

# Montavilla Food Co-operative Board of Directors

Thursday, December 19, 2016  
6:30 pm to 8:30 pm

Tabor Space (Art Space Room)

## REGULAR MEETING AGENDA

6:30- 6:35 PM	CALL TO ORDER INTRODUCTIONS, ANNOUNCEMENTS, AND PUBLIC COMMENTS		
	Board Members		Others
	Amanda Lamb	X	Colby Clipston
	Amy Reaney	X	
	Katherine Pedery	X	
	Ellen Rubinstein	X	

6:35-6:40 PM	CONSENT AGENDA	Lead	Doc(s)
	<u>Consent agenda approved</u>		
Action	<b>1. Approval of the agenda for December 19, 2016</b>		
Action	<b>2. Approval of meeting minutes from November 28, 2016</b>		App A
	<b>3. Committee and working group reports</b>		App B
Discussion	<b>a. Business committee</b>		
Discussion	<b>b. Outreach committee</b>		
Discussion	<b>c. IT committee</b>		

6:40-6:45 PM	PUBLIC COMMENT	Lead	Doc(s)
Limited to 3 minutes per person	Comments from member-owners, on any topic (including non-agenda items) <ul style="list-style-type: none"> <li>Colby Clipston joined as a guest - worked in politics for a long time. Wants to help build something.</li> </ul>		

6:45 - 9:00 PM	REGULAR AGENDA	Lead	Doc(s)
6:45-7:00 Discussion	Committee and Work Group Updates <ul style="list-style-type: none"> <li>Potential for Outreach: Taborspace is interested in starting a farmer's market and wondering if MFC wanted to be involved. <ul style="list-style-type: none"> <li>Could check in with the Montavilla Farmer's Market.</li> <li>Would be good to reach out to this neighborhood.</li> </ul> </li> <li>Business committee meets Thursday</li> <li>Outreach's meeting got canceled</li> <li>Board calendar changed - 3rd monday (calendar has been updated)</li> </ul>	All	
7:00-7:15 Discussion	Up-and-Coming Planning <ul style="list-style-type: none"> <li>Airfare is ~\$300-400. We should book asap.</li> <li><b>Need to apply for scholarships by the end of the year</b></li> <li>Amy will take care of registering</li> </ul>	Amy?	

	<ul style="list-style-type: none"> <li>● Amy didn't find many other options beyond the conference hotel. Amy recommends going with the recommended hotel.</li> <li>● Katherine and Ellen will have to double-check. Amy and Amanda are confirmed to attend.</li> <li>● <b>Amy will coordinate flights and hotel.</b></li> </ul>		
7:00-7:30 Action	<p>Outreach Calendar review</p> <ul style="list-style-type: none"> <li>● Board generally approved of the calendar and it is ready to present it to Outreach as a framework</li> <li>● <b>Will recommend Outreach add to agenda in January</b></li> </ul>	Amanda	App C
7:30-8:00 Discussion	<p><b>Volunteer coordination</b></p> <ul style="list-style-type: none"> <li>● (Colby) - National coordinator for campaign finance reform, teaching people how to lobby a bill in people's statehouses, going over talking points, pitching a political concept to a politician, door knocking - grassroots organizing. Working on campaigns is a lot of knocking on doors. <ul style="list-style-type: none"> <li>○ Door hangers - might take ~8 touches</li> <li>○ If in-person conversations, lower threshold to entry - might take 3-5 touches <ul style="list-style-type: none"> <li>■ Need to get to other farmer's market other than Montavilla</li> <li>■ Draw a radius out from Montavilla and stay pretty near. Can go far out if people are predisposed (farmer's market)</li> </ul> </li> <li>○ If door knocking - either lands or it doesn't - can tell where people are on a spectrum pretty quickly. The number of touches they will need depends on the response. <ul style="list-style-type: none"> <li>■ One-on-one, not casting a wide net. Better ROI.</li> <li>■ CDS has discouraged door knocking</li> </ul> </li> </ul> </li> <li>● Volunteer Retention <ul style="list-style-type: none"> <li>○ Concrete progress that they can make independently - not necessarily overseen</li> <li>○ People have a set number of hours they're willing to devote and different kinds of hours <ul style="list-style-type: none"> <li>■ Hours of thought - strategizing, doing research, etc.</li> <li>■ Coordination - data, keeping up on emails, etc.</li> <li>■ Leaving their home and creating value for the cause <ul style="list-style-type: none"> <li>● A lot of people like to communicate in-person and gives them more ownership</li> <li>● Some people want to hear the info and then be done - might not want to leave their house as frequently</li> </ul> </li> </ul> </li> <li>○ Streamline how people engage with the same material <ul style="list-style-type: none"> <li>■ Internal maintenance will detract from the hours available for the work</li> </ul> </li> </ul> </li> </ul>	All, Guest (Colby Clipston)	App D

