**OVFC Board Meeting**

**Minutes**

**Tuesday October 4, 2022**

**7:00 pm**

**Via Zoom**

In attendance: Chris, Dianne, Perri-Rae, Ashleigh, Connie, Marshall

Regrets: Emily, Joanne, Cara, Cheryl, Sarah

**1. Meeting Administration**

* The agenda was approved.
* The minutes of the Aug 30 meeting were approved.

**2. Order Review**

* Cheryl reported that sales for September were $11,102.33 compared to $10,594 last year. 66 customers ordered from 36 producers.
* 10 people signed up and 4 paid and ordered. They found out about us:
  + 1 – Facebook
  + 2 – word of mouth
  + 1 – online

**3. Financial**

* In Joanne’s absence, Marshall reported that the coop has about $2,000 in cash and is waiting for about $4,500 from the Carrier Fair Grant.

**4. Career Fair**

* Board members are encouraged to review the Career Fair video (at <https://www.youtube.com/watch?v=5-M6vJYeB1s>) and send any comments to Marshall or Emily.
* Emily wrote: Being a part of the three career fair days, I believe the video was very well done and captured a great portrait of how the event went. It will give viewers a short summary of what happened and what future students/participants can expect in the future. I was very happy Tamer switched up the order of the farms (the viewer wouldn't notice the difference) as to leave Marshall to wrap things up - Marshall was a key player in this event and his passion and perseverance should be mentioned. Not an easy event to put together in such little time. I was originally supposed to do voice overs, but Tamer suggested it didn't need it, which I agree 100% with. The captions are sufficient and effective. I think there would be too much talking if there were, where the farmers and key speakers are the focal. I think it's artistic and quirky (sort of like an alternative film) in a good way. It's visually pleasing and captures the viewers eye with the appropriate amount of time allotted for the film.
* Marshall has submitted the report to the granting body.
* He outlined how the food co-op got involved in this project – North Algona Wilberforce (NAW) were interested in getting this project going but needed a partner in order to get a grant for it. We became that partner.
* Guidance councillors at Fellowes and Opeongo High Schools willingly participated.
* About $15,000 was spent in the community.
* Emily and others are writing a report describing the whole project.
* Overall the project was a success and will be repeated in the future. Both organizers (NAW and the food co-op) got good publicity from it.
* Some farms that participated in the Career Fair also participated in the Farms Open. Having students visit your farm made it easier to have the general public visit.

**5. Farms Open**

* The places that board members visited said that they had a good number of visitors. All of them had a lot of things to do and see. Most of them were well organized, a well-signed parking lot, booths selling goods.
* Comments from the participants were positive. They were pleased with the number of visitors, and were grateful for the opportunity to sell their brand.
* Ashleigh suggested that the farm gate signs should be larger especially on main roads such as Highway 17.
* Perri-Rae said that she is willing to sponsor the Farms Open next year.
* Is it possible to get the Culinary Alliance to promote the Farms Open.
* There were some comments that the event was well advertised. The board felt that the event was advertised quite well given the budget (and the turnout). Most of the advertising was done via Social Media which appeared to work well.
* The general consensus was that the event went very well and we should do it again next year. We will be able to benefit from the experience gained running this year’s one and hosts will have more confidence.

**6. Next Meeting -**  to be decided.