

The Friends & Farmers Board meeting was called to order at 7:04 p.m. on Wed. Jan. 2, 2019 by President Emily Neuman. The following Board members were present: Amanda, Chris Rand, Emily Neuman, Jeremy Bean, Tim Flanagan, Casey Warner, Deb Latta, and Joan Karp. There were two visitors: Shannon Telenko and Darryl Sinn. In addition, Emily Decker (F&F staff) was present.

Emily N. (EN) moved to approve the minutes from Dec. 5, 2018. Deb seconded the motion. Motion passed.

Reports/Staff Check In:

Emily Decker (ED) is working on the Jan. Newsletter as well as the Local Loyalty Program. She is setting up some meetings (e.g. with ReFarm, etc.) and looking into places/businesses interested in talking with us. The newsletter will be coming out in about 8 days, to go out next Thurs. Jan. 17.

Old Business:

EN: The Online Market hiatus: Sharon knows we are leaving the Meetinghouse Jan. 31. We need to get everything out of the office. We must schedule a work day to clean, organize, etc. Date chosen will be via a doodle poll sent out by EN. In addition, we'll get some volunteers.

Local Food Marketplace ending a month earlier than scheduled. It's \$100/month more than planned. Emily Decker downloaded all that the vendors need to know before the 2/1/19 ending date.

Communication DRAFT Plan (Emily, Emily, Joan, Deb, Casey)

The Plan developed was reviewed by the Board. It is updated for the next three months. If anyone has feedback, send directly to Emily Decker. It was stressed that this Plan must be positively stated.

Payroll Service Approval: Chris moved and EN seconded to endorse Keystone Payroll for payroll services and to support our employee Emily Decker. Motion passed.

Keystone Payroll: Chris moved and EN seconded to retain Thompson Harner's services. Motion passed.

Local Loyalty Program The Jan. newsletter will have a blurb "shout out" to the LLP. In Feb. this will be a main topic for the newsletter.

New Business:

The main question is "What is our Business?"

Jeremy led the Board through the history of the F&F and the online market. Indemnification Policy-Casey shared with us this concern: personal liability. Chris reviewed the policy. We were spending the grant money but soon other peoples' money as well.

EN asked the Board if we should take the "grocery store" idea off the table. We must stick with the By-Laws and we would probably have to take that idea to the membership. We need to know what is our business plan. What niche can we serve? If we can work thru some customer feedback and there's a clear way to fit into the local food economy, then there might be a way to fit into that.

Appalachian Foodworks was mentioned. A short discussion followed.

Emily Decker was asked, "What was the feeling of the vendors re: the hiatus of the online market?" Emily Neuman stated that the Board received very little feedback from anyone. Discussion followed. The Board discussed that we should discard the grocery store idea. Joan was wondering if we had thought about dietitians, nutritionists, physicians in the community as we think about what our business is.

Action Items for the Feb. Bd. Mtg:

1. Business-determining what the market place need is/customer discovery (focus groups, survey, mtg. to collect info, customer discovery maps, etc.)
2. Potential business plan to fit into that market place (with or w/o the coop. bus. model
3. Sell this actual business plan to get the membership engaged
4. Folks need to look into what this ramification/these decisions mean, legally. Understand dissolution. Draft a plan as to what dissolution would look like.

Folks assigned to these action items: See Emily N's chart

The main focus for Jan/Feb: pick a date for special membership mtg. In the meantime, we'll be doing some special focus groups.

EN moved to adjourn the Board Meeting at 9:00 p.m. Chris seconded the motion. Motion passed.

Respectfully submitted,

Debra Latta