	<ul style="list-style-type: none"> <li>○ Difficulty getting engaged because of a lack of infrastructure <ul style="list-style-type: none"> <li>■ Passion &lt;&gt; self-motivated</li> <li>■ Need something they can “own” and that they can quickly accomplish something</li> <li>■ The goal can’t be their own self-training</li> <li>■ Explain how critical it is to have the full team</li> <li>■ Hold the hands of volunteers at each step (e.g., a scrip)</li> </ul> </li> <li>○ Tell them how critical they are - “Either you are going to do it, or it isn’t going to happen. And it’s also so easy!”</li> <li>● Member engagement <ul style="list-style-type: none"> <li>○ Good to keep the current owners engaged</li> <li>○ A lot of events are targeting the people who are already aware of this</li> <li>○ Figure out a way to include them in the meetings - minutes, video archive, live participation through a chat room - even if they don’t engage, it feels open</li> </ul> </li> <li>● Membership growth <ul style="list-style-type: none"> <li>○ Engaging people who haven’t engaged yet</li> <li>○ Have to bring the message to them - at their door or on their phone</li> <li>○ Events are in a popular spot people are already driven to (e.g., farmer’s market), but you’ll still get the same people</li> <li>○ What is the recruitment ratio? ROI on time?</li> <li>○ Need to engage the untapped member-owner</li> </ul> </li> <li>● How many lead people do we need? <ul style="list-style-type: none"> <li>○ Every volunteer needs to think of themselves as a leader</li> <li>○ Initially, need to have people going to the events that already exist</li> <li>○ As volunteers stay engaged and we retain them at a higher rate, then we can start trying new things <ul style="list-style-type: none"> <li>■ Leaders will suggest the idea to specific groups (Outreach) - they can try out the ideas</li> </ul> </li> <li>○ Can take some time depending on the time it will take to engage the backlogged volunteers <ul style="list-style-type: none"> <li>■ Tap the backlog first</li> <li>■ Create the list and start going down the list to get contacted - start with email, text, phonecall, etc. <ul style="list-style-type: none"> <li>● Introduce someone as new or a new initiative - it’s a “new” push</li> </ul> </li> <li>■ Highest rate of return for the people who’ve been in touch most recently</li> </ul> </li> </ul> </li> </ul>		
<b>8:00-8:15</b>	<b>BREAK</b>		
8:15-9:00 Discussion	<b>Pro Forma review</b> <ul style="list-style-type: none"> <li>● Not ready - may not be worth reviewing by January</li> </ul>		<b>App E</b>

<b>8:50-9:00 PM</b>	<b>MEETING REVIEW</b>
Discussion	<ol style="list-style-type: none"> <li>1. Meeting evaluation <ul style="list-style-type: none"> <li>● Was this meeting well-facilitated?</li> <li>● Were the agenda items relevant and timely?</li> <li>● Were the right people at this meeting?</li> <li>● Did everyone get the chance to say what they wanted?</li> <li>● Did everyone feel heard?</li> </ul> </li> </ol>
Discussion	<ol style="list-style-type: none"> <li>2. Review parking lot <ul style="list-style-type: none"> <li>● Do we need special strategies, meetings, or work groups to deal with parking lot issues?</li> </ul> </li> </ol>
Discussion	<ol style="list-style-type: none"> <li>3. Next meeting agenda <ul style="list-style-type: none"> <li>● What resolutions/decisions should be on the agenda?</li> <li>● What reports or updates should be on the agenda?</li> <li>● Do any guests need to be invited to the meeting?</li> </ul> </li> </ol>
<b>9:00 PM</b>	<b>ADJOURN</b>