

## **Montavilla Food Co-operative**

### **Minutes from Board of Directors Meeting: January 28, 2016**

The Montavilla Food Co-operative (MFC) Board of Directors met on January 28, 2016 at 6:30 p.m. at Milepost 5, at 580 NE 81<sup>st</sup> Ave., Portland, Oregon.

**Voting directors present:** Ben Cutler, Amanda Lamb, Amy Reaney, Simone Rede, and Ellen Rubinstein

**Voting directors absent:** Rebecca Andersson, Andreas Moppin

**Others present (non-voting):** <None>

#### **1. Call to Order: Amanda**

#### **2. Check-In**

Katherine Pedery, Treasurer, and Sarah Kutil, Secretary, have resigned from the board, both saying that due to work constraints they do not have enough time to contribute effectively as board members right now.

#### **3. Approval of the Minutes**

<None>

#### **4. Approval of the Agenda**

The Board approved the agenda for this meeting.

#### **5. Reports of Directors**

##### **a. Update on Plan for Amending Board Rules: Amanda (discussion / no action)**

This is a work in progress. *Amanda will be asking for help over the next few weeks.*

##### **b. Update on Creating Board Agreements and Expectations for Board Members: Rebecca (discussion / no action)**

*Rebecca has been requested to fast-track this item and present a draft at the next board meeting.*

##### **c. Updates on Meetings with Other Co-Ops: Ben (discussion / no action)**

- Ben has reached out to Hillsboro, and they are interesting in coordinating with us in some capacity.
- Coordinating with other co-ops is not part of Amber's plan; this outreach should be done at the board level
- Considering how to best leverage PDX PCI. *Simone will take the lead in this. Ben will provide PDX PCI contacts to Simone as well as the spreadsheet with contacts at other co-ops.*

##### **d. Update on Board Strategy: All (discussion / no action)**

The Board will likely schedule a mini-retreat to focus on topics we do not have time to cover during our regular monthly meetings. Topics may include:

- Organizational capacity
- Organizational structure (pro forma, GM/cooperative structure)

- Equity and diversity to help inform the outreach strategy; or “who is our community?”
- Inclusion, to make sure our organization and events are inclusive

## **6. Recommendations and Reports of Committees**

### **a. Business Committee Report: Katherine (discussion / no action)**

- Budgets
  - Under-budget in terms of spending; we have exceeded budget for revenue and membership goals
  - FY starts on April 1<sup>st</sup>; will need a new budget in place by then. Dave and Amy will lead the budgeting process and have draft available for February board meeting.
- Membership Coordination
- Considered but did not apply for Kresge Grant—seemed too much of a stretch

### **b. Information Technology Committee Report: Ben (discussion / no action)**

- Editing the website per the board direction on marketing language
- Backing up the database on a more regular (monthly) basis
- Tina is organization the brainstorming session - will need a volunteer from each committee to create roles for members
- Added the “How did you hear about the co-op?” and “What made you join the co-op?” on the member join form. Will work with Simone to figure out the best way to do that going forward
- Online discussion forum
- Working on delegation of duties within the committee; Ben is trying to step back from the committee; Geoff will work on the agenda

### **c. Nomination Committee Report: Ben (discussion / no action)**

- Short on volunteers, trying to set up a meeting with Mia.
- Have two pending applications for board candidates
- When there are no board seats available, we need to make sure this is clearly state on MFC’s website. Interested candidates can apply and will be considered during the annual election cycle.

### **d. Outreach Committee Report: Simone (discussion / no action)**

- The committee extended the membership campaign from mid-November (MFC 500): it will now end January 31, 2016
- Will submit article to the Rocky Butte Times; paper also offered to include an insert
- Seed and Food Swap 1st weekend in March
- Opportunity to sponsor an auction (Bridger School) - have budget to do more
- Didn't have many assignments for February, so progress has been slow

### **e. Strategic Planning Working Group: Ellen (discussion / no action)**

Highlights from the SPWG’s most recently monthly call with Ben Sandel (CDS) include:

- Ben observed that MFC is in the best shape it's ever been in
  - He advises us to focus on micro-campaigns; do not advertise larger, longer-term goals
  - He recently had an article about micro-campaigns published in Natural Grocer; would be worthwhile for the board and outreach committee to read the article.
  - We do not need to make financial information available to the public. However, we should provide a short annual report to members at the end of the year.
  - Ben will send us sample working agreements for boards at start-up co-ops
  - Regarding member surveys: we need to be careful to not overburden people. Best to use as survey as a membership engagement tool. For example ask: What's your favorite grocery store and why? Do not assume respondents are a representative sample of the community.
  - We could write/share an executive summary of the market study for the public; do not share most of the contents of the report.
- f. Membership Engagement Working Group: Simone (discussion / no action)**
- Good cross-section of volunteers. Met twice in January; 2 meetings scheduled for February
  - Aiming to have a plan in place and to begin implementation in March.
  - Groups is thinking through how the volunteer recruitment and training will coordinate with the membership engagement plan.

**7. <Break>**

**8. Old Business**

**a. FCI Conference: All (discussion / no action)**

Amy will be going to this conference in Bloomington, IN in March. Amy has applied for a scholarship which would cover one-half of the conference expense; the Board cover the cost of fees not covered by the scholarship.

**9. New Business**

**a. Membership Coordinator Report: All (discussion / no action)**

- MFC should set targets: how many new member-owners per month or for the year? Maybe 30/month?
- Amber views her role as: being the single point of contact for community organizations or across committees; consistent focus; evaluating what works and what does not; identifying the "who" (e.g., testing google analytics)

**10. Suggestions for Next Agenda**

**Adjournment**

The meeting adjourned at 8:45 pm

The board reconvened in Executive Session from 8:45 to 9:00 pm.

**Approved by:**  
Ellen Rubinstein, Acting Secretary  
March 29, 2016