

Minutes of 3/6/13 North Yuba Grown Board Meeting

In attendance: Jenny Cavaliere, Kim Pedley, Janet Marchant, Roger Shelton, Sharon Shelton, Steven Dambeck, Freja Nelson, Gianni Stefanini, Diana Stefanini, Eve Stefani, Tom Forena, Katie Forena, Michael Dooen, Lucio Cuvea, Ann Nielsen, Hanns-Michael Heick and Charles Sharp

Agenda Item 1 – Proposed Future Board Meeting Schedule: Same Wednesday once monthly – Freja (2-3 min)

Freja proposed setting future board meetings for the first Wednesday of each month, lasting two hours. After a short discussion it was voted on and passed.

Agenda Item 2 – Corporation Filing update. – Roger (2-3 min)

Roger reported that the state has not made any progress filing the North Yuba Grown (NYG) Corporation paperwork. NYG still does not have an EIN number. Roger will continue to monitor the State's progress.

Agenda Item 3 – Banking Status & EIN update (2-3 min)

Kim reported that she needs the EIN number to open a bank account.

Agenda Item 4 – Proposal for a Treasurer seat change on the Board of Directors – Jenny & Kim (5 min)

Freja explained that Kim currently has two roles, Treasurer and Vice-Chair and she is positive about Jenny taking on the role of Treasurer.

Jenny reported that she has spoken with Gold County Bank. She asked them if NYG could open a business checking account prior to the state completing the corporation paperwork and issuing an EIN number. Gold County Bank is willing to open an account using a copy of the paperwork that Roger filed with the State. The bank wants to be updated when the process is completed. Jenny also clarified that Gold County Bank does not require NYG to have tax exempt status, and they will not charge a fee for having low funds in the account. Jenny asked if Gold County would consider becoming a sponsor of NYG and was told yes.

Jenny agreed to become Treasurer with the caveat that she will need support if NYG ever hires employees. Kim offered to help her if that were to happen.

Freja and Roger checked to Bylaws to be sure a sitting member of the board could change their office. It was agreed that Article IV, Section 5 does allow for this change to be made.

The group voted and Jenny became Treasurer and Kim stayed Vice-Chair.

Agenda Item 5 – Wrap up presentation of Strategic Planning. –Steven (5 min)

Steven handed out an outline of the budget for the three committees (Publicity & Promotion, Community Outreach, Agritourism) and described their goals for 2013. The budget showed that in order to accomplish its goals, NYG needs \$30,000 more than it expects to earn in 2013.

Steven acknowledged that the strategic plan is a work in progress and that NYG is going to look for members and sponsors which will offset the deficit somewhat. He noted that any funds we do acquire have already been allocated by the strategic plan.

Agenda Item 6 – North Fork Developments update. –Steven (10 min)

Steven reported that the North Fork Project has been a work in progress for the last 6 to 8 months. A corporation has been formed (North Fork Yuba River, Inc.) with two current objectives.

One is to create a coffee house, local food market, simple restaurant and very nice wine tasting room. The corporation is hoping to purchase the Willow Glen Restaurant as a venue, but will pursue other possibilities if the Willow Glen does not work out. Ideally this will be open for the upcoming season, but realistically it will be open sometime later this year.

The second objective is to develop Randy Fletcher's chestnut orchard into a special events location. This will be operational by June, 2013. Steven plans to host the Local Art Food Wine lunches there every Saturday throughout the summer if the North Fork restaurant is not yet running. Steven mentioned that NYG can include the chestnut orchard as a venue for its Agritourism events.

North Fork Yuba River, Inc. is a collection of local people that want to help make these two businesses work. It includes Randy Fletcher, Katie Lee, David Lee and Charles Sharp. The corporation is looking for a couple more investors that can be good partners for making these businesses successful. Investments are at about \$100,000.

Agenda Item 7 – Swan Festival & Chamber of Commerce opportunity. – Steven (3 min)

Steven has been talking with the Board of the Chamber of Commerce. He shared that a primary objective of the Chamber is to increase tourism to Yuba County. He noted that District 5 (the area of NYG, including the North Sierra Wine Trail) is recognized as a very interesting area for tourism.

