

Minutes of 2/20/13 North Yuba Grown Board Meeting

In attendance: Jenny Cavaliere, Kim Pedley, Janet Marchant, Roger Shelton, Sharon Shelton, Steven Dambeck, Freja Nelson, Gianni Stefanini, Marian Lucero, Eve Stefani, Tom Forena, Katie Forena, Michael Dooen, and Milena Mlakar, Mike Wreyford

Agenda Item 1 – Logistical Plans for future meetings. Same Wednesday each month for official Board of Directors (BOD) meetings? – Freja

Freja suggested that the BOD meetings be held once a month from now on. She suggested the next BOD meeting to be held on Wednesday, March 6, 2013.

Roger mentioned that meeting once a month fulfills the requirements set out in the Bylaws.

It was agreed that the BOD will meet once a month. The next BOD meeting will be on March 6, 2013.

Freja emphasized that anyone interested in NYG is encourage to attend BOD meetings.

Agenda Item 2 – Banking Status and EIN update – Kim

Kim has been trying to schedule an appointment to meet with Rose at Robo Bank to open a new NYG bank account. They are still attempting to get together.

It is Kim's understanding that in order to open a new checking account, NYG needs a Corporation number and then a new EIN number. Kim hopes to explore any possibilities of creating an EIN number before establishing a Corporation number since the incorporation process has been delayed.

Agenda Item 3 – Corporation Status. Filing Update – Roger

Roger has filed our Corporation Request with the Secretary of State's office. The office is behind schedule in processing the paperwork. Roger will continue to be in contact with the office to help complete the process as soon as possible.

Agenda Item 4 – Strategic Planning Update – Steven and Distribution Systems Update – Kim

The Distribution Committee has been taken out of the Strategic Planning process as Kim has developed a distribution plan and is already implementing it.

Steven shared that the other three committees have developed their most expanded visions for 2013 and recognized that NYG does not have the money or man power to enact them in their entirety. The committees have been asked to develop visions that are 50% of what they wish to accomplish and 25% of what they wish accomplish.

Steven has also contacted a number of local producers and growers to find out their personal business objectives for 2013. He encourages all of those who have not yet responded to do so by early next week. He is hoping to use their plans to help NYG prioritize its strategic plan.

The Strategic Planning Committee will meet on Wednesday, February 27th at 6:30 at the Alcouffe Center. After reviewing the different plans, the Strategic Planning

Committee will decide which projects to focus on and establish a NYG 2013 Schedule of Events.

Kim reported that distribution is no longer a committee but a function of NYG. Once NYG establishes membership statues she will help coordinate distribution of goods among producing members. Kim asked that producers think about delivery needs specific to their products. For instance, invoice requirements, refrigeration of products, space requirements, etc.

Agenda Item 5 – Social Media Training Update – Freja and attendees

The first social media training took place on 2/20/13, one hour before the NYG BOD meeting. Freja reported that the class looked at how to establish a personal Facebook page and different functions of Facebook.

Participants reported that the class was helpful.

The next NYG Social Media Class will take place on Wednesday, March 6th at 5:30 PM, one hour before the next NYG meeting. This class will go more in depth into Facebook, specifically into developing a Facebook business page.

Agenda Item 6 – Upcoming Events: Suggested as a standing agenda item.

Freja suggested that BOD meetings have a standing agenda item of Upcoming Events. This was agreed upon.

Current Upcoming Events:

Saturday, March 9, 2013 from 11AM to 3PM – Second Anniversary Event at New Earth Market – There will be 40 vendors offering samples and talking with customers. More vendors are welcome. Vendors are asked to make a 4 hour commitment. NYG wishes to support this event on social media and by trying to contact and encourage more North Yuba producers to sign up as vendors. Contact Lacy at 530-673-9355.

Monday, March 4, 9AM to Noon – AG Speed Dating, Expanding Market Opportunities for AG Producers – 24 local growers and producers will join 12 buyers to engage in five-minute presentations about their products, capacity and delivery methods in anticipation of developing relationships. Marian attended an AG Speed Dating event in Butte County and found it to be interesting. Jenny recommended that producers bring business card, any literature they may have about their products/farm and potentially samples of products.

Agenda Item 7 – Update on Meetings with our partners/friends. Suggested as a standing agenda item to cover meetings that: Have taken place. Are set up. We would like to arrange.

Freja suggested that BOD meetings have a standing agenda item to talk about meetings NYG members are having with friends and partners. These would be categorized as Meetings that have taken place, meetings that have been arranged and meetings that we would like to arrange. This was agreed upon.

Meetings that have taken place:

- Sierra Nevada Conservancy – Jenny – Met with Conservancy about a month ago in Auburn. They offered NYG \$5000 fund to be used for

promotion. Last Wednesday Jenny met with some of the folks from the Conservancy and they reiterated that they would like to offer NYG \$5000 to promote farm tours and Ag Tourism events. Jenny suggested some potential promotion projects: Farm Tour Maps, Farm Guide similar to the Nevada County's, a \$500 ad for NYG and the Harvest Festival in Sierra Heritage Magazine (add needs to be submitted prior to August). She pointed out that NYG needs to decide as a group what we need the \$5000 for, then contact the Conservancy.

