

Madison Area Community Supported Agriculture Coalition

Board Meeting Agenda

Thursday, March 18, 2010 8-10AM

Location: MACSAC Office 303 S. Paterson Suite 1B

Attendees: David, Bill Chris, Teresa, Erika, Kiera, Amanda, Claire, Gini, Kristen

AGENDA

I. Highlights

- a. Welcome Bill & introduction
- b. Highlights from Staff Report – Kiera
 - o Open House
 - o Bike the Barns sponsorship and route
 - o Hiring, welcoming, training Bill, New Grower Program Manager
 - o 9 Grower Gatherings, 4 Mentorship Sessions

II. Old Business

- a. Open House Event Evaluation
 - o Spent more \$ on the event, but overall we think successful!
 - o Consumer survey will be going out today
 - o 18 written responses from farmers – overall farmers were pleased with space; need to have better parking instructions
 - o Possibly have coupon for \$1 off cookbook for signing up for CSA that day
 - o We didn't sell as many cookbooks at event, but it's possibly because of display
 - o 3 Workshops – about 50 attendees in each workshop
 - o Comment to keep kids activities further away from farm tables
- b. 501c3 – Kiera
 - o KM met with attorney to discuss potential scenarios
 - o 1) transition all to 501c3
 - o 2) start up a separate entity as 501c3; parse out operations that are actual education/charity (consumer ed, grower ed, Partner Shares), then keep cookbook and coalition of businesses separate
 - o Attorney suggests option 2; would need to draw up articles of incorporation, bylaws, Board, EIN numbers, etc. But the Board can stay the same, and we can operate as one organization, but we have to have separate documents.
 - o Recommendation to keep name go with 501c3, and get new name with 501c4
 - o More administrative work with have separate books, bank accounts, and we would need to lease employee time from one to the other
 - o Need to take the opportunity to discuss the name, if we need to change the name of the organization
 1. Process for collecting input – from endorsed farms and other CSA organizations
 2. KM will check to see if we can easily change the name of the organization later after we've filed, so as to keep the two processes separate.
 - o Intent is to have the option of letting the 501c4 dissolve in 10 years or so; but we can also keep it and see if it can be advantageous
 - o Decision about which option to take: The Board decided to go forward with the option of having two entities.
 - o Timeline: KM will start working on paperwork. Next Board meeting we'll plan to discuss and make the decision on the name change.

- c. Foodbook policy for start up CSA's
 - o Dubuque CSA Initiative applied for A-Z grant
 - o KM gave them two cases of books
 - o Don't plan on doing any promotion, just if we get approached
- d. Committee Updates
 - o Partner Shares – Gini
 - 1. Currently 57 enrolled participants
 - 2. Bike the Barns work
 - o Grower Committee – Chris
 - o Development – Amy/Erika/Teresa
 - 1. Calendar photo selection committee?
 - 2. Photos from farms have submitted photos
 - 3. Goal to have them at retail store or other outlets

III. New Business

- a. GPM work plan development
 - o Grower pot lucks happening in various areas of state
 - o BLBW 1:1 assessment
 - o F.H. King summer sessions – MACSAC will offer technical assistance, and offer Bill's support at a couple field days at FH King
 - o Spring/Summer Field days
 - 1. ADD food safety/CIAS
 - 2. Erin Silva + UW
 - a. Tipi, King's Hill, Willow Creek, UW West Ag. Station, Others?
 - o Developing resource library
 - o Thinking about participating, coordinating a CSA conference or connecting with Great Lakes CSA conference or at MOSES conference
- b. Questions for discussion/decision/direction
 - o Box scheme
 - 1. A legitimate marketing scheme, but not CSA or direct market relationship
 - 2. We do feel like it is affecting the market for our businesses
 - 3. Just Food, and other organizations in NE have been dealing with this for a while, so we should look into what they use for communication
 - o Limiting MACSAC Farm membership
- c. MACSAC staff at board meeting
 - o Decided that Executive Director is required to be at all Board meetings
 - o Other staff are welcome to come, but not required.

IV. Announcements & Upcoming Events

- a. Producers First Deadline 4/19
- b. Isthmus Green Day 4/17
- c. Food Faith & Earth Day 4/25
- d. Hilltop Farm Agro forestry field day 5/15

Next MACSAC Board meeting: 4/13 6-8PM