

# Madison Area Community Supported Agriculture Coalition

## Board Meeting Agenda

Tuesday September, 2009 ~ 6-8PM

**Location:** Social Justice Center Conference Room-1202 Williamson Street, Madison WI

*Attendees: Dave, Claire, Amanda, Kristen, Erika, Amy, Theresa, Kiera, Gini*

## Meeting Notes

### I. Highlights from Staff Report – Kiera

- a. *Financials reported in detail every quarter. Kiera will give verbal updates to reports which are current day of Board Mtg*
- b. *MACSAC archival project with WI Historical Society; volunteer project*
- c. *CSA legislation – Income tax credit for purchasing a CSA. Senator reported draft language to bill and we're commenting on it. Will request specific comments from Board when ready. Kiera will send Dave and/or Board the draft of the bill.*
- d. *Book sales going strong.*
- e. *Dept. of Justice – pursuing a drop site to state employees and interested in doing outreach to employees. Kiera has met with them and talked about doing outreach.*

### II. New Business

1. Board/Staff retreat planning- November 11<sup>th</sup> 9-4 @ Warner Park Rec Center
  - a. *Mission conversation – Amanda will plan/facilitate this conversation*
  - b. *Agenda items? Who wants to participate in retreat planning?*
    - i. *Strategic Plan Outcomes*
    - ii. *501(c)3*
    - iii. *Personnel - Staff restructure*
    - iv. *Board – self assessment; identify needs of Board, checking in on functionality*
    - v. *Planning of Retreat – Kristen, Amanda, Kiera*
2. Development Committee Brainstorm
  - i. *Taking what came out of Strategic Plan; looking at what MACSAC is good at (outreach to consumers); but it's clear that we need to bolster our programs and/or projects on grower development*
  - ii. *Thinking about different types of growers and what are their needs; what is MACSAC currently doing for them, what are other people/groups doing, what are the needs of these farmers, then reassess/summarize responses. Refocus on what MACSAC could be doing to strengthen producers*
  - iii. *Answer three questions – Which group of growers do we want to focus on?: Supporting growth of existing farms and sustaining membership, Increasing # of MACSAC farms to meet demand, and #3?*
  - iv. *Current MACSAC growers\* (seems like a trickle down effect if we start here)*
    1. *Currently doing*
      - a. *Grower gatherings*
      - b. *Mentorship...*
      - c. *CSA marketing?*
      - d. *Peer-to-peer networking, listserv*
      - e. *Bulk purchasing, cooperative buying*
      - f. *Cookbook*
    2. *Could do*

- a. *Collaborative opportunities for multi-buyer CSAs; coop like Homegrown Wisconsin*
  - b. *Strengthening/improving collaborative atmosphere for growers*
  - c. *CSA template on website*
  - d. *Specialized equipment/infrastructure*
  - e. *Writing grants for group resources; crate cart, crates, etc*
  - f. *Create value-added product line*
  - g. *CSA technical guru on staff; one-on-one assistance*
  - h. *Monthly call-in with technical assistance; then post pod-cast online*
  - i. *Templates for pulling in other share add-ons; eggs, cheese*
  - j. *Fact Sheets – worker shares, add-on products, toolkits, how to run a CSA, etc*
- v. *Non MACSAC growers – not necessarily a place where we spend a lot of time and information (less focus on this group)*
  - 1. *Currently doing*
    - a. *Grower gatherings*
    - b. *Listserve*
    - c. *Consumer outreach*
    - d. *Cookbook – as educational tool*
  - 2. *Could do*
    - a. *Outreach & enticement of other growers*
    - b. *Articulation of what we offer is important part of outreach in conveying what we do*
- vi. *Growers who want to become MACSAC members & have CSA experience (potentially a smaller group of growers)\* efficient*
  - 1. *Currently doing*
    - a. *Mentorship – applied and deferred*
    - b. *Outreach to consumers*
    - c. *Grower gatherings*
    - d. *List serve & peer-to-peer networking.*
    - e. *Cookbook*
  - 2. *Could do*
    - a. *Collaborative opportunities for multi-buyer CSAs; like Homegrown Wisconsin*
    - b. *CSA template on website*
    - c. *Specialized equipment/infrastructure*
    - d. *CSA guru*
    - e. *Website – as clearing house for CSA resources*
      - i. *Gini to include CSA manual or “toolbox”, ATTRA links on website*
    - f. *Staff support for Pre-screening of new growers, making sure expectations of growers are clearly laid out*
    - g. *Potential informational gathering to potential growers with current CSA members there to field questions*
- vii. *Growers/Producers not operating CSAs (this group benefits current MACSAC members)*
  - 1. *Currently doing*
    - a. *Collaborative CSA*
    - b. *Resources/templates for add-on products; eggs, cheese, coffee, etc (to collaborate with current CSA farms or starting their own)*
  - 2. *Could do*
- viii. *Beginning Growers (beginning CSA growers?)*

