**OVFC Board Meeting**

**Minutes**

**Wednesday, April 21, 2021**

**Via Zoom**

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

Regrets: Perri-Rae, Sarah

**1. Meeting Admin**

* The agenda was approved as circulated.
* The minutes of the March 24 meeting were approved as circulated.
* Business arising from minutes:

Glengary Cheese – Ashleigh looked into it, and it looks acceptable to us. Cheryl did contact Calabogie Rustic Farms on this issue.

**Motion:** to allow Calabogie Rustic Farms to continue to resell Glengary Cheese. Carried.

Cheryl will communicate this decision to the producer. In the future, he must obtain approval from the board before reselling products from other companies.

**2. Orders**

* March sales were $10,305.23 compared with $14,458 last year. 86 customers purchased from 34 producers. There were 15 new members of whom2 joined and purchased.
  + 1– OVFC website
  + 1 – Other

This is down from April 2020, but that month was the first order during the Covid crisis.

* Petawawa Depot – up to now has been at Glenergy but the store has closed and the owners have moved. Sarah is allowing us to used the Burnt Bridge store as the Petawawa delivery point. She will pick up the Petawawa order when she delivers the Sarah Goats produce. Kim will be transporting only Pembroke orders and thus will not need to use the trailer any more. It will be stored at her place for the time being.
* Gregg asked if we had any stickers that can be put on vehicles transporting goods. Cheryl said that we have some magnetic ones. She will locate them and offer them to drivers.

**Action: Ashleigh** to check with Perri-Rae to see if there is a problem with advertising on personal vehicles.

**3. Financial**

Joanne has sent out the following documents:

* Year End Financial Statements
* First Quarter Financial Report – Sales appear to be holding steady at around $10,000/month which is good.
* Charts showing sales by producer and sales by category – These graphs will be produced once per quarter.
* Report/presentation for the AGM.
* Report on Membership Fees – to be discussed at a future meeting.

There was some discussion on monthly specials.

**Actions:**

* **Board Members** to review Year End Financial Statements and send comments to Joanne.
* **Board Members** to review the AGM presentation and send comments to Joanne by April 28.
* **Marshall** to write a policy on monthly specials for board approval.

**4. Deck**

A new deck at 210 Queen Street has been built with help from John Epps, Gerald Priestly and Marshall. The cost was $459.95. A handrail was not installed as this requires approval from the owner. It probably is not needed.

**5. Advertising**

Perri-Rae could not attend the meeting but suggested that ads be placed for one year at a cost of $250. There was some discussion as to where the ads be placed on our website:

* Information portion – can be done, but people do not look at this section very often.
* Shopping site – this is where people spend most of there time, but the content is controlled by LFM.

**Action: Cheryl** to contact LFM to see if it is feasible to put ads on our shopping site.

**6. Paula Project**

Ashleigh reported on the cook book project. It will be dedicated to deceased members of the Co-op – mainly Paula but also including others such as Lydia. We have to reach out to nutritionists to look for recipes that link to products that we sell. Profits from this project should help to fund workshops and/or go to organizations helping under-privileged people.

Sarah has connected with Candice Tubby regarding photographs for the book. Candice did the photographs for Paula's website The Alternate Root and her sister Amanda Welk is the owner of The Cottage Cup, who employed Paula and is also interested in being a part of the project. She may have recipes to contribute.

Marshall has contacted Burnstown Publishing who is interested in publishing the book. The cost will be ~$1,800 up front plus $10 per copy. They recommend that we produce a hard-copy spiral-bound book which will cost $25 each. From that we will get $10/copy. Marshall hopes that the NFU will split the up-front costs with us ($900 each).

**Action: Marshall** to:

* contact the NFU regarding their contribution to this project
* follow up with Burnstown Publishing.

**7. Budget**

* Advertising – will produce some revenue this year but not much.

**8. Review Updated Mission Statement**

Marshall asked if the following statements reflect the way the co-op operates:

1. the promotion of local food and regular local food purchasing (Being a Locavore)
2. advocating for access to local food across all demographics
3. advocating for a robust local food system that provides resiliency and choice.

There was some discussion on statement 2 above. While it is something that we should be doing, we probably are not doing it at the moment.

**9. AGM**

* The AGM will be held on June 16 starting at 7:00 pm via Zoom.
* Cheryl will send an e-mail to all members announcing this date and soliciting new board members;
* We should look for new board members on social media and recruiting web sites.

**10. Other Business**

* The Summer Student Grant has been approved. No other details are available at the present.
* Healthy Communities Initiative – no report.

**11. Next Meeting**

* will be held on Wednesday May 26 at 1:30 pm.
* Future meetings will be held on the first Wednesday of each month.