**OVFC Board Meeting**

**Minutes**

**Wednesday, February 10, 2021**

**Via Zoom**

In attendance: Gregg, Cheryl, Kelly, Marshall, Chris, Dwight, Ashleigh, Joanne

Regrets: Perri-Rae, Sarah

**1. Shaping our Organization and our Success**

Marshall opened the discussion by outlining what the co-op is facing.

Threats:

* financial – Not as much a problem as in past years.
* volunteers – The co-op survives due to the number of dedicated volunteers.
* growth – The co-op is not growing. It needs to be responsive to the market place. The board needs to be more active. People have had negative experience serving on the board.
* Competition – Local food has become popular and other organizations are starting to sell it and could compete with us. An example is the Mrs. Grocery franchise.

Actions/Challenges for 2021:

* improve our operations at 210 Queen St.
* Update our policy on reselling.
* Bring in more money since expenses are higher.
* Attract new board members. This may be hard.
* Hire an executive assistant. This person will help Cheryl especially with the software, reducing the amount we are paying our consultant.

Creating opportunities for 2022:

* Get feedback from our customers. Possibilities are a survey and an on-line bulletin board. We should survey old customers – people who joined but do not purchase anymore.

**2. Managing Risk**

There was discussion on what people’s car insurance covers in regards to using the vehicle for co-op deliveries. Most businesses expect that people driving on company business have enough insurance to cover this. Volunteers are driving at their own risk. Joanne stated that loss of OVFC stuff due to a vehicle accident is probably covered by our policy.

**Action: Marshall** to contact Perri-Rae on this topic.

**3. Memorial to Paula**

The co-op received some donations in memorial to Paula. It should have a say in what happens to the money. Ashleigh stated that Lynne is going ahead with the bench. The OVFC can come on board if they wish. The cost will not be high, since most of the construction work is being done by volunteers.

Another idea is to publish Paula’s recipes either on our own or in partnership with other organizations in the food area. This publication should include pictures.

**4. Updating OVFC Policies**

* Cheryl stated that it is necessary to revisit our guiding principles since they are out of date.
* Marshall said: do we need to define the geographical area that our producers come from. We should follow farmers market rules and principles.
* What percentage of our sales are actually produced in this area? What should our goal be: 80%?
* The products being targeted by this discussion are those which are not value added. Current products in this area do not compete with local producers.
* The ration of farmers to non-farmers has to be 51% (according to farmers market guidelines). Cheryl stated that currently 23 of 38 producers are farmers.

**Action: Joanne** to redraft our principles and circulate them before the next board meeting.

**5. Budget**

Joanne presented the draft budget:

* Costs went up due to our expanded sales
* Big increase is in Cheryl’s time. Her hourly rate has not gone up since she took over the job in 2015. There is a job description for her, but no contract.

**Action: Joanne** to send Cheryl’s job description to the board.

**Canada Summer Student Program**

* Marshall has applied for a grant to hire a part-time summer student from August to September. 15 hours/week at $17/hour. The grant pays $13/hour and some overhead costs. This will cost us about $1,000. The person will help Cheryl and learn how to manage the new system.

**Action: Joanne** to produce a revised budget based on the discussion.

**Action: Board members** to submit budget ideas to Joanne.