

IFC Board Meeting – 10/29/18

Members present – Susan Ekstrom, Rick Shultz, Andrew Joseph, Robin Meadows West, Dale Miller, Brant Kassel, Eileen Wuebker, Jill McBroom, Lisa Bean

Members absent – Ryan Marquardt, Shanen Ebersole, Jason Johnson

Staff present – Gary Huber

Meeting began at 5:36

1. Approval of the Board Minutes
  - a. Motion by Robin, seconded by Jill to approve minutes
  - b. Approved by voice vote
2. 10 year celebration and Annual Meeting
  - a. Robin, Gary, and Susan have meet to discussed annual meeting and 10<sup>th</sup> anniversary celebration
  - b. Have a agenda/outline for the festivities
    - i. Includes icebreakers, trivia, dinner, board elections
    - ii. Need to send out email for potluck and board elections
    - iii. Golden okra will be awarded again this year
    - iv. Would like to recognize volunteers (esp. satellite sites)
    - v. Dale recommends we use name tags and identify who folks are (producer, volunteer, consumer)
3. Board Elections Update
  - a. Several producers have expressed interest
  - b. Trying to find producers that fit our needs or have experience we would find helpful
  - c. Will have online and in person voting
  - d. For clarification, only producers can vote for producers
  - e. For the future, we will need to stagger our elections
    - i. To prevent mass elections for producers or consumers in one year
    - ii. Lowest vote getter will get a shorter term (2 year instead of 3)
4. Treasurer's Report and 1<sup>st</sup> Quarter Financials
  - a. Waiting on grant money from IA Valley RC&D but it will be coming
  - b. Some payroll is down so our expenses are down a bit
  - c. We have made profit through the first quarter but this has been offset by some leftover fundraising money
  - d. Dale requested a total of sales at each site for each cycle
    - i. Will add to treasurer's report
  - e. Lisa made a motion to approved treasurer's report, seconded by Dale
    - i. Approved by voice vote
5. Food for Change Film
  - a. Great film with great story of food and coops
    - i. Applause when the movie ended!

- b. About 50 folks at the Drake screening, 12 folks at Simpson screening
  - c. We own a copy and could show the film again in the future
  - d. The film showed how IFC is different than many other coops
    - i. Our producers are members
    - ii. Had 88 producers sell last cycle
    - iii. Getting harder for coops to compete against corporate natural food stores but our model is different and gives us an advantage
    - iv. Gary says we are “hyper-local”
6. General Manager’s Report
- a. On track with budget so far, hoping for a good winter of sales
  - b. On-site sales at 37% growth for the year so far
  - c. Between now and 1<sup>st</sup> of year, staff will be working to finesse and re-work our staffing for the future
7. Break for treats
8. Implementation of the fee increase
- a. Aiming for January to give us time to prepare people, get through holidays, and make the roll out go well
  - b. Rick asked if there is an exit plan for the fee increase
    - i. We could change the fee structure on a yearly basis based on need but that would be challenging and not something we’ve done before
    - ii. Biggest expense is labor and folks are working hard and doing good work for our coop - running out of room to cut in some ways
    - iii. Last fee increase from 10 to 15% and we saw sales increase 40%
  - c. Need to show members where our money goes
    - i. Because it shows that most of what we pay is to producers
  - d. Folks buy from us because of why they buy from them
    - i. Food is medicine
    - ii. Revitalize local (rural and urban) communities
    - iii. Food that is good for the planet
  - e. Plan is to educate in January and begin the rollout soon after
9. Volunteer Guide plans
- a. Some interest in a volunteer training to help get folks up to speed as quickly as possible
    - i. Largely for Franklin distribution site
    - ii. Satellites are their own systems
  - b. Jennifer has mentioned it is already difficult to get people to come already and adding an orientation may prove a challenge
  - c. Lisa believes that on-the-job training is the best
  - d. Speaks to a larger issue of getting members to become volunteers
    - i. With future growth, we will need more volunteers
10. Software Update

- a. Have some bids for software
  - b. Our site works and is functional but not what we want
  - c. Fundraising money is still being planned for software
11. Motion to adjourn meeting
- a. Moved by Robin, seconded by Rick
  - b. Approved by voice vote

Next board meeting – No November meeting

Tentative Dec. 18<sup>th</sup> – pending new board member arrivals

Meeting adjourned at 6:56pm