  - d. Blue Gate farm – selling asparagus
  - e. Go Green Rain barrels – ties in with consumers having home gardens
7. Grass-fed definition for beef
  - a. Old definition by USDA is no longer used by USDA
  - b. Want a better definition for consumers and producers
  - c. Ryan mentions using intention of adding weight versus accidental consumption
  - d. Shanen mentions current Grass Fed Cattle association is 100% grass fed (never, ever grain)

- e. Rick raises cattle that is 98% grass fed with some grain for survival of his breed in Iowa.
- f. Want a clear answer for consumer for their understanding and what they are purchasing
  - i. We need to make it easiest for consumers to find what they want or they won't shop with us
- g. Lisa proposes Jason and executive committee will make definition for category of mostly grass fed beef. Will bring to next meeting to add to website.
  - i. Three levels of beef definitions
    - 1. 100% grass fed
    - 2. Mostly grass fed
    - 3. Conventionally raised
  - ii. Moved by Lisa, seconded by Shanen
    - 1. Approved by voice vote
- h. General Manager Update
  - i. New members update – 55 for month of April, 45 for May so far
  - ii. Average of 40 member forms per month for 2018
  - iii. May numbers up around 25% from last year
    - 1. Budgeted amount for June should be good
  - iv. Article for board to read from Gary about board and organizations in crisis
    - 1. In times of crisis, ask why we exist.
    - 2. Connecting with people on our “why” will develop better connections
    - 3. Survey for board to help figure out our “why” and refine our mission statement
- i. LSI Contract for use of space
  - i. LSI will use space Monday to Tuesday, using refrigeration. Will be used throughout summer
  - ii. \$70 per week charge
  - iii. Motion to approve contract by Eileen, seconded by Ryan
    - 1. Approved by voice vote
- j. Fundraising update
  - i. Gifts and incentives listed
  - ii. Ending date is June 30<sup>th</sup> (end of fiscal year)
  - iii. T-shirt revenue can be moved to fundraising to help with that (\$700)
  - iv. Email to be sent out next cycle on Friday of the cycle
    - 1. Hope to avoid phone calls
- k. Budget Process
  - i. Staff has been working to draft a proposed budget to send to budget committee for approval.
  - ii. Staff has shared priorities for next fiscal year
    - 1. Focus on increased operational efficiencies

2. Producer care topics (fill holes in product mixture, new software)
3. Update online store software
4. Improve promotions/awareness
5. Evaluate/update current ancillary enterprises
6. Evaluate other compatible enterprises
7. Improved analytics/diagnostics
- iii. Next steps for budget process
  1. What percent growth should be set for next fiscal year?
  2. Staff will develop proposed budget and then meet with budget committee
  3. Will bring to next month's meeting for board to approve
- l. Des Moines Bacon variances
  - i. Staff perception on issue
    1. Increase meat sales
    2. Product was missing from mix
      - a. Only products available currently have nitrates
    3. Customers get to decide
    4. Don't like using confinement/corporate ag but have been unable to stock product
    5. Customers will buy from other non-IFC sources
  - ii. Concern about non-Iowa products being used and lack of knowledge of the source for Des Moines Bacon
  - iii. Was approved to sell pork products but not beef products
  - iv. DSM Bacon currently in line with current IFC standards
- m. Retail Sales – 15% fee
  - i. Could be implemented in the next month with new POS
  - ii. Potential for adding \$2500/year with fee increase
  - iii. Motion by Jason to add 15% coop fee to all retail sales as soon as feasible with new POS software, seconded by Shanen
    1. Approved by voice vote
- n. Next meeting – June 25<sup>th</sup> – 5:30p
- o. Shanen moved to adjourn meeting, seconded by Robin
  - i. Approved by voice vote

#### Motions approved by board

- Contract for Norma Ames and her work on POS software was approved by board.
  - o Motion by Lisa Bean, seconded by Rick Shultz
  - o Approved by voice vote
- Propose Jason and executive committee will make definition for category of mostly grass fed beef. Will bring to next meeting to add to website.
  - o Three levels of beef definitions
    - 100% grass fed
    - Mostly grass fed

- Conventionally raised
  - Moved by Lisa Bean, seconded by Shanen Ebersole
    - Approved by voice vote
- Motion to approve contract for Lutheran Services of Iowa (LSI) to use IFC space for their summer greens program. Will use space on Monday into Tuesday at a rate of \$70/week through the end of summer
  - Motion to approve contract by Eileen Wuebker, seconded by Ryan Marquardt
  - Approved by voice vote
- Motion to apply 15% fee to all on-site retail sales. Currently no coop fee is being collected and it will cost around \$2500 for the fiscal year.
  - Motion by to add 15% to onsite retail sales by Jason Johnson, seconded by Shanen Ebersole.
  - Approved by voice vote