**OVFC Board Meeting**

**Minutes**

**Wednesday, August 4, 2021**

**Via Zoom**

In attendance: Sarah, Kelly, Dianne, Cheryl, Ashleigh, Emily, Connie, Chris (part time).

Regrets: Marshall, Joanne, Cara

**1. Meeting Admin**

* Ashleigh assumed the chair in Marshall’s absence.
* The agenda was approved as circulated.
* The minutes of the July 7 meeting were approved as circulated.
* **Business Arising:** 
  + The Instagram account has not been set up yet, but this will be done by the end of September.
  + Board Committees – needs input from Joanne. They will be revamped via e-mail.
  + Advertising on the radio – Connie will contact CJHR.

**2. Orders**

* July sales were $9,361.66 compared with $9697 last year. 71 customers purchased from 37 producers. There were 16 new members but only 2 paid and ordered.
  + 2 – Word of mouth
* **Trailer** – where will it be parked since it is normally not needed. Diane Komejan is taking over the Pembroke route and doesn’t expect to need the trailer, but would like to have it handy just in case. Connie offered a place near Kellys Corner (corner of Highway 60 and County Road 8). Since this spot has high traffic, the trailer will act as advertising for us. A trailer lock will be required to prevent theft.

**Action: Sarah** to purchase lock for trailer.

**3. Financial** – no report due to Joanne’s absence.

**4. Admission of Chicken Producer from Spencerville.**

Points raised during the discussion:

* We have consumer members in Ottawa and a producer near Perth. This chicken producer is actually located within the Lower Ottawa Valley and is a lot closer than the sources of chicken found in grocery stores.
* We have no chicken producers at the moment (although Dorothy’s Ducks did sell chickens at one time). Consumers have been asking for chickens.

**Motion:** to approve the admission of Deanna Lichti as a producer member. Moved by Ashleigh, seconded by Kelly, Carried.

**Actions: Cheryl** to contact Dorothy’s Ducks to ascertain her status.

Amendments to our producer catchment area will be discussed at our next meeting.

**5. Job Posting**

* The summer student job has been posted and we have received 2 applications so far. Deadline is August 6. Joanne and Marshall are looking after the hiring.
* Marshall raised the point that if no suitable candidates are found, then we should consider hiring a suitable board member. There is at least one board member under 30.

**6. Paula Project – Recipe Book**

* Ashleigh reported that the book title has not been set yet.
* Marshall, Cara and Ashleigh had a meeting with Burnstown Publishing. At this meeting there was some discussion as to the focus of the book: should it be a pure recipe book or can it have some discussion regarding food and getting good quality food. The committee will produce a mock-up of the book as they see it. Paula’s brother who is a graphic designer will help with this. Once the mock-up is complete, then it can be sent to other publishers (eg. Between the Lines Publishing in Toronto).
* We believe that it is important that the book communicates our message regarding good food as well as providing recipes.
* Committee includes Ashleigh, Cara, Sarah, Emily, Connie and Diane from the board as well as Clare and Heather.

**Motion:** to create a mock-up of the book that can be sent to publishers. Moved by Ashleigh, Seconded by Sarah, Carried.

**7. Policy Development**

* Ashleigh reported that Marshall recommends that we create a guidelines on penalties for producers who fail to supply their products on delivery day (without notification) especially if the failure is serious such as many consumers are affected or a number of repeated missed deliveries. Fines such as the cost of processing the missed delivery may be assessed by the board on a case-to-case basis. Recommended rate is $30/hour.
* A properly worded policy will be presented to the board at a future meeting.

**8. Newsletter**

* Thanks to Connie and Cheryl for the professional look of our first newsletter. Cheryl had to do a lot of work to convert the newsletter to Mail Chimp format. We have received positive feedback on it.
* Ashleigh will write an article on how we define “local” regarding producers and what is sustainable food production for the next newsletter.
* Connie raised the prospect of allowing advertising in the newsletter. How much should we charge? Should we charge producer members?
* The September newsletter will highlight a vegetable producer (since vegetables are abundant at the moment).
* A newsletter committee will be formed as one of the board committees.
* Sarah stated that the newsletter didn’t look good on her PC (note from Chris: from her description, it appears that she is viewing the plain text version of the message rather than the HTML version. The latter version contains the pictures etc).
* Future newsletters will be linked to the website so that people who cannot see them properly via e-mail, can see them properly. Newsletters are also going to Facebook.
* Items for the newsletter should be sent to Connie a couple of days before the 1st of the month.

**9. Next Meeting –** Wednesday, September 1 at 7:00 pm.