1. *Currently doing*
  - a. *Consumer outreach*
2. *Could do*
  - a. *Access to land*
  - b. *Internships*
    - i. *Subscription for listings*
  - c. *Partnership with another farm; maybe growing in partnership with another farm, having their own members, events, etc. (Beginning Farmer Sponsorship/Partnership, Foster Farmer)*
    - i. *Maybe creating template; what are problems that would come up: financial benefits, work load, how to cut off the farm...*
  - d. *Equipment/infrastructure access*
    - i. *Survey for farm progression*
- ix. *Summary – things that stood out*
  1. *Trickle down affect of working with current MACSAC growers*
  2. *CSA guru*
  3. *Online toolbox*
  4. *Dev Committee will distill down these ideas further, and bring recommendations to Board at later meeting.*
3. *Bike the Barns – update*
  - a. *VOLUNTEER!!! (or help raise \$\$)*
  - b. *Riders sold out at 525 riders, +18 people on waitlist*
  - c. *Riders have raised an additional \$5600 so far with pledges.*
  - d. *Finale celebration – music, free beer, grilled pizza, massage, etc*
  - e. *Budget – projected to bring in about as much \$ as last year.*

### **III. Old Business**

- a. *Strategic Plan Follow up*
  - *Cookbook- to self publish or not to self publish... -Erika*
  - *Erika presented a comparison of two options for publishing, 1) doing it ourself or 2) working with a National Publisher*
  - *Total Revenue – quite different (\$116,700 (Self) or \$36,920 (Publisher) for first run, more in future runs) (\$12/book or \$2/book)*
  - *Is there a middle ground? Could we pay \$15,000 for marketing position?*
  - *It's clear that we don't have the staff to manage this type of project as is.*
  - *Will this book be in competition with our other book? Maybe.*
    1. *Hopefully all new recipes*
  - *Write into our contract – distribution of books; we could keep our customers and receive \$10/book, and they sell to another audience*
  - *Agreed for Erika to keep going with sample chapters.*
- *Grant Update*
  1. *WIRED Ag. Sector workforce devp. final submitted 7/23*
  2. *Change with proposal is that we're jointly working on projects with REAP*
- *Committee Updates*
  - i. *Executive Committee Update – Kristen*
    1. *Approved office move for October 15*
      - a. *Paying similar \$, will supplement with CSA share*
    2. *As of October, Kristen will have been Chair for 2 years, she would like to step down from Chair position and focus on other things for MACSAC*
  - ii. *Finance Committee Update –Kiera*
    1. *In good shape.*

2. *Checking acct. numbers have increased, accounting for Bike the Barns money coming in.*
- iii. Personnel Committee Update – Claire
  1. *Staff annual reviews – Board will receive an email within a week or so asking them to complete reviews of Kiera and Gini*
- iv. Development Committee Update –Erika
- v. New Grower Committee Update – Chris
  1. *Help with outreach to new growers. Email suggestions to Kiera*
  2. *New grower application and introduction letter are on website.*
- vi. Partner Shares Committee Update - Gini
  1. *95 shares*
  2. *New Outreach intern for fall – Laura Quist*
  3. *PS committee working on developing an outreach strategy at a neighborhood scale*

#### **IV. Announcements and Upcoming Events**

- a. BTB this Saturday!
- b. Will Allen 9/17
- c. Food for Thought Festival 9/26
- d. Wendell Berry 10/11
- e. Holistic Farm workshop 11/12
- f. Annual Meeting December 12<sup>th</sup>

**NEXT MEETINGS –**

Oct. 1, 6-8pm  
 Nov. 11 retreat  
 Dec. 12 Annual Meeting  
 Dec. 15 –budget meeting