

NYG Board of Directors Meeting Minutes

May 8, 2013

6:30-8:30

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, Steven Dambeck, Ray Diggins, David Polantac, Megan Osborn, and members of the Arts Council, Kelly Richcreek, Marike Garcia, Elizabeth Betty, Julie Kennard, Jonathan Kinsmen, David Reed, Anthony Emmolo, and Carmen Smith
3. Guests: 30-45 min.
 - The Farm Bureau, Megan Osborn – Megan shared that she lives in Loma Rica and her mom grew up in Oregon House. She has been living in Yuba County for most of her life. She began working at the Farm Bureau in July of 2012. She wanted to share that the Farm Bureau has some big events coming up that may be a good fit with North Yuba Grown.

Before discussing the events, Megan shared a little about the Farm Bureau. Founded in 1919, the Farm Bureau serves agriculture through such things as advocacy, preservation, protection, empowerment, and outreach. Megan emphasized that the Farm Bureau wants to support little farms as well as big producers. In March the Farm Bureau had a “Spring Fling” fundraiser and raised \$40,000 for agricultural education for both kids and adults.

One event Megan thought NYