

NYG Board of Directors Meeting Minutes
April 3, 2013
6:30-8:30 PM

1. Call to order. -Freja
2. Roll Call –Eve

In attendance: Janet Marchant, Diana Stefanini, Gianni Stefanini, Kim Pedley, Marian Lucero, Charles Sharp, Michael Dooen, Ted Pearson, Freja Nelson, Eve Stefani, Jenny Cavaliere, Tom Farinha, Pat Anderson and her associate Carol of Cute Green Home

3. Corporate Filing Status Update (2-3 Min) –Roger

Roger Shelton was not able to attend the meeting. Jenny reported that North Yuba Grown (NYG) did receive the incorporation papers. NYG is officially a non-profit mutual benefit corporation. Its filing date was January 18, 2013.

Jenny went on to remind NYG members that the physical address for NYG is Roger's physical address and its mailing address is Roger's personal mailing address. Jenny reported that she went to the Oregon House Post Office and reserved a small PO Box for NYG. She asked if everyone agreed that NYG should have an independent mailing address, and if so, should NYG use the reserved PO Box. It was agreed. Jenny will establish the PO Box in the coming week. The official mailing address for NYG is now PO Box 923, Oregon House, CA 95962.

4. Treasures Report (2-3 Min) –Jenny

Jenny reported that she re-opened NYG's checking account with Robobank. She found it was possible for NYG to continue to use its old checks. Jenny asked about co-signers for the account. The by-laws were consulted and it was determined that Jenny, Kim and Freja will be co-signers on the account. It was agreed that all bills will be brought before the board for approval and checks will require all three co-signers signatures. In the case of an emergency it was agreed that the Treasurer and Chair or the Treasurer and Vice-Chair can be enough signers.

Freja acknowledged the importance of Jenny's request for three signatures and the importance that all bills need board approval before being paid. Marian asked if these guidelines are in the by-laws. Freja said no and Marian suggested they be added. Diana suggested that it was equally important that projected expenses be approved by the board. It was agreed.

Jenny went over the Treasures Report. The account was opened on April 1, 2013 with a balance of \$0. Then \$500 from last year's Sierra Nevada Conservancy Dinner and \$458.06 from the NYG partnership account and \$50 membership fee from Tom were deposited. The ending balance as of April 3,

2013 was \$1,008.06. She asked that the board approve the report. It was approved.

Kim brought two NYG bills to the Treasurer. The board was notified that one bill was for \$200 to Donna Hanford's Social Media Training and the other bill was for \$24 to JAH Farms for their contribution of fudge at last year's Sierra Nevada Conservancy Dinner. The board approved payment of these bills.

5. Report on meetings with our friends/partners: (5 min)

a) Brynda Stranix & Freja meet & greet

Two weeks ago Freja met with Brynda Stranix, Director of the Economic Development Corporation and she agreed to help NYG begin the branding process. Brynda worked as a branding specialist in the past. They decided to meet for 4 - 5 two hour sessions with any board members that would like to attend, Charles and Janet. The first meeting took place the afternoon of the NYG board meeting. It had been a strenuous process facilitated by Brynda. Freja will report on the outcome of the meetings when the branding process is complete.

Diana suggested NYG put together a gift basket as a thank you to Brynda. Freja offered to send out an email asking for donations from NYG producers.

b) Peach tree Country Club –Steven

On Friday, April 26 Yuba County Economic Development, lead by John Fleming, will host their 2013 Perspectives (and luncheon) at the Peach Tree Country Club from 10:30 to 1:00. The speakers, Steven Dambeck and Wayne Bishop, will be talking about Agritourism. The lunch will be made of local products and NYG producers have been invited to supply whatever products they will have available at that time. People interested in attending need to sign up with John Fleming. It was suggested that NYG have a table at the event. Steven will coordinate the table.

c) Others?

Kim followed up on a connection made at the Ag Speed Dating event in March. She attended the Bloom Tour at Rice's Farm near Plumas Lake. The tour was of an orchard consisting of 49 varieties of stone fruit, all in bloom. She felt that the farmers, Tom and Jeanette Rice, are interested in farm tours and may want to connect with some of the events NYG is planning for 2013. She will stay in touch with them.

d) Anthony Emmolo is involved with a non-profit group called Art for the Heart.

He is arranging an event with Ride Out Hospital and the Arts Council. He would like for NYG to participate.

e) Charles is in touch with Kelly Ridgecreek regarding the next Harvest the Arts event planned for September of 2013.

f) Michael and Steven have been in touch with a former school bus driver named Debbie Reloso. Michael reported that Debbie is interested in getting kids more involved in local seasonal foods. She and Michael are working together on

creating a curriculum where kids can experience local foods and learn how to prepare local foods.

Plans for future Meetings: (5 min)

a) Scheduled Meetings:

b) Not yet scheduled Meetings:

6. Presentation from Ray Diggins of Grizzly Hill (10-15 min?)

Unable to attend the meeting. Will try to attend the next board meeting on May 1, 2013.

7. Calendar Of Events -Kim & Everyone (10-15 min)

a) Debrief Events that have taken Place

-New Earth 2nd Anniversary -Janet, Charles & participants

Pat and Carol reported that they had a very good experience and met a lot of people while at their Cute Green Home business booth. Janet reported that she found the event useful. Freja stated that the event was extremely well attended, and in fact she ran out of her samples within the first hour.

-Social Media Seminar -Freja & Participants

Freja offered the final Social Media Seminar prior to the board meeting. It went well. She mentioned that she is open to offering the seminar again in the future if needed.

b) Review Calendar of Events -Kim & everyone

Kim mentioned that she would like to put the NYG calendar on to Google Calendars. Charles mentioned that the NYG calendar is currently on the North Yuba Grown website. northyubagrown.org/calendar.php

Additional Upcoming Events:

1. Peach Tree Golf Club, April 26 –Steven

See agenda item 5b.

2. July Rideout and Art Council event: Art for the Heart

See agenda item 5d.

3. The North Sierra Wine Trail will take place on Saturday and Sunday, April 27 and 28. Calolea Olive Oil will be at Lucero Winery, the Hawthornes will be at Hickman Winery and Apollo Olive Oil and Grant Eddie will be at RVW Winery. Janet requested that the NYG producers that will have a table at each winery bring promotional materials about NYG to the event. It was agreed. Charles shared that he helped create an article with information about the next North Sierra Wine Trail that will be in the next edition of Yuba Sutter magazine.

4. Tractor days – Freja asked if NYG wants to have a booth. Gianni suggested that those members of NYG that will already be at the event bring NYG promotional material with them.

5. P & P will create and distribute the NYG promotional materials for these events.

6. The May 1st board meeting will be taking place at the same time as

another event in the main room of the Alcouffe Center. There was discussion about postponing the board meeting or going ahead with it. If the board meeting moved to Wednesday, May 8th, then the planned Oregon House Town Hall meeting would need to be moved. It was decided to move the May 1st board meeting to May 8th and postpone the Oregon House Town Hall Meeting until the beginning of June (after branding process is complete and NYG is ready to do its promotional kick off.)

7. A planning meeting was set for Wednesday, April 24 from 6:30 to 8:30 at the Alcouffe Center to begin planning of the Oregon House Town Hall Meeting. Local Outreach will create agenda items for the Town Hall meeting and send them out to the NYG board and P & P committee for feedback. The refined items will then be brought to the Planning Meeting on April 24.

8. Diana mentioned that it may be a good idea to have a NYG booth at the Car Show to share promotional materials and offer membership sign up.

c.) Potential Additional Events: (10 min)

Membership Drive/General Membership Meeting -Freja *Discussion may be better after Membership presentation below.

This discussion was postponed to a later date.