Kristy Santucci, who is with the Chamber, is interested in creating a Swan Festival (taking place November 9 and 10) celebrating the swans that are migrating along the Pacific Flyway. This year will be the first Swan Festival. She thinks that having some food and wine tours from the festival to the NYG area will enhance the event. Steven suggested the Ag Tourism committee meet early next week to coordinate some of the planned Ag events with the Swan Festival.

Agenda Item 8 – Upcoming Events. (2-3 min)

- a. New Earth Market 2nd Anniversary Event. March 9, 11 AM to 3 PM
Freja spoke about the event, acknowledging that New Earth Market is one of the best supporters of NYG products. She said that NYG has been invited to participate in the event. NYG will have a booth with its banner, logo and promotional materials. Janet will be at the booth. Other NYG members that are not participating in the event themselves are invited to join her. Charles reminded NYG members to wear their NYG badge at the event.
Producers that are not able to attend the event can give their promotional materials to Janet and she will display them at the NYG booth. You can call her to make arrangements (530-692-9511).
- b. Ann, from RVW Winery, spoke about the upcoming North Sierra Wine Trail, taking place April 27 and 28 from 11 AM to 5 PM. The North Sierra Wine Trail is an association of 9 wineries that will be hosting guests traveling along the trail. Information about the event can be found at www.northsierrawinetrail.com.
Ann encouraged NYG to participate in some way, potentially having a table at the RVW tasting room.
Steven suggested that Ann join the Ag Tourism Committee to help coordinate NYG participation in the event. Ann agreed.

Agenda Item 9 – Debrief on Events/Activities that have taken place. (5-10 min) Standing Item.

a. Ag Speed Dating March 4. – all participants

Freja described the event which took place at the Yuba County Government Offices. Buyers and sellers (producers) met for five minute “dates”, allowing them to connect and potentially make sales.

Kim mentioned that it was a wonderful event, where she felt happy to have made many positive connections with local businesses, but that it was also frustrating because her products are not currently available, so she could not close deals.

Eve mentioned that she valued the connections made with other producers as much as those made with buyers.

Steven proposed that NYG write a thank you letter to Brynda Stranix which everyone agreed to.

He also suggested that NYG invite farmer Jim Muck for a small tour and lunch. Jenny suggested we invite him to an event such as the food tasting taking place at her Oregon House Farm Store on Saturday March 16th.

Michael suggested we create an event where producers could come together socially and talk. He will take it to the Community Outreach committee to see what can be done.

b. Mike the Wine Guy radio show: -Freja’s Foods went on.

Freja reported that although she felt nervous before talking with Mike on the radio, that doing so turned out to be easy and comfortable. Mike was supportive and easy to work with. She encouraged other producers to take this wonderful opportunity and she is willing to help prepare anyone who is about to do so for the first time.

c. Social Media Training: -all participants

The second NYG Facebook Basics Seminar took place from 5:30 to 6:30, before the NYG BOD meeting. It was well attended.

Those that were there were enthusiastic and positive about the experience. The third class is scheduled for just before the next NYG BOD meeting, 5:30 to 6:30 on Wednesday, April 3.

Agenda Item 10 – Update on Meetings with our friends/partners. (5-10 min).

- a. Taken place: Publicity Planning with chamber of Commerce. -Freja
Kim and Freja met with Kristy Santucci to talk about the NYG Publicity and Promotion plans and budget for 2013 and the NYG \$30,000 deficit which comes mostly from Publicity and Promotion needs. Kristy shared that a membership with the Chamber can help NYG meet many of its goals for less than was projected. She also shared that some of the projected expenses were too high. Freja still wanted to debrief with the Publicity and Promotions Committee and then come back to the board with a comprehensive report of the meeting.

Brynda Strandrix was supposed to be at the meeting, but was unable to attend. Freja will reschedule with her for a later date.

- b. Roger talked with the local CSA from Good Food Farm and asked how NYG could best support them. Promotion is the best NYG can do. Roger will meet with JAH Farms to try and find out the same.

- c. To be arranged: Calendar Planning with EDC and Chamber of Commerce –Kim

Kim has been working with the NYG calendar. She had made particular note of the two Chamber of Commerce Events that we want to participate in.

- The Swan Festival – November 9 and 10. NYG can be very creative with how to participate in this event. Possibilities will be explored by the Ag Tourism Committee.
- Taste of Yuba Sutter – September 26, 5 to 8:30 at the Fairgrounds. NYG can be creative about how to participate in this event as well.

