

By the Bushel Community Food Co-op

Board Meeting Minutes for February 9th, 2010, 7:00 –9:15 pm
Held at 468 Gilmour St, Peterborough, Ontario

Present: Linda Slavin, Peter Sorrill, Sarah Lawson, Gisele Roy, Natalie Napier (Chair), Aimee Blyth (Secretary)

- 1) Updates from members
- 2) Approval of Agenda (GR 1st; PS 2nd)
- 3) Adopt minutes from last meeting (PS 1st; GR 2nd)
- 4) Business arising from the minutes

AI: SL will call Elaine from COIN.

-SL called Elaine. Elaine thinks that the balance sheet is fine. Waiting on the bookkeeper to prepare documents for audit.

AI: SL will send out the basket promotion to members this week. - Done

AI: SL will resend outline for business plan. - Done

AI: SL will send Russ the updated documents on the cash flow - Done

AI: Everyone to email SL what we want from board training. SL will compile the list and send it to Russ.

5) New Business

- a. Financial Statement (Profit & Loss)
Motion to approve FS (GR 1st; PS 2nd)
- b. Correspondence/Requests
Just the usual...
- c. Discussion regarding business planning documents send to Russ and from Russ
 - History document – no substantial input yet from board.
 - Mission document – Feedback: check for clarity/consistency (for instance organic vs. ecological sustainability); could create a one sentence Purpose Statement
 - AI: competition for best purpose statement*
 - Member agreement – version SL sent out the one BTB is using.
 - How to Start a Food Co-op (everyone to read before next board meeting).
- d. Update on baskets sold
 - We have sold 18.5 summer and 11 winter.
 - LS recommends sending out reminder; SL will send LS a blurb about baskets who will then send it to Kathryn Langley.
- e. Basket promotion and membership drive
 - Starts in earnest next week (after Feb 16 deadline)
 - We have \$1000 in budget for promotion
 - Website (costs \$160 per year)

- NN took some notes on the website, suggests a better set-up for news and updates

- Include a calendar with farm visits, important dates, etc.

- Links at the top of pages to facilitate searching

- Needs some updating

- Reconsider the position of the mission and mandate of the organization

AI: NN, PS and SL will establish an ad-hoc committee to update the website (LS 1st; GR 2nd).

- Inexpensive options

- phone calls to members; follow up with visits for interested patrons (will follow up on this at the next meeting/after Sue's return)

- Options for promotion (and cost)

- CHEX television (Teresa Kesuva) – to interview Gisele, Natalie, others?

- Press Release

- Brochures

- Postering

- Flyers (1/4 page)

- Peterborough Kids – could put another ad in April/May Issue

- Better Baby Expo – Natalie will talk to ecomum about sharing her table (LS; NN; AB can do shifts at the table)

- As a part of our survey include a question about how they first heard about BTB

- Invite growers to put flyers on their tables

- Kawartha Choice

- Green Expo (April 24; deadline to apply Feb 28) Table costs \$225 (10' by 10' space) – last year a successful day – good for finding new members

AI: SL to speak to Kawartha Heritage Conservancy about sponsoring the fee for a table at the Green Expo/look into a cheaper option

M: Priorities for promotion are the website (\$160); flyers (approx \$170); green expo (up to \$225) (LS 1st; GR 2nd; carried)

- Changes to Membership Agreement Form (SL will make the form more succinct and general)

f. Board Training

- March 1st (at LS's from 6-8:30 – 3749 Wallace Point Rd, south off Landsdowne)

- Ideas for training

- Visioning/next steps

- Strategic Plan?

- Trying to name some outcomes

- Board Skills, for instance member outreach, reading financials

- Inefficient meetings, could develop skills here

- Teaching us how to be a board; define roles; create boundaries around paid and unpaid work (avoiding burnout)
- Avoid the board being weighed down in mundane tasks/the numbers (more action oriented)
- Clarification meeting process
- Consensus decision making
- What makes being on a board effective/sharing best practices

- 6) Date and time of next meeting: tentatively Tuesday, March 9th; at 7pm at 607 Armour (between Clifton and Haslette) – need to check in with Paula and Sue
- 7) Adjournment: 9:15