

IFC Board Meeting – 9/25/18

Members present – Susan Ekstrom, Rick Shultz, Catherine Rihm, Jason Johnson, Shanen Ebersole, Robin Meadows West, Dale Miller, Brant Kassel

Members absent – Ryan Marquardt, Eileen Wuebker, Jill McBroom, Lisa Bean

Staff present – Gary Huber, Jenn Miller

Meeting began at 5:38p

1. Approval of last month's meeting
 - a. Change line about Lisa contacting writer, not author
 - b. Sales were projected at 10% growth, not 15%
 - c. Approve meeting minutes
2. President's Report
 - a. Volunteer orientation for new volunteers as a new idea
 - i. Some literature but no manual yet
 - ii. Lisa, Susan, and Brant to help spearhead this
3. GM Report
 - Email report on boosting sales worked great and as well received
 - Sales are up over last 2 years
 - Retail sales are growing, especially bratwurst event
 - o Currently 43% growth over last year
 - Planning to do another Holiday Saturday market
 - Memberships down a bit for this FY
4. Staff Report
 - Last Farmer's market was last week
 - o 30k people saw posts on Facebook about market
 - o Outreach for coop every week
 - o Not very viable for long term
 - Lisa was in Cityview article, featured on Capital Chiropractic blog
 - Some discussion of Market moving forward but other options to increase visibility and sales
 - Doing more \$10 off coupons for new members and maybe older members who haven't ordered recently
 - Handing out fliers for Food for Change screenings at Drake and Simpson
 - Winter Market on December 8th this year (week of distribution)
 - o Producer Notes
 - Egg supply is back
 - Heartland burritos added nearly \$700 in sales in first cycle
 - Ancient Grains seeing good sales as well
 - Turkey supply will be different but should have good stock
 - More producers are holding more in storage

- Berry Patch, Sipma, Lee's Greens, Country Roads all doing storage to help increase sales over winter
 - Jenn has been working with producers to improve listing descriptions
 - Sweet to Eat Bakery went from 0 cookie sales to 9 sales in a single cycle
 - For Coop Month in October, call out to producers for sales in their listings
 - Robin's recipes have been a huge success
 - 2nd most clicked link in emails
 - Practical way to apply local food to their lives
 - Next cycle will send a recipe mid-cycle and links to products
 - Cook book in the future?
 - Working on buying cider from Deal's orchard
 - Similar to how we buy cream from Hansen's
 - Working on getting chocolate for holiday sales
 - Filling Brandy's role
 - Restructuring and sharing tasks among remaining staff currently
 - Gary and Jenn working on updating emails
 - Updated post-distribution 'problems' emails and saw increasing interaction
 - Get-ready-for-cart-opening email for producers will now include marketing tips
 - Using time to clarify processes and streamline tasks
 - Board member help
 - Hand out flyers for Food for Change event
 - Shanen will get promo materials to farmer's market vendors
 - Recruiting new producers - any help board members can do will help staff
5. 10 Year Celebration – Combined with Annual Meeting
- a. Set for November 18th
 - b. Lakeside Center in Ankeny is location
 - c. Program ideas
 - i. Speakers?
 - ii. Folks from the beginning speaking about history?
 - iii. Trivia questions
 - d. Annual meeting requires financials and board elections
 - e. Potluck for food
 - f. Planning committee is Jill, Dale, Robin
6. Board elections
- a. Shanen and Jason are for election
 - i. Jason not planning to run again
 - b. Nomination committee for board elections is Board President
 - i. Susan will work with Gary moving forward

- ii. Motion to form nominating committee of Robin and Susan
 - 1. Moved by Susan, seconded by Brant
 - 2. Approved by voice vote
- 7. Final fundraising summary
 - a. Goal was met!
 - b. Door prizes will be awarded at Annual Meeting
- 8. Implementation of Fee Increase
 - a. Messaging strategy identified
 - b. Will send out to approx. 500 core members and producers
 - c. Will show how money is spent (mostly to producers in form of payments)
 - d. Goal to launch on Nov 8 distribution
- 9. Treasurer's Report
 - a. Sales for this FY are looking good
 - i. Online sales down a bit but retail onsite sales are up
 - b. Motion to approve report by Shanen, seconded by Robin
 - i. Approved by voice vote
- 10. Updated Website launch
 - a. Working with Des Moines based firm that works with some of our members for their marketing
 - b. Awaiting proposals for their software updates
- 11. Next meeting on Oct. 29th at 5:30
- 12. Motion to adjourn by Robin, seconded by Shanen
 - a. Approved by voice vote