7. Presentation by Pat and Carol about land for use opportunity and their Cute Green Home business

- a) Pat has 13 acres of sloped agricultural land that is available for lease. The land is facing west and is fenced by a four foot fence. BVID water runs across a corner of the land and can be used for irrigation. Contact Pat at 530-320-6489 if you may be interested. Janet will connect Pat with the local Yahoo E-group.
- b) Pat and Carol have begun construction on a sample cute green home on Pat's property at 10851 Peoria Road. Everyone is invited to drive by and take a look. More information about their business can be found at cutegreenhome.com.

8. Regular Committee Reports: (5-10 min) *Much of this section is covered elsewhere.

- c) Janet suggested that committees meet regularly every other week. It was agreed.
- d) P&P agreed to meet on Wednesday, April 10 at 4PM at the Alcouffe Center
- e) Ag Tourism agreed to meet on Monday, April 8 at 5PM at Eve's house
- f) Community Outreach agreed to meet on Monday, April 8 at 6PM at Eve's house
- g) Distribution -Kim & team – Kim mentioned that there are only a few producers using distribution, but as NYG grows so will Distribution. Freja reminded that distribution is one of the great things that NYG can offer its membership.
- h) Ag. Tourism: Jenny & Team – covered previously in meeting
- i) Publicity & Promotion: -Freja & team – covered previously in meeting
- j) Community Outreach -Gianni & team – covered previously in meeting – Gianni mentioned that he will not be able to head the Community Outreach Committee

any longer and asked Eve to lead it. Eve agreed.

9. Special Committee Reports: (20-45 min.)
 - a) Branding Committee -Team report - – covered previously in meeting – will report when branding process is complete.
 - b) Grant Committee -Jenny, Roger, Freja – This committee was not able to meet, but different members did report on the different grants being considered.
 1. Freja shared that the \$50,000 EDC grant is now uncertain due to Federal Sequester. That money is off the table for now and may never be available.
 2. Jenny reported that before NYG can begin process of applying for the \$5,000 Sierra Nevada Conservancy grant there needs to be a more detailed plan for each of the 6 Ag Tourism Farm to Table dinners planned for 2013, including guest lists and venue locations.
 3. Jenny reported on the \$100,000 Penny Left 2013 Specialty Crop Block Grant. The grant hopes to: “... provide training, technical assistance and networking opportunities for community agritourism associations engaged in collaborative marketing of specialty crop agritourism enterprises in order to enhance the economic viability of these growers and develop tourism in their rural communities.” Jenny reminded that this grant will help support three fledgling groups; NYG, Capay Valley Vision and Sacramento River Valley Ag Tourism. The money is to be used over a two year period. People involved in the grant are Brynda Stranix, Vivian Straus of Sonoma Marin Cheese Trail and Debra Lucero of Butte County Economic Development. Four letters were sent in support of NYG. The letter writers were Mark Folak, Brynda Stranix, Glen Nader and Jenny Cavaliere. Approval of the grant will be announced in September, 2013. The grant will begin in October of 2013.
 4. Jenny frustrated with progress of signage initiative with the county. Expensive and limiting. Jenny found an article in VGN magazine regarding agricultural zoning exemptions. She suggested the NYG write a letter to the supervisors asking for reduced regulations around signage. Jenny agreed to draft a letter and send it to the board, Janet and Charles for feedback and refinement.
 - c) Membership Committee -Diana, Charles, Roger
 1. Diana reported that the committee came up with a tentative definition of membership and two application forms. The definition document defined “North Yuba” and “local”, as well as membership criteria, non-voting associate membership, sponsorship, partnership, annual membership fees, current interim membership, membership benefits, and primary direction of NYG. The committee recommended two types of membership; General Member (“voting individuals affiliated with one or more local communities, including ‘food consumers’ and other interested persons, such as owners and employees of Associate member

organizations”) and Associate Members (“non-voting member organizations operating locally that produce, use, or sell local food products”). There was a lively discussion about types of membership and fees. It was determined that NYG members need to read the proposal set out by the committee and send feedback to Diana, Roger and Charles before the next board meeting.

Freja called the meeting adjourned.