

IFC Board Meeting – 8/28/18

Board Members Present – Rick Shultz, Shanen Ebersole, Robin Meadows West, Lisa Bean, Susan Ekstrom, Dale Morris, Brant Kassel, Jason Johnson, Jill McBroom, Eileen Wuebker, Ryan Marquardt

Staff Present – Gary Huber

Board not present - none

Meeting began at 5:34p

1. Approval of the Minutes
  - a. Motion by Shanen to approve June 25<sup>th</sup> minutes, seconded by Rick
  - b. Motion passed by voice vote
2. "Food is thy Medicine" by Mike Kilan in the Register.
  - a. IFC is mentioned in DSM Register article about food and health
  - b. Lisa will contact Dr. Andrew Nish about appearing for a Co-op event.
3. "Food for Change" movie – scheduled for October 3<sup>rd</sup> during National Coop Month
  - a. Will also be at Indianola on the 13<sup>th</sup> (currently pending)
  - b. Lisa would like to see Dr. Andrew Nish at these events with a panel discussion
4. "I Had You at Brats" event by Robin and Norma.
  - a. Big thanks to Norma for all her work as well as Robin for serving.
  - b. 400% increase in on-site sales compared to previous cycle during this promotion
  - c. Also saw an increase in online sales from promotion (facebook, email)
  - d. Also tied to Labor day for cookouts
  - e. Will continue these in the future – good for sales and promotion
5. General Manager's report
  - a. Online sales currently averaging 8% growth for fiscal year
    - i. Budgeted for 15%
  - b. Onsite Retail sales continues to grow
    - i. Averaging 20% growth from last year
  - c. Memberships for FYE 2018 were average 44/month
  - d. Outreach is important – trying to do at least one event a month
    - i. Local food panels at DMACC urban campus on 9/24
    - ii. Cancer survivor nutrition class on Oct 1
    - iii. Food for change movie in October
  - e. Added several new producers
    - i. Not big sale items but gives a better product mix
  - f. Pending producers
    - i. Looking to add frozen and prepared food, more produce and meat, cold press juices, and granola

- g. Remodeling space on Sat. Sept. 1 at 1pm
    - i. Anyone able to help would be awesome
    - ii. Looking for 4 people
- 6. On Site Sales
  - a. Graph shows good growth and says it all
  - b. Brandy did good work for our on site sales
- 7. Treasurer's Report
  - a. Jill did not get the budget put into the July numbers but will in the next few weeks
  - b. Overall, fairly close to what we budgeted
  - c. Motion to approve Treasurer's report
    - i. Moved by Dale, seconded by Robin
    - ii. Approved by voice vote
- 8. Annual Meeting
  - a. Need a committee to get meeting off the ground
  - b. Would also like to celebrate 10 year anniversary of IFC
  - c. Robin, Jill, and Dale offer to help plan event. Susan will help as well
  - d. Board elections also occur during meeting
    - i. Failure to run will result in missing out on Robin's meeting treats
- 9. Fundraising Report
  - a. Only need \$250 dollars to reach goal
  - b. Susan, Brant, Eileen offered to help send emails
    - i. Cancelled in prep for fee increase
- 10. Fundraising Committee
  - a. Current committee of Susan and Lisa
  - b. Act as gatekeeper for expenditures to keep with goals of fund raising
    - i. Software update and physical space remodel
    - ii. Robin will offer to help Jenn with front end of website
- 11. "Eating Meat" Committee
  - a. "Modern Meat" movie was at Fleur but not for long enough
  - b. Tied in with goal of committee
  - c. No updates from committee at this time
- 12. Producer Standards Committee
  - a. Document pulls from producer standards and revised variance standards
  - b. Fixed wordage on section 6 for last sentence to clarify wording around LLCs
  - c. Section 14 would add the following clause "If the executive committee isn't unanimous, the application is passed to the IFC board for approval"
    - i. Would be for approval process and variance process
  - d. Section 9 would add "online shopping cart" after consumer member
  - e. Brant will help track and update licensures and certifications
  - f. Motion by Shanen, seconded by Jill to approve this language for producer standards.
    - i. Approved by voice vote with 1 no vote
- 13. Farmer's Market Update

- a. Struggling to get attendance and producers for the market
  - b. Not as strong last year
    - i. Around 40 people per market and 3-5 producers
    - ii. Producers are satisfied with sales but overall not serving our goal
      - 1. Was hoping for bigger event and more producers
  - c. One thought was planning a winter celebration similar to last year
    - i. Spring plant sale, winter sale
  - d. Hoping to get people to come to us but it is more work right now than rewarding
14. Proposed fee increase
- a. Hoping to start in August but has not happened yet
  - b. Trying to not overlap with fundraising appeal
  - c. Need to do a good job of messaging to explain to members the purpose
  - d. Will move forward more quickly after the fundraising appeal ends
  - e. Hope to start by end of Sept/early October
  - f. Ryan expressed concern for fee increase as a slippery slope towards higher fees
  - g. If we wait too long, losing out on increased fee will adversely affect the budget
  - h. We will cancel final fundraising appeal to begin fee increase as soon as possible
15. Fundraising Event
- a. Event to celebrate fundraising and distribute prizes for donations
  - b. Jill and Lisa will lead committee on this
  - c. Looking for venue (for cheap/free)
16. Brandy leaving IFC
- a. Gary had planned to step back with the help of Brandy
  - b. Brandy has taken a new position and will be leaving in the future
    - i. 10hr/week position
  - c. Executive committee and staff need to help develop a plan for what we need to fill position and future needs for IFC
17. Next Meeting
- a. Sept 25<sup>th</sup> – 5:30p
18. Motion to adjourn meeting
- a. Moved by Eileen; seconded by Jill
  - b. Approved by voice vote
  - c. Adjourned 7:05p