

SEATTLE
FARM
CO-OP

BOARD MEETING AGENDA AND NOTES

[Roadmap to Profitability](#)
[Seattle Farm Coop Business Plan](#)
ONE PAGER
To Do List

Date: 2/7/2017 **Start:** 6:30pm PDT **End:** 8:30pm PDT **Facilitator:** Christy (Doug)

1. ATTENDANCE & CHECKINS (1-2 mins each, max of 5 mins)

- **Ray Williams** (Pres)
 - Checkin: Busy with multiple things and meetings in different places. Currently hanging at the AI of Seattle.
- **Christy Cusick** (manager)
 - Checkin: In Vancouver, BC - it was sunny today at Wistler. Richard rocked it on the slopes and they're hanging with family.
- **Meredith Holladay** (Interim Board Member)
 - Checkin: Dyed her hair blue. Fighting off a cold, but feeling more energized by the new volunteers and their ideas.
- **Natalya Roberts** (Social Media and Marketing/Interim Board Member)
 - Checkin: Ran a 25k in West Seattle
- **Gavin** (Meal worms/Volunteer)
 - Had a snow day yesterday and a two hour delay. Was able to get a lot of planning done.
- **Doug Sorin** (Business Development Volunteer)
 - Checkin: Cooked a bunch of food - bbq'd ribs. Finished the biz plan!

2. ADMINISTRATION (2 mins)

- **Facilitator:** Doug
- **Notetaker & Emailer:** Natalya
- **Approver:** Meredith
- **Time Constraints for meeting:** 8:00pm

Upcoming Board Calls (First and Third Tuesday of Every Month)

Date: 2/21/2017 **Start:** 7:00 PM **End:** 8:30 PM **Facilitator:** Chisty

Meet at the Co-op; drinks afterwards at Jude's!

Date: 3/7/2017 **Start:** 7:00 PM **End:** 8:30 PM **Facilitator:** Chisty

3. HIGH FIVES (10 mins)

- Celebrate!
 - [Dividend Communication](#) sent out!
 - Ray and Gavin pitched Director St garden
 - michael.m@grownorthwest.org agreed to be fiscal sponsor!
 - Ray wants to be involved with design and plan, not so much fundraising - going to talk to Reese
 - Looking for local garden managers - Meredith to put in the Newsletter
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 - Volunteers Morgan & Melissa outlined warehouse makeover and making a loading dock ramp!
 - Morgan has been helpful with building shelving in the warehouse and a bench
 - Melissa is interested in making over
 - Website updated
 - Volunteer and board page updates
 - Board position descriptions
 - Needs more pictures on the website

4. FYIS (X mins)

- Interest in mealworm beetles as breeding colonies
 - Group thinks it's a good idea
 - Gavin can have a colony available whenever we're ready
 - Pre-order for beetle colonies
 - Form (Google docs) on website for people to order, then pick up in the store
 - Class in store, taught by Gavin, then participants take home colony
 - 30-45 minute class, with powerpoint
- Doug is planning for the next board call to be his last

5. OLD BUSINESS (X mins)

- **Review To-Do list from last meeting**
- **Ray and Christy** - Talk to owners about our garden plans (by 2/7/2017)
- ~~Ray~~ - Reach out to Grow for fiscal garden sponsorship (by 2/7/2017)
- ~~Doug~~ - Business plan (by 2/7/2017)
- **Christy** - Contract for Meesh (bookkeeper) (by 2/7/2017)
- ~~Natalya~~ - Take "fun" picture of Christy and Meredith
- ~~Natalya~~ - Create calendar of upcoming events for 2017 (by 2/7/2017)
- **Meredith** - Talk to Jeff about "introduction to bees" class, goals, partnership, dates, marketing, resource for bee supplies
- ~~Doug~~ - Final version of Member Dividend (by 1/20/2017)
- **Natalya and Christy** - Member Benefits display for co-op

- **Continued topics from previous meeting** (XX mins)
 - Vote for SFC non-profit
 - Grow Pea Patch fiscal sponsorship option
 - Capacity?

