**OVFC Board Meeting**

**Minutes**

**Wednesday October 3, 2019**

In attendance: Bob, Cheryl, Joanne, Marilyn, Gregg, Ashleigh, Chris, Marshall

Regrets: Dwight, Dan, Sarah

**1. Administration**

* Gregg took the chair in Dan’s absence.
* The agenda was approved with additions
* The minutes of the July 16 meeting were approved.

**2. Orders**

* Orders were as follows:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Month | Sales this year | Sales last year | Customers | Producers | New Members |
| July | $5,283.87 | $5813 | 57 | 26 | 4 |
| August | $4893.33 | $3553 | 48 | 28 | 1 |
| September | $5343.41 | $3784 | 50 | 26 | 1 |

New members = people who paid and ordered.

During the period, 22 people signed up. How they found out:

1 – flyer or booth

8 – online

8 – facebook

1 – newspaper

4 – word of mouth

* Test drive months will be October, November and December. Approved.

**3. Marketing**

* Facebook Ads: Marilyn is authorized to spend up to $40/month on such ads. Can we get stats on how effective our Facebook ads are?
* Marshall raised the idea of gift certificates. We would have to make it clear that certificates are valid in the Ottawa Valley only/ There was some discussion but no decision was made.
* Joanne presented draft posters. Print 100 of each – approved. Ashleigh and Joanne will organize printing.
* Marshall is organizing a workshop on p0reparing local food sometime in late Oct or early Nov. Can this be advertised on the OVFC website?
* Marshall suggested selling food baskets of related items from more than one producer such as bread and spreads. Producers can get together to bring this about. We probably do not have enough people to coordinate this, but we should encourage our producers to do this themselves.

**4. Finance**  - no report

**5. Fund Raising**

* Raffle – Dan is having problems getting approval to hold the raffle.

**6. Other Business**

* Fifth Chute – a coffee shop in Eganville would be happy to have the Eganville drop-off on their premises. Paula, who handles our Eganville delivery, would have to pick up the cheques at a later date.
* Beef Processing in the county – Bob reported that Mcgarroch’s has stopped processing food until the end of the year. What happens after that is unknown. They are still doing some processing. Reiche’s are overwhelmed.
* Rental of dishes – We should do more of this and advertise what is available. We would need permission to access the Rankin Center more than the once a month that we do now.
* Organic Food – Is the demand for organic food increasing? It was reported that the largest producer of dried, non-navy beans will not accept beans which have been sprayed during the last week before harvesting.
* Chris Martin is giving up meat production.

**7. Next Meeting** – 11:00 am Thursday, October 31 at Bob’s Place.

* Megan Conway will be invited to the meeting to talk about marketing to food store chains.