**OVFC Board Meeting**

**Minutes**

**Tuesday January 10, 2023**

**7:00 pm**

**Via Zoom**

In attendance: Joanne, Chris, Dianne, Marshall, Cheryl, Ashleigh

Guests: Melissa Marquart Ottawa valley Tourism Association, Greig Bernie, Renfrew Golf Club

**1. Guest Speakers.**

**Marshall introduced Greig Burnie**, Manager of the Renfrew Golf Club. Greig invited the Coop to participate in a dinner event to be held at the Club. Local food is important to all. Such a dinner is an opportunity to tell the story of local food production. There is more to food than the local grocery store.

Such events are well attended and would be a good fundraiser for the Coop. Not much planning is required, but a budget is needed.

**Melissa Marquart** of the Ottawa Valley Tourism Association / County of Renfrew Economic Development stated that events such as the one Greig is proposing are popular in other areas. The OVTA can help with the promotion and some of the organizing.

Promoting such an event outside the county will enable us to tell the story of how the coop and our producers help in getting food to one’s table.

Can we grow this into a series of events that take place throughout the county?

Greig said that the can be a cocktail hour in a tent that has booths for farmers. The Renfrew Golf Club wants the event to be a success. They would run the registration since they have experience with this sort of thing.

Marshall said that this could be combined with Farm’s Open, but Greig replied that August would be a better time then September. A large sponsor would help the event a lot.

Melissa said that she and Greig will produce a plan with costing and bing to back to the Coop board.

Diane mentioned a note about this event should be sent to producers. She thanked the speakers.

**2. Administration**

* The agenda was approved as amended.
* The minutes of the January 10 meeting were approved.

**3. Orders**

* January sales were $12154 compared to $16,154 last year. 88 customers ordered from 41 producers.
* There were 12 new members and 2 paid and purchased. Both of them found out about us by word of mouth.
* Marshall asked if producers are selling out of items – do we have a capacity problem. No! Very few products run out.
* The number of customers is stable even though our membership is increasing. The average purchase is also stable at ~$150. Since the COVID pandemic appears to be over, people are returning to the grocery store.

**4. Financial Reports**

* Joanne presented the draft financial report for 2022. We experienced a loss of $5,400. Special events cost us $1,800. We need to focus on:
  + retaining customers
  + getting them to increase their orders.

**Motion:**  To accept the Financial Report for 2022 for distribution to Coop Members. Moved by Joanne, seconded by Chris. Carried.

In response to a question from Cheryl, Joanne stated that the Coop does not pay HST since we are a non-profit organization and our sales are less that $50,000.

* The budget for 2023 showed the possible outcomes for various levels of income. Even if we increase our sales by 10%, we will still end up with a small loss. Events such as the one discussed above will help overcome this. We need average sales of ~$14,000 just to break even.

**Action:** Board members to review the budget and come up with ideas to improved the situation.

**Action:** This will be a regular item at board meetings.

**5. Annual General Meeting**

There was some discussion as to the date.

**Action:**  Chris to issue a poll as to the place and date.

**Question:**  What is the situation with North Algona Wilberforce and the Snodrifters Hall?

**6. Seedy Sunday (March 5)**

The film: *The Seeds of Vandana Shiva – A Documentary* will be shown as part of Seedy Sunday. During the intermission, local food will be available, and the Coop will make a short presentation. The OVFC will have a booth.

**7. Specials**

Products listed in the Specials section should:

* + have a special price or
  + be seasonal product that is not normally available.

This question arose when a producer had a number of items in the Specials section. Should there be a limit on the number of specials that a single producer can have. Normally there are 15-20 items on the page. It would be nice if more producers utilized it.

The meeting agreed that there should not be a limit as to the number of items a producer can have on the Specials page.

**8. Workshops** – to be discussed at a latter date.

**9. Local Farm and Food Co-ops**

Should we join this organization. It is costly given our current financial situation. **Tabled** to a later meeting.

**10. Farms Open**

Planned for September 17, since this is the date corresponding to the date it was held last year.

**11. Canada Summer Job**

The application has been submitted.

**12. Newsletter**

Should be used to promote sales.

**13. Next Meeting** – March 7 at 7:00 pm.