

**HARVEST BOARD OF DIRECTORS
PUBLIC MINUTES
4 JANUARY 2010**

Attending: Matt Altman, Megan Amundson, Steve Clifford, Jessie Grogan, Jessica Hiemenz, Andrew Kessel, Elizabeth Levy, Chris Lively, Rebecca Nemece, Diane Simpson (board administrator), Mike St. Clair (general manager), Scotland Willis.

Meeting minutes taken by Diane Simpson.
Meeting commenced at 7:05 p.m.

GM Report

Mike reported on the new gift cards, which Harvest began offering for sale to members, associates and customers in both stores beginning Christmas week. The Harvest name featured prominently on the card matches the Board's stated goal of "Name recognition—Harvest-co-op (more branded items)" from last year's Board retreat, and the card is made out of corn, a renewable resource.

The cards have no value until charged at the registers, which eliminates the concern about theft. Each card has a unique number sequence assigned to it and may be recharged with any desired dollar amount. Mike thinks we can generate some interest in these at the colleges and universities in the area by promoting healthy food choices to students and their parents.

Mike also sees an opportunity to promote the cards at local schools, churches and other organizations. He noted that Harvest does a fair amount of outreach at school fairs and other events. Harvest waited until the new front-end system was installed so it could accommodate the card. As of yet there is no way to retrieve the card if it is lost or stolen, and Mike is working on a way to recharge the card online. The new program was met with enthusiasm by the Board, and it was suggested that a one-page flyer be developed to help promote the card.

Board Retreat Planning

Steve explained that the purpose of the Board retreat is to set aside some time to figure out what the Board wants to achieve in the coming year. He said it helps to know what the Board collectively wants to work on, and also to get to know the staff. He explained that planning priorities and goals are a larger focus this year because there are so many new Board members.

There was a brief discussion about whether this should be a Board-only event or a Board-Staff event. Directors from previous years liked the combined Board-Staff event because the staff really enjoyed it and they developed a shared sense of working together. But this year the Board has a very large number of new people and taking the time to get to know one another better might be a better plan for this particular year. One Director pointed out that the Board could accomplish the social objective of getting better acquainted with the staff at a barbecue, and that would leave the Board retreat agenda free to focus on planning and goal-setting. She offered to host the barbecue.

ACTION ITEM Board administrator to add a reminder to the calendar to plan for the Board-Staff barbecue.

A Director asked if others were planning to attend CBLD 101 this year and noted that it really helped move things along. Another Director made a request for time for CBLD attendees to present at the following Board meeting.

ACTION ITEM Executive Committee to work on desired outcomes for the Board Retreat depending on whether enough input is received from Directors.

Board Training Plan

Scotland has looked at the CBLD site and will attempt to put together a training plan

ACTION ITEM He will survey Directors regarding what they want to see in a training.

MSCC goals (online presence)

Liz and Andrew presented. Liz has been chair of the MSCC (Membership and Social Concerns Committee) for the past five years. The MSCC “engages membership of the Harvest community.” It is not in charge of bringing in new members. The tabling and the dinner program are both very successful. The tables below explain the function and purpose of the MSCC:

Title:	Membership
Purpose:	Increase the quality of: <ul style="list-style-type: none"> • Member engagement with Harvest • Member – board communication & engagement
Expectations	
• What it will accomplish	Make Harvest stronger as a community and strengthen the dialog between the board and members.
• Its authority	To recommend actions to the board and run special activities as approved by the board
• Limits to its authority	Actions other than general member engagement (aka “party throwing”) are limited to board directions
Term	Standing
Composition & chair	Members with at least 1 board member (maybe chair, maybe not)
Meeting Schedule	Monthly and special meetings
Budget	None except as approved by the board – possibly a 'party budget'; members are expected to give 4-8 hours monthly

Title:	Social Concerns
Purpose:	Help the board ensure that policies and operations are in agreement with Harvest's founding principles.
Expectations	
• What it will accomplish	Identify and represent members' social concerns to Harvest's board.
• Its authority	To undertake activities intended to identify and clarify members' social concerns. To recommend actions to the board that reflect member social concerns.
• Limits to its authority	It may not undertake an effort to identify members' social concerns in relation to a specific topic except upon the request of or with the permission of the board. It may not make statements to the greater community or to Harvest staff except upon the request of or with the permission of the board.

Term	Standing
Composition & chair	Members with at least 1 board member (maybe chair, maybe not)
Meeting Schedule	Monthly and special meetings
Budget	None except as approved by the board; members are expected to give 4-8 hours monthly

This year Andrew is the liaison between the Board and the MSCC. Every 2 or 3 months the MSCC has a member dinner of about 10 people. Sometimes it resembles a focus group and sometimes it's "just fun." They take notes if it turns into a focus group type of situation.

Last spring the MSCC decided it would be a great idea to be able to communicate with the members directly and they thought Facebook would be the best vehicle. The board discussed:

- What type of a Facebook page might be set up (static or interactive)
- Whether or not it would require any staff time
- How it could be used to publicize MSCC events
- Whether Meetup.com might be a better venue
- How to manage discussion boards
- Whether or not to have a food blogger
- How much (or little) control to have over it
- If the page was about community building or marketing

ACTION ITEM Liz and Andrew to get Board feedback and come back with next steps.

Motion: Approve public minutes

Jessie moved and Steve seconded, the motion to approve the December public minutes as amended. Approved 8-0-2

Motion: Close public session

Steve moved and Andrew seconded, the motion to close the public session. Approved 9-0-0.

Public meeting closed at 7:55 p.m.

Action Item Summary

ACTION ITEM Board administrator to add a reminder to the calendar to plan for the Board-Staff barbecue.

ACTION ITEM Executive Committee to work on desired outcomes for the Board Retreat depending on whether enough input is received from Directors.

ACTION ITEM Scotland will survey Directors regarding what they want to see in a training.

ACTION ITEM Liz and Andrew to get Board feedback and come back with next steps.