**OVFC Board Meeting**

**Minutes**

**Wednesday, October 6th, 2021**

**7:00pm**

**Via Zoom**

In attendance: Connie, Dianne, Joanne, Perri-Rae, Marshall, Cara, Cheryl, Emily, Kelly

Regrets: Dwight, Ashleigh, Sarah, Chris

**1. Meeting Administration**

* The agenda was approved as circulated with the amendment that #6 would move to #4 as Cara had to leave early. Moved: Dianne, Seconded: Cara
* The minutes of the September meeting were approved. Moved: Joanne, Seconded: Dianne

**2. September Order Review**

* Cheryl reported that September sales were $10,485 compared with $12,103 last year. The number of producers is going up which is good. 11 new customers registered but only 2 ordered and learned about the Co-op through on-line search and word of mouth. Two producers did not show up for distribution this month and were sent warning letters. Although the trend is somewhat disturbing, Joanne mentioned that over all we are still doing well and up from last year. It seems that Covid caused a jump. Cheryl noticed that the orders look very good for October so far.

**3. Financial**

* Joanne summarized for the third quarter: sales are a little lower than last year, but still higher than before the pandemic. Our expenses are higher as we moved venues from Rankin and costs went up for new tables and some equipment. There were some website implementation costs, and Emily’s grant which is recorded here, but which we will recover. We still have a sizeable float and Joanne upgraded our Zoom account.

**4. Paula Project**

* Cara reported that the Committee for the Paula Project had met Monday, October 4th and discussed formatting ideas. The committee will have a meeting early November.

**5. New Producers Acceptance Policy**

* Marshall reported that in lieu of the fact that we had two delinquent producers this month that our policy needs to be clearly formulated. With a great deal of discussion Marshall moved: “The OVFC will send a warning letter for all producers who fail to deliver their products on distribution day for the first time, will impose a $100 fine on the second failure, and the producer will be barred from the OVFC on the third failure.” Motion was carried. This policy will be reflected on the website.

6. **Update about Committees formed**

* Due to the Zoom time allowance of only 1.5 hours, this item was deferred.

7. **Gift Certificate Marketing**

* Emily showed the board several attractive certificates she had designed for the value of a membership for the OVFC. The board was amenable to the idea of selling the advertising space to producers or other community businesses which might in turn pay for the production of the certificates. She will investigate the cost of printing them. We will hope to have them ready for the November ordering cycle.

8**. Community Engagement Planning**

* Emily and Marshall have had a meeting with the Phoenix Centre which was positive and are interested in short term programming support to educate youth in nutrition.

**Items 9-13 were not covered because our Zoom meeting timed out.** The meeting ended at 8:30 pm.