

# Madison Area Community Supported Agriculture Coalition

Board Meeting Agenda

Sunday July 12, 2009 ~ 4:00-6:00PM

Location: UW Terrace 800 Langdon Street; [www.union.wisc.edu/terrace](http://www.union.wisc.edu/terrace)

In Attendance: Kristen, Kiera, Erika, Amanda, Tracy, Dela, Rachel, David, Gini, Claire

Absent: Chris, Teresa, Amy

## Notes

### I. Highlights from Staff Report – Kiera

*Staffing shifts: Kiera 25 hrs a week, Gini 30 hrs a week*

*Most farms are sold out.*

*Bike the Barns registration is open. Publicity has not gone live, except Facebook and website. We have 62 registrants.*

*Almost completed with getting payments from Jones Books.*

### II. Old Business

#### i. Strategic Plan Follow up

##### 1. Communication Plan- Rachel & Amanda

*Amanda and Rachel reviewed comments in communications plan.*

- ☐ *Unresolved topics for future discussion; 1) defining the region that we serve 2) questions on use of term “sustainability” 3) language about education. Think that we should discuss a time frame for when to review this again*

- o *Other Statements for review “evaluate” under 2<sup>nd</sup> farm statement.*

- ☐ *Group discussed past conversation (2007?) on omitting long mission statement in favor of a statement like “MACSAC promotes CSA”. Change did not get implemented, because of staff change. Is it our goal to create a just food system?*

- ☐ *Vote to implement the shorter version of mission statement from communications plan for interim, Review mission statement for clarification at **November**, Board retreat.*

- o *Sub committee will be appointed/volunteer to plan for larger mission discussion at the October Meeting*

#### ii. Website Update

*New website is under way, although it has not been our top priority. We’re working on transferring all the data. Deadline for new working website for review/comment from board is BOARD RETREAT –NOVEMBER (final go live on or before Annual Meeting).*

#### iii. Office Move Update 4:25-4:30

*Still looking. Moved to lower priority*

### III. New Business

#### i. Committee Updates

##### 1. Executive Committee Update – Kristen

*Dealing with Office Move proposal, and grant proposals.*

##### 2. Finance Committee Update –Kiera Op

*Opened Money Market account with 2%. Have 7 mo. CD.*

##### 3. Personnel Committee Update – Claire

*Looking at staff and pay structure again to make sure we are a competitive employer to make sure we maintain high quality staff. Hoping to have something to fold into budget of next year.*

##### 4. New Grower Committee Update – Kiera

*Application circulated in committee. There is a new document and new invite letter. Plan to send out to new growers in August.*

5. Development Committee Updates –Kiera
  - a. Strategic Plan in action –Devp. committee  
*Had a few meetings. Calender and annual appeal. Taking SP and creating a development plan. Presented a venn diagram of who our programs impact, Eaters, MACSAC Farms, New Growers. The missing link is doing more for New Growers, and how to bring in new growers. What can the committee do to raise money for this area to comitt organizational rescources. Timeline –to address some of the ways MACSAC can support New Growers. Present programmatic changes and ways to fund them at next Board meeting.*

ii. Project Update

1. Farm Fresh and Fast  
*Volunteer committee putting together list of recipes and sending them to farmers for use.*
2. Annie's Project funded, MACSAC on advisory committee to reach new entry women farmers  
*Participating as part of their advisory committee. Helping new entry women farmers and value-added products*
3. Letters of support for area projects
  - a. Land Stewardship Project – *Farm Beginnings, new entry farmers, not reinventing the wheel but looking at a successful program. Good for us to be building partnerships regionally.*
  - b. Gardens of Eagan  
*MACSAC is serving as an advisory role for G of E who want to start a MACSAC like organization.*

iii. Partner Shares Report- Gini

*92 PS recipients, still more in the works.  
Organized 1<sup>st</sup> of Food Preservation and Use Workshop Series to make sure all CSA members are using all of the food in the CSA boxes. 1<sup>st</sup>- Food Drying co-sponsored by the Willy St. Coop on July 19.*

iv. Grants

1. FMPP submitted in May – *replicating Open House in other areas*
2. WIRED Ag. Sector workforce devp. abstract submitted – final due 7/23  
*Infuse grower mentorship program with more resources and weight. Compensate growers for teaching, mileage, and materials*
3. SCBG- did not submit, still pursuing possibility of setting up state office building drops with interested farms

v. Cookbook order

*Reprint with Sheridan for additonal 10,000 copies*

**IV. Announcements and Upcoming Events**

- a. Open House **set** for SUNDAY 3/14/2010 Monona Terrace, Grand Terrace
- b. Annual Meeting December 12<sup>th</sup> 9am

**NEXT MEETING** – Mon Aug 31, 6-8pm

**FUTURE MEETINGS:**

Oct. 1, 6-8pm

Nov. 11 retreat

Dec. 12 Annual Meeting

Dec. 15 –budget meeting