

Madison Area Community Supported Agriculture Coalition

Board Meeting Agenda

Tuesday, December 8, 2009 8-10AM

Location: MACSAC Office 303 S. Paterson Suite 1B

Attendees: Dana, Kristen, Theresa, Erika, Amanda, Claire, Amy, Gini, Kiera, Chris, Dela

Notes

I. New Business (flipped for those who have to leave early)

a. Budget

Review - Dana reviewed our equity and assets, explaining that we have ~\$73,000 in unrestricted income carried over from previous years, \$30,000 in profit from 2009, so ~\$100,000 in income that we can use for our 3-yr. plan. In looking at the projected vs. actual budget for 2009, we received less contributions than predicted (particularly for BTB sponsorship, most likely due to the current economy). We also had a surplus in Partner Shares farm payments, because we did not include the amount that a few farms were contributing to their Partner Shares members. The 2010 budget reflects these payments more accurately.

Past accounting practices have not taken PS staff time out of the PS Assistance fund, so we have consistently had a surplus in the PS budget. We currently have \$23K in the PS Assistance fund reserve. We can use the reserve funds if BTB tanks, or something else happens to our fundraising, so we can still pay for CSA shares. Moving forward, we will take out a percentage of staff salary from the PS fund.

New things in the 2010 budget - \$5000 for calendar project (Willy St. will be contributing ~\$1200 to project), \$5000 for new cookbook planning. The Development Committee will consider these projects as part of the Development Plan to fill in the gaps in the budget. We have also increased programmatic costs (grower and eater) for 2010 and again in consecutive years. In 2010 we are increasing the number of workshops in the Food Use & Preservation Workshop series to four, and to six in 2011 and eight in 2012. We've also included funds to coordinate organized transportation to farm events, since going to on-farm events is an important part of a CSA experience, and transportation can be a barrier, particularly for Partner Shares recipients.

Since we are expanding/enhancing the eater and grower programs and staff, the budget currently has a profit in 2010, but runs a deficit in 2011 and 2012. We have agreed to use 50% of our current reserves to invest in staff structure over the next three years, and are counting on the increased staff time to raise the additional projected funds for the programs.

The current budget does not show a significant increase in income in 2011 and 2012, in part so that we know where we need to raise money. Although, we think that we can realistically increase revenue from Bike the Barns, but that's not included besides a small increase in registration price and increase in number of riders.

Questions/Concerns –

- *Grants - \$50,000 goal for 2010 – basically for new grower position; \$2500 for Partner Shares.*
- *Concern that we need to make sure we can start with a balanced budget, then change things as we move forward. But we should not be starting with a projected deficit.*

- *Do we go ahead and hire a grower staff position, or wait until we know if we're going to get the BLBW grant or another grant to cover funds? We will know about BLBW grant in two weeks, so we'll wait to make that decision then.*
- *The biggest deficit comes in 2012, which brings concerns about 2013. We need to have a plan to break even again in 2013.*
- *Should we keep the reserve money in the reserve? We currently have a nice cushion if we need it to keep staff on, etc. Should we be thinking about replenishing the reserve in the future. Dana suggested that the goal of most non-profits is to have six months of operating expenses in the bank.*

Conclusions - *We are flexible in the projected income and expenses, so even though we have a deficit, we can back off on farm consulting fees, foodbook consulting fees, etc to recoup some of that cost. Kiera will make the following changes to budget along with any more suggestions – 1) change delivery of grant allocations, 2) work with personnel committee to include health benefits, retirement matching, etc. We propose to approve the budget at the January 2010 meeting.*

b. Mission/Vision

We reviewed mission/vision statement discussion notes from Retreat. We did not make any decisions today, but were given a proposed mission statement and vision statement to think about and wordsmith until the January meeting. One other question that came up - Do we want to define the region (southern Wisconsin)? We plan to approve a mission and vision statement in January.

c. New Grower Endorsement Recommendations

New grower committee interviewed all 15 applicant farms. Options: 1) Accept, 2) Deferred – strongly encouraged to participate in grower mentorship/training and reapply next year, 3) Rejected.

1. *Emerald Meadows & McDowell Produce (Two Good Farms CSA) – acceptance.*
2. *Orange Cat Community Farm – deferral.*
3. *Freedom Organix, Harvard IL – acceptance.*
4. *Rustic Table, meat CSA – acceptance.*
5. *Reeson Organic Farm, organic dairy – deferral.*
6. *F.H.King Student Farm – rejection or affiliated. Encouraged to work with MACSAC on a different level.*
7. *Story Town Farm – deferral.*
8. *High Meadow Farm, Lake Mills – acceptance.*
9. *LOTFOTL Farm – acceptance.*
10. *Harvest Moon Farm – deferral*

******New grower committee will meet to talk more about multi-farm CSA.******

11. *Feidlers Organic – deferral.*
12. *Old Oak Family Farm – acceptance.*
13. *West Ridge Farm – acceptance.*
14. *Small Family Farm CSA – acceptance.*
15. *King's Hill Farm – probationary acceptance.*

We're setting a pretty high standard for new endorsed farms, but how do we make sure we're keeping that high standard and level of quality in currently endorsed farms. New grower committee is going to meet over the winter to work on several topics – 1) a probationary process for all first-year farms, 2) re-evaluation process for all farms, and 3) guidelines for multi-farm CSA.

- ## **d. Dubuque CSA Coalition** – *Farmers/consumers starting a MACSAC-like organization in Dubuque, and Chris is involved.*

- e. **Madison Zoning for CSA** – *Madison has just gone through a re-zoning process. Kiera researched whether CSA drop off at homes is “legal”. Matt Tucker (involved in City Planning/Zoning) suggested that we define size of truck, number of boxes, and other logistics for a drop off at a neighborhood home. If the drop off gets larger than those guidelines, then the drop site should move to a community center, school, or other more commercial setting etc. After we send this document to Matt, we could get a “beneath our notice” term for drop off sites, meaning the activity may be prohibited in the zoning, but city has agreed that it is okay at a certain level. When a business-like activity becomes external to neighbors, then the neighboring might begin to send in complaints. Kiera has a list of components that drop off site guidelines needs to include, and will request input from our farms and Board to help define these limitations. We want to play a role in formalizing the guidelines and disseminate the information to our farms.*

II. Old Business

- a. *Tales from Planet Earth – raised \$1300 for PS, half for Centro Hispano, half for First United*
- b. **WIRED-MATC**
- c. **Risk Mgt Grant Opportunity** -
 - o *1) Pre-proposal for a \$3000 grant; research national project on farm incubation; land acquisition*
 - o *2) Full Risk Mgmt grant– collaborative Farmer Training program to coordinate group CSA with Farley Center, which has few Hmong & Latino growers. This project could work to culturally diversify contents of CSA boxes/growers, and thus diversity PS members*
 - I. Decided to try to fill the gap that we’ve already identified, and see if we can tweak BLBW grant proposal to fit this Risk Mgmt Grant.*
- d. *Franciscan Skemp – pilot HMO, in La Crosse area*
- e. *Board President – Yay! Erika! Erika Janik will become new Board Chair in 2010.*
- f. *Annual Meeting board attendance – Dela, Chris, Amy, and Claire will be attending.*
- g. *Website - Reviewed progress of new website*

III. Meeting Dates for 2010 / Announcements and Upcoming Events

- a. **January Meeting** – *Wed, Jan 13, 8am*
- b. **Office Open House in January?**
Would be good to have Board presence. Will keep you posted.