- Chamber of Commerce and EDC Meet and Greet – Freja, Kim and Steven – Freja identified four things that came out of the meeting:
 - o The EDC described a \$50,000 grant that may be applicable to NYG. It is too early to apply for the grant, but the application process will take place soon. It was suggested that we research the requirements of the grant. Then as a group NYG will need to decide if we want to apply. If we decide to apply, having researched the grant will allow us to be ready.
 - o It was recognized that there is a wonderful and strong relationship possible between NYG and the Chamber of Commerce. The Chamber wants to promote NYG because of our high quality products.
 - o Brenda Stranix from the EDC suggested that our Promotions and Publicity Committee become Media and Promotions and then be put into our Ag Tourism Committee. Ag Tourism would then create a Calendar of events that would be connected with the EDC Calendar of events. The EDC would promote NYG and in exchange NYG would participate in some of their events.
 - o NYG's Publicity and Promotion Committee needs to establish a logo, an identity, a brand. They are eager to help us accomplish this goal.

There was some discussion about the EDC grant. Jenny suggested that we investigate more carefully the origin of the grant and to find out more about it in general. Jenny will put together a list of question to learn more about the \$50,000 grant.

- Signage Meeting with the Planning Department and Public Works – Jenny and Janet – Jenny and Janet met with Brenda Stranix, Wendy Hartman and Van. They let them know that NYG would like signs. They let Jenny and Janet know that any signs that NYG may get would need to be paid for by us or by grants. Jenny described detailed information about different types of signs, permits required, costs, height specifications, seasonal use signs, difference between signs on private and public land. Janet pointed out that creating a cohesive signage plan can reduce potential cost. Janet suggested that we write

a letter to the Board of Supervisor and/or the Planning Department and suggest that they consider adding Oregon House to their signs. The letter will become an agenda item at the next meeting. The Ag Tourism Committee will review the information from the meeting and create a report for NYG's March 6th BOD meeting.

Item 8 – Not on the Agenda – Kim has requested that Jenny consider taking back the role of Treasurer. Jenny is thinking about it. This will become an agenda item for NYG's March 6th BOD meeting.

Item 9 – Not on the Agenda – Mike (The Wine Guy) Wreyford joined the meeting and gave a presentation. Mike is currently involved in wine tastings, a community radio show (KMYC 1410AM) which is also simulcast through the internet, maintaining mikethe wineguy.com, creating video of his interviews that are posted on the internet. He is interested in helping promote NYG and its producers. He feels that he can help attract people from the valley up to the NYG region. His radio program is broadcast from Redding to Auburn, from Woodland to below the Sacramento Airport. He is interested is using new media with his audience. He archives his shows so that his audience can view them on their own time. He is willing to create short clips of interviews and offer them to producers to use in their own marketing.

Steven suggested that NYG view Mike as a strategic ally. He suggested that we can best work together by NYG producers offering coordinated content (producers interview with Mike at their most interesting times – this gives Mike better interviews and promotes producers products at peak times).

Freja suggested that Publicity and Promotions coordinate with Mike and she will be the contact person.

Michael suggested we also promote Mike's media package at our NYG events. This was heartily agreed to.

Agenda Item 10 – Bylaws implementation plan discussion: Freja and Everyone – Freja suggested we make a plan as to how we approach open issues around membership. Open issues include: membership status, status rights/privileges, application process, application form, due rates, delinquency. She made two suggestions.

- We make a committee to address membership issues. That committee will make recommendations that will be discussed at the NYG BOD meeting on March 6th.
- We dedicate one meeting to hammer out all open issues in an organized way.

Steven suggested that we make a simplified version of our membership descriptions/rules to be used for 2013 only. Then we develop more sophisticated membership definitions when we have more to offer as an organization in 2014.

Janet suggested we revisit membership in the winter. She supported the idea that our current decisions be temporary. She suggested that we dedicate 45 minutes to membership at the next meeting and strive to stay simple.

Gianni added third option to Freja's two. He suggested we nominate one person to collect everyone's ideas about membership. That person will condense the many ideas into one membership plan. The plan will be shared at the next board meeting. There will be a discussion and then a vote on open membership issues.

Steven agreed to gather everyone's input and create a table as a starting point for discussion.

Freja clarified that at the next NYG BOD meeting on March 6 there will be 45 minutes given to an agenda item of open membership issues. At that time Steven will share the interim temporary membership plan created from the input of everyone.

Jenny suggested that she and Steven form a committee. She suggested that everyone send their membership ideas to them and they will put together an interim plan.

Steven said he will send out reminders to encourage feedback.

There will be a vote about membership at the March 6th meeting.

Item 11 – Not on Agenda – Jenny wanted to notify everyone that NYG was operated as a three way business between herself, Charles and Roger during 2012. She will be filling a Statement of Dissolution with the Secretary of State officially dissolving that partnership.

Freja called the meeting adjourned.