

Madison Area Community Supported Agriculture Coalition

Board Meeting Agenda

Tuesday, April 7th 2009; 6:00-8:00PM

Location: REAP Food Group Conference Room

Attendees: Amy Bruner, Kiera Mulvey, Chris McGuire, Claire Strader, Dela Ends, Rachel Armstrong, Erika Janik, Gini Knight, Tracy Crawford, Teresa Cuperus, Dave Perkins, Kristen Kordet

Board Mtg Notes

- I. **Announcement** –Rachel Armstrong will be leaving in September for Law School in Denver. Last board meeting will be in July.
- II. **New Board Member Election** – **Amanda Raster**. All in favor of voting for Amanda to join the Board. No objections.
- III. **Staff Report**
 - i. Highlights from Staff Report – Kiera
 - MACSAC has had lots of press lately; on TV & radio
 - We received a \$3000 donation to Partner Shares from Community Investment Fund
 - UW students and other volunteers doing many great projects
 - Chelsea Green contract signed & 5000 books shipped to them
- IV. **Old Business**
 - i. **Strategic Plan Follow up**
 1. **Sub Committee for follow through & information document creation-Kiera**
Draft in order, will be brought to next mtg.
 2. **Communication plan-Rachel**
A communication plan will be presented over email using the language we've been talking about at the strategic planning session. Rachel requests comments on draft two weeks from when she sends out this document. She looked at brochures, foodbook, ads, website, etc. for language about MACSAC. We have 3 audiences: broader community, CSA members, farm members. Real plan will come in June/July. The purpose of the plan is to create consistency amongst our messaging about MACSAC and what we do.
 3. **30 minute recipe & cookbook update- Erika**
Erika talked with President of Chelsea Green about this 30-min. cookbook proposal. They are 100% behind us, and can't wait to have book proposal (a business plan for the book, a sample chapter, text, marketing plan, competition, etc.) We need to consider whether we go with a publisher partnership (10% profit to MACSAC, but Chelsea Green handles everything except manuscript) or distributor relationship (70% profit to MACSAC, we handle everything (write, design, print, etc) except marketing). Need to look into the cost/benefit analysis of the two. Recommendation to hire a person to write the book proposal, and to write the book. Recommended that we hire Erika for creating this proposal. Proposed timeline: proposal by June. Agreement to get pre-proposal from Erika with overall cost estimate for writing the book, etc.
 - Volunteer, Natasha, is currently creating and testing 30-minute recipes with community members, chefs, and farmers.*

**Tabled comment/discussion: Have a broader conversation on the development & fundraising for the organization.*

ii. Committee Updates

1. **Executive Committee Update** – Kristen; no updates

2. **Finance Committee Update** –Kiera

Did get \$1500 from GHC. Adjusted signers on money market account. Opened 2 CDs at Anchor. \$30,000 in money market acct. Plan to move \$20,000 to Town Bank because they're getting a 2% interest. And currently we're getting 0.7%.

3. **Personnel Committee Update** – Claire

Gini evaluation completed.

4. **Development Committee Update** –Erika

a. Sponsorship Committee-Amy/Teresa (DATCP sponsorship)

Sponsorship materials created. We received \$1000 from DATCP for BTB.

5. **Partner Shares Committee** –Dela/Gini

61 shares currently signed up through PS, plus additional institutional type shares.

6. **New Grower Committee Update** – Chris

Met earlier in month. Revised grower application to make sure applicants provide clear application. Talked about evaluation of current MACSAC farms, but how do we want to provide that information to the board. Chris will create draft criteria for evaluation and bring it to next meeting.

Our definition of a CSA – primary purpose of farm to raise food to sell, not reselling food; a majority of food sold to its members. We need to have some vagueness, because we can't really enforce it, and we don't want to micromanage. Grower Committee will create a sheet that all interviewers use when interviewing new farms to show transparency and have more consistency in interviewing process.

Handling complaints from members about farms. We don't get lots of complaints, but it's helpful to get a consistent policy or process for this. First, ask complaining members to talk to grower/farmer about their concerns. Staff encourages member to contact farm. If not willing, then ask if MACSAC staff can forward these comments to farm. And if not, let it sit until they are numerous. Potentially, ask complaintee permission to pass on their name to the grower.

Kiera is surveying growers about what they buy, etc, to facilitate group purchasing.

V. New Business

i. Open House debrief and 2010 location

Community feedback provided. Folks want more space. Date – Most folks want Mar. 13th, but Milwaukee CSA Initiative is that day. Possibly have event on Sunday, March 14. Some farms discouraged having the event earlier because they want to make sure old members have a chance to sign up before new members, and then use this event to fill up membership. Maybe have one room just for farms, and one room for MACSAC and other tables. Agreed that we need to move. Present side by side comparison on options, and we should vote over email to reserve a location ASAP.

ii. PSP eligibility for MACSAC new farms

Pre-existing members to new MACSAC farms can qualify for Partner Shares. Gini will write up policy and bring it to next meeting.

iii. MACSAC Meeting with Molly Jahn –Chris

Chris to invite Molly to May 5 Board mtg. Many people interested in being there. Will have an email preparation.

iv. REAP FFT sponsorship at \$1000 level

REAP requested that MACSAC be a sponsor for the Food for Thought Festival. We should develop plan for approving these donations in advance so we're not reactive. Currently it's not in budget. Kiera will put a pot of money in the 2010 budget for these type of events and work on developing a policy for deciding which events/organizations to support.

v. NHLT survey

Kiera and Kristen are working on reviving the Natural Heritage Land Trust partnership. Developing survey to assess land needs to send out to MACSAC members, CRAFT members, and MFAI members. This is to figure out other land opportunities for new farmers.

vi. State Senator Schultz SW WI proposed legislation for CSA membership tax deduction

vii. Upcoming Grant Opportunities

1. FMPP

Our proposal will be to support the Open House event. We're trying to fund what we're already doing and not create more work for us. We are proposing a collaboration with the Milwaukee CSA Initiative to our time and space, and possibly mentoring other growers to put on other events throughout the state.

2. SARE Professional Development Program

We decided to hold off on these other to grants.

3. USDA – CSREES Beginning Farmer and Rancher Development

VI. Announcements and Upcoming Events

- i. WI Institute of Sustainable Ag (WISA) stakeholders input meetings on:
 - 1. April 24: 8-10am, Arlington Agriculture Research Station – Headquarters building conference room
 - 2. April 28: 3-5pm West Madison Ag. Research Station – conference room
- ii. Willy St. Coop Earth Week Meal Wednesday 4/22 benefit for MACSAC

VII. NEXT MEETING – Tues May 5, 6-8pm