**OVFC Board Meeting**

**Minutes**

**Wednesday, July 7, 2021**

**Via Zoom**

In attendance: Chris, Connie, Diane, Kelly, Joanne, Marshall, Perri-Rae, Cara, Emily, Ashleigh, Sarah, Dwight

**1. Meeting Admin**

* The agenda was approved as circulated.
* The minutes of the May 29 meeting were approved as circulated.
* The minutes of the June 16 AGM were approved for posting on the website.

**2. Orders**

* June sales were $11,388.45 compared with $13,936 last year. 92 customers purchased from 33 producers. There were 12 new members but only 1 paid and ordered.
  + 1 – Word of mouth

* There was some discussion regarding incentives. People are joining but not staying. We need more variety especially vegetables. Should we have a presence at the “Taste of the Valley”. One board member remarked that our website is good and our Facebook page is kept up to date. We need more advertising. What about Valley Heritage Radio. This may be free since we are a not-for-profit organization.

**3. Financials**

* Joanne presented the financial report for the 2nd quarter 2021. We have a slight profit for the 1st half of ~$235. We are holding our own. We have about $9,000 in the bank which is enough to cover expenses during the lean summer months.
* Joanne presented some graphs about the orders for the 1st half of 2021. Meats is the best selling category by far, followed by baked goods and desserts, beverages, monthly specials and prepared foods. Pembroke has the highest sales of any location followed by Eganville and Deep River.

**4. Election of Officers**

The following were elected:

* President – Marshall
* Vice President – Ashleigh
* Treasurer – Joanne
* Secretary – Chris

**Motion:** to appoint the following as signing officers: Marshall, Joanne and Dianne. Moved by Joanne, seconded by Dianne, Carried.

**5. New Initiatives**

* **Newsletter –** Connie will take the lead on the newsletter. The board liked the title “Food for Thought” . It will include:
  + Vendor of the month – taken from the website.
  + Monthly order cycle
  + Monthly specials. This may not be easy since some producers do not post there products until just before the order opens. There will be a deadline for producers to get monthly specials listed in the newsletter.

Articles come from the website at the moment.

**Action:**  **Board Members** to send ideas and articles for the newsletter to Connie.

The Newsletter Committee will decide:

* + when the newsletter comes out
  + If advertising is allowed and the rates.
* **Summer Student**  - the grant has been approved to hire a student for 18 weeks and 15 hrs/week, $17/hour. It will pay $14.25 + $500 of overhead expenses. It starts in August. A committee consisting of Marshall and Joanne will create the job ad and oversee the process.
* **Paula Project –** Ashleigh summarized the project to date. The working title is “Recipes for a Healthy Community”. Burnstown Publishing is helping. She has spoken to Paula’s sister-in-law regarding the project. Profits from the book will go to a worthy cause in line with Paula’s work helping vulnerable people. Currently the project team consists of: Ashleigh, Sarah, Claire Lepine, Heather MacMillan, Emily and Connie.
* **Social Media –** Cara will set up an Instagram account and link our Facebook page to it.

**6. When Producers do not Supply Product.**

* Marshall reviewed the what happened with Calabogie Rustic Farm in May. During the discussion, the following points were mentioned:
  + The process of removing a producer from the co-op is set by provincial legislation.
  + It costs time and money to refund a missed order.
  + Should there be a fine for missing a delivery without letting Cheryl know.
  + We should encourage producers to contact contact nearby producers (or volunteers) if it appears that they are unable to make a delivery.
  + This could be the subject of a newsletter article.

The policy will be developed at a later date.

**7. Any Other Business**

* **Action** – Joanne to circulate a list of board committees and there members.

**8. Next Meeting –** 7:00 pm, Wednesday August 4 via Zoom.