Roger asked if the Harvest Festival was on the Chamber calendar.

Kim shared that if NYG becomes a member then its whole calendar will be on the Chamber calendar and promoted by the Chamber.

- d. Steven will be working with John Fleming, making presentations to different groups about the producers of NYG. He asks that all producers send photos of themselves at work to Charles Sharp so that they can create a presentation from them.

Agenda Item 11 – Signage for Oregon house: Proposal to write a letter to the Board of Supervisors and or the Planning Department. –Jenny & Janet (3 min)

Janet is developing a report of the meeting that took place.

Jenny asked Andy Vasquez if it would be possible to add Oregon House to some/any of the signs coming from Marysville. He agreed if NYG would pay for it.

Jenny suggested NYG call the tax collector to find out how much money North Yuba generates, then write a letter to the Board of Supervisors making the request and describing that NYG wishes to develop a vibrant economy in the foothills.

Agenda Item 12 – Check in on Sierra Nevada Conservancy \$5000. When should we make a decision/plan to take action? –Jenny & Everyone (3 min)

Jenny suggested that as soon as Ag Tourism creates its calendar NYG contact the Conservancy.

Kim is to send the draft calendar to Janet who will bring it to the committee meetings.

The NYG 2013 Calendar will be an agenda item for the April 3rd Board Meeting. It was agreed that the committees could work on a draft calendar between now and the next meeting. That calendar will be reviewed and approved by the Board on the 3rd.

Agenda Item 13 – Considerations regarding Potential Grant Seeking: -Jenny (5min)

Jenny is in contact with a person that writes grants for farm to school programs. She asked if she should have her contact Michael about potential grants. It was agreed.

Jenny reported that NYG is in the process of applying for the USDA Crop Block Grant. NYG applied with two other similar young groups. There will be a meeting between Penny Left and one of the other groups next Friday, March 15. Jenny will attend. Roger requested a copy of the grant proposal. Jenny will send to Eve who will send to NYG. Steven suggested creating a committee to develop the question of what grants NYG wants to pursue. It was agreed. Roger, Freja, Jenny and Charles are all members of the Grant Assessment Committee.

Agenda Item 14 – Interim Membership Planning Committee Presentation. – Steven & Jenny (45 min)

Jenny described the way membership is dealt with by food groups in El Dorado County and Nevada County. She emphasized that they have

two membership categories, one for producers and one for community members. Each category has different fees, benefits and application forms.

She suggested that NYG do something similar and listed many practical reasons as to why to do so. She also stated that many difficult questions need to be answered about membership before a final membership plan can be enacted.

Freja suggested that a committee be formed to create a detailed membership plan that can be reviewed and voted on in 6 months. Until then, NYG should work off of a six month interim membership plan. With this plan one individual could join for \$30 and have access to all the benefits of NYG. Business could not join, just individuals.

Diana added that one membership would equal one vote. She also mentioned that there could be a different category of benefits (geared towards producers) offered for an extra fee. Those benefits would not be available for a regular membership fee.

Charles stated that NYG is a group of individuals that have come together to promote and support local agriculture and that it is important that we stay true to that origin. He agreed with Diana that one individual could buy one membership with standard benefits. Producers could have the option of paying for extra, producer related benefits.

Roger cautioned that NYG was not ready to decide on a membership plan at this time. Suggested that a committee be formed to design a plan and then come back to the BOD for a vote.

Freja cautioned that if NYG did not come up with a way for members to join now, our current progress would stagnate. She suggested that NYG have a 6 month interim membership plan. Individuals could sign up to be members. All members would pay \$30 and have access to all benefits for one year. She also suggested that a Membership Committee be formed to create a long term, well thought out plan addressing all of the concerns that Jenny shared. She mentioned that the application can help resolve some of the concerns.

Gianni agreed with Freja's proposal but emphasized that a committee be formed and that members be identified.

Freja's proposal of

- 6 month interim membership plan
- Only individuals can join as members
- Each membership costs \$30
- Each membership allows access to all benefits

- A Membership Committee will be formed to create a long term detailed membership plan that will be proposed to the NYG BOD in six months and voted on at that time

was voted on and was passed.

The Membership Committee includes Roger, Charles, Diana, possibly Steven or Freja.

Agenda Item 15 - Freja called the meeting adjourned.