

Madison Area Community Supported Agriculture Coalition

Board Meeting Agenda

Tuesday, February 16, 2010 8-10AM

Location: MACSAC Office 303 S. Paterson Suite 1B

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

Meeting Notes

I. Highlights from Staff Report – Kiera

- a. *Events/Outreach - WI Local Food Summit, Garden Expo*
- b. *Deer Heart Farm Dance Project*
- c. *Sustainable Times CSA Farm Directory printed this week*
- d. *We've had incredible volunteer help in the last couple months, at least 3 volunteers in the office for set days each week*

II. Old Business

a. Website update

We are continuing to plug away with the transition to our new website. But, there are concerns with the structure of the new website, and the project continues to be an ongoing battle in communicating with our web developers, DaneNet. Initially, we decided for Gini to be putting in 25% of her time (10 hrs/wk) towards the website. She has been 25% plus more in some weeks. As a group, we wanted to decide whether she should increase the amount of time she is currently spending on the website to hopefully have it completed by our March 1 goal or continue with just 25% and delay the launching of the new website.

We decided to have Gini continue to work 25% time on the site, and continue to work on Partner Shares outreach, events, etc which are very timely in Feb/March. Given the concerns with the web structure, we decided that it was not worth launching a new site right now in March, when we get the most traffic on our site and risk some type of technical failure. We will try to launch the new website before the Bike the Barns registration opens on June 1st.

We will also explore options for moving the temporary site to another web developer who we feel is more competent.

b. 2010 New Foodbook development – Erika

No new development.

c. Committee Updates

o Partner Shares – Gini

1. Food Stamps (SNAP, Supplemental Nutrition Assistance Program)

After many years of working to have MACSAC authorized to accept food stamps on behalf of all the farms, we are very, very close to succeeding. After many discussions with FNS officers, Gini crafted and sent a proposal to FNS headquarters that explained the Partner Shares Program and the need for this authorization. The proposal was approved, and now the retailer application has been sent off. We should hear of our acceptance within 40 days.

2. Brochure – We have completed, printed, and started distributing the Partner Shares brochures. The brochure is currently being translated into Spanish and Hmong.

o Grower Committee – Chris

1. Grower Program Manager – *Four people being interviewed this Thursday. We plan to make a decision very soon.*
2. Winter Training session update
Kiera coordinated several mentorships sessions (many which have been full and scheduled a second session), and grower gatherings that have been very popular.

○ **Development** – Amy/Erika/Theresa

1. 501c3 – *Kiera is meeting with a nonprofit lawyer this week. One of issues is how to categorize the foodbook income – has to be <50% of total income.*
 - a. *Looking into Seed Savers or MOSA, who are nonprofits which have a business and a 501c3 arm of that organization.*
 - b. *Starting to develop contacts of funders, so that we're in a good place to ask once we have 501c3 status*
2. Calendar – *Kiera researching, and working with Camela(Middlebury Hills) on design and layout. We plan to have a 2011 calendar ready to sell by November 2010.*
3. FB promotion – *Promotional postcards (5% discount until 7/31/10) were printed and now being sent to all CSA farms from Local Harvest and list of customers*

III. New Business

a. **Revive Land Trust Committee?**

We are continuing to have conversations with the Natural Heritage Land Trust about the Baker Property in Mt. Horeb, thinking about this property as a model for agricultural land preservation. Kristen, Dave, and Kiera have been involved, and we'll talk more about it at the next meeting.

b. **Open House**

- *We went to evaluate the layout and space at the Monona Terrace with a couple farm.*
- *Each farm will have 8ft tables with 10ft of space each.*
- *We're hosting three workshops – CSA 101, CSA 201, The Big O: What Organic means for you and your family, presented by a grower and community member*
- *We're asking for Board participation at the event. Kiera will follow up soon.*
- *Save the Date postcards, please distribute!*
- *Other publicity/outreach*
 1. *Carlene Wild Show, WPR radio interview, Isthmus ads, door hangers, banners over Campus Drive and Park St.*
 2. *Raffle – We're pushing to have this as more of a fundraiser this year. We are getting more raffle prizes.*
 - a. *Soap basket – Scotch Hill; maybe other value-added products from farms*

c. **Farley Center collaboration** on USDA socially disadvantaged farmers

- *Kiera has been in discussion with Farley Center about their future development. We have been asked to participate on the advisory committee and are working with them to seek funding to adapt the MFAI curriculum to work with “socially disadvantaged” growers(USDA socially disadvantaged farmers grant, 3 years) to explore CSA and develop CSA skills through a collaborative CSA training model.*

d. **Dubuque CSA Coalition**-start up assistance

- *How does MACSAC assist start up groups for other CSA coalitions?*
 1. *Cookbook? Potential grant program to give cookbooks to new coalitions or at a very discounted rate? Maybe limit per year? What geographic scope?*
 2. *Some policy to make sure recipients are only selling books to their community*
 3. *Should they be a sister coalition? What type of structure would that entail?*
 4. **Decision:** *Sell first two cases of books at \$2/book, then \$5/book for five more cases to new CSA promotional organizations that have been in existence for less than two years. Kiera will draft policy & application process and circulate to board for comments.*

- e. Foodbook update
 - o *Sales analysis 2009 presented (sent out as separate spreadsheet document).*
- f. *Update: Simply Wisconsin LLC, FRESH, and FH King are now being accepted by PPlus for rebates. For the next meeting, we will have a broader debate for Board to figure out how to distinguish ourselves from these groups.*
- g. *Prairie Farm Produce and Pleasant Hill Market Garden are not continuing their membership with MACSAC this year.*

IV. Announcements & Upcoming Events

- a. Organic Farming Conference
- b. Grower Gathering 2/18
- c. Mentorship 2/18, 2/23, 3/16
- d. Open House, 3/14

Next MACSAC Board meeting: 3/18 8-10AM