

Madison Area Community Supported Agriculture Coalition

Board Meeting Notes

Tuesday, March 3, 2009, 9:00-11:00 AM

Location: Social Justice Center

Attendees: Kristen Kordet, Chris McGuire, Teresa Cuperus, Amy Bruner-Zimmerman, Kiera Mulvey, Dave Perkins, Amanda Raster, Tracy Crawford, Claire Strader, Gini Knight

AGENDA/Notes

I. Staff Report

a. **Highlights from Staff Report** – Kiera

- i. *We're making progress on the new website, have switched the host of our email accounts over to google, and are shopping for a new server.*
- ii. *Book sales are on target.*

II. Old Business

a. **Follow up on Board communication**

- i. *Board Binder – Kristen created new Board Binders with major organizational documents for each Board member. She requested Board members bring this binder to the meetings so that we can have the current documents to reference.*

b. **Strategic Planning Process**

- i. *What are the next steps for digesting the Strategic Planning meeting? We are currently working on an outline of the created goals and a timeline for accomplishing those goals. We would like for the overall big picture items to be presented on the website to let participants know what came out of that process. We want to let them know what happened and the agreed on direction as the result of their feedback.*
- ii. *SP Sub Committee was selected to plan, organize, and decide what to do with all the ideas on the flip chart paper. It was suggested that we record this information, so it is not lost, but it is up the SP Sub Committee as to how to proceed.*

c. **Committee Updates**

- i. **Executive Committee Update** – *no updates*
- ii. **Finance Committee Update** – *Please join! We are currently going through an unemployment audit. Committee is concerned about Anchor Bank, and it may be undergoing a “merge” in the future. Our money is secure because it is insured, but the concern is that it may not be accessible for a period a time during the merger if it happens. Committee suggests moving one month of funds into another bank so it is accessible and we can make sure we can pay payroll, rent, etc. The short-term conclusion was to move a portion of the funds to a separate bank. The long-term solution to the potential instability of Anchor is to research and locate a place to move the money market funds. Research concluded that Anchor has the best CD rates.*
- iii. **Personnel Committee Update** – *Gini will be going through her 6-month review soon. If you haven't completed an evaluation, please do so.*
- iv. **Development Committee Update**
 - 1. **Chelsea Green Distributor Contract** – *We have a great opportunity to sign a contract with Chelsea Green, a renowned nation-wide distributor, to market A-Z. As a comparison, we got \$5.99/book from Joan and she sold ~8,000 books in her three years. We will receive \$6.98/book from Chelsea Green and they expect to sell 5,000 in the first year. Committee recommended MACSAC sign*

contract with Chelsea Green, and made a motion to do so. All Board members present were in favor, and no one opposed.

2. Amy -BTB sponsorship packages & potential sponsor brainstorming

Development committee is taking a jump and creating materials for various levels of professional sponsorship packages up to \$10,000. The thoughts are “if we don’t ask, we don’t get.” Sponsorship is mostly directed towards Bike the Barns. Direct sponsorship from riders will also happen. Committee asked for thoughts on potential sponsors. Some responses included agencies/businesses that celebrate the countryside, like Country Insurance, Badger Heartland and pursuing a connection with Lance Armstrong. Please send additional recommendations to Amy or Kiera if you have them.

v. Partner Shares Committee

Partner Shares applications are coming in, but not as quickly as we would like. We are continuing to work on an institutional share model partnering with Group Health Cooperative and Second Harvest Food Bank on the Kid’s Café program. Gini will look into connecting with DHS.

vi. New Grower Committee Update – Chris

Michigan has a CSA “tool kit”, which can be a starting place for creating our own.

III. New Business

a. New Board Member Election

Amy, Teresa, & Tracy have been approved. Amanda will be voted on at the next meeting.

b. Food Bytes

Amy has spoken with Margaret Krome, Michael Fields Ag Institute Policy Director, about creating some short blurbs on upcoming policy issues related to sustainable farming. These short stories could go out on MACSAC e-news, or be posted on the website for farms to use for their newsletters. Feedback on the idea included that it be brief (1/4 page,) interesting, and good. It was suggested that we bring back a draft to the next meeting.

c. Organic Certification

Most farms have turned in their organic certification papers, and we’re confident the others will come in. MACSAC has a organic certification/reimbursement fund, but details of fund is unclear. Kiera will draft a procedure for reimbursement for next meeting.

d. Annie’s Project Grant

MACSAC submitted a letter of support to the Ag. Innovations Center for a grant they are working on to support women farmers.

e. Open House details & board participation

Discussion of who will be available to work at Open House.

f. Set Annual Meeting Date (CALA Fair Trade 12/5) - Set for December 12th

g. Set Open House Date for 2010 (MOSES OFC 2/20 or 2/27)

Ideal date is March 6. We’re looking into reserving Warner Park, even though it’s a little more expensive. The available dates for Olbrich Gardens are not early enough. Kiera will look into Warner Park further, and also explore other options.

h. Office space proposal from WCF - Kiera will be looking into the cost, time, and volunteers needed to make the move.

i. Bumper sticker

We ran out of bumper stickers. Kiera will be in touch with Doug about the origin of the bumper sticker and the partnership with REAP.

IV. Office Tour-Bruce Wisconsin Community Fund

V. NEXT MEETING – Tues April 7, 6-8pm