6. NEW BUSINESS (XX mins)

SFC Organization (XX mins)

- **Administration**

- Ray and Meredith to go to the bank - adding Meredith to the account and taking off Wayne
- Meredith is temporary treasurer
- Two candidates (both members) for the retail job
 - Need to interview & send resumes to board
 - Christy, Meredith, and Natalya on the hiring committee
 - Committee will give feedback to the board on both candidates

- **Financial Status Update**

- Business plan (Doug)
 - [Financials 2016, Early 2017 Projections](#)
 - Bookkeeping - Expenses/Payroll Consistency
 - In the future, income statements should be presented to the board by the bookkeeper
 - Capital Accounts
Currently, all funds coming into the cooperative go into one main ledger and funds are not designated on a balance sheet to designate operating capital and member capital. In 2017, the coops board will work with a new bookkeeper to properly represent member capital.
 - Recommendation is to separate the accounts
 - Should we move membership money from capital account to savings or an inventory account?
 - Sales Development Plan
 - Increase Member Engagement
 - Drive Traffic to Shop
 - What do we do well? Own it through classes, outreach.
 - Deadlines?
 - 2/17/2017
 - <https://docs.google.com/spreadsheets/d/1MKae4ngfQj06X9M3zpjCmsBerUIWNGWIMFAteRkCHXA/edit#gid=2060731526>
- Group to read over business plan and give feedback to Doug by 2/17/17
 - Plan is manipulate-able for specific asks
- BookKeeping (Doug)
 - Taxes
- Fiscal Sponsorship for the garden from Grown NW
 - Paperwork and narrative for the garden and why the city should get behind it
 - Misson?
 - Ideas to be sent to Ray via email
 - Gavin to be involved
 - Will be able to work on grant from Spark neighborhood group

- Needs to be done as soon as possible
- **Board Members**
 - Recommendations
 - Pinchot
 - Available this Saturday via Skype or Wednesday evenings.
 - Christy to work with Doug - talking to Pinchot
- **Retail Shop**
 - Chick sales - March
 - New Hire
 - Retail experience
 - Narissa (Member) interested in applying (Meredith)
 - Kim Cook offered to fill position (Meredith/Christy)
 - Melissa's Observation (visual merchandiser)
 - Improve quality and function of the space
 - Signage, pathway, and product location to help customer find what they are looking for - frustrated customers are less likely to buy product on impulse
 - Ideas for moving things around to improve look and draw to the product
 - Organizing by species - chicken, rabbit, goat, etc.
 - Space for consignment items to separate artisan from regularly ordered brands
 - List of short term projects - easy for volunteers with no expertise
 - List of long term projects - things that would require skills, tools, planning, etc.
 - Designated area to work on projects that doesn't interfere with retail shop
 - Constraints of the space?
 - Redesign of front entry way - needs to be fluid for pallet entry (until loading dock can accept pallets)
 - Plans for the shelving - corrections have been made
 - Building projects include re-arranging what is already in the co-op
- **Volunteer**
 - New Volunteers: Morgan and Melissa (new co-op members as well)
 - Projects - shelving, retail shop design & makeover
- **Education**
 - No word from David or Jeff (Meredith)
 - ED (Allison) from Alleycat Acres is interested in collaborating on classes/workshops/ helping to promote our classes etc. (Meredith)
 - Meeting on 3/11/17 (Saturday) around closing time (3PM)
- **Communication Updates**
- **Other Updates**
 - Partnership updates - Ray
 - Seattle Garden Show - next week
 - Seth to offer aquaponic classes at the co-op?
 - Vote to authorize funds for cage to protect feed, about \$200
 - Vote passes

Warehouse / Retail Shop (XX mins)

- Sales/Marketing
- Communication Updates
- Operations

Member Base (XX mins)

- Sales/Marketing
- Other Updates
 - Poster about membership benefits to display by checkout

7. **GENERAL / PROJECT UPDATES** (XX mins)

- Shelving
- Forklift
- Raising tires for semi-trucks (unloading 2x6s)

8. **TAKEAWAYS & TO-DO LIST** (5 mins)

- Post dates of future board meetings on website calendar - **Christy**
- **Christy** to reach out to Gene about garden
- New pictures of warehouse and products on the website - **Natalya**
- Consignment to be re-written (**Christy/Meredith**)
- Create pre-order form & choose date for class in the warehouse - **Gavin**
- **Ray and Christy** - Talk to owners about our garden plans (by 2/12/2017)
- **Natalya** Send out link to the group for the Google calendar (2/8/2017)
- **Natalya and Christy** - Member Benefits display for co-op
- **Doug and Christy** - Meet and go over numbers for financials; talk about questions for the accountant
- **Christy** to talk to Seth about Aquaponic classes

TOPICS DEFERRED FOR NEXT MEETING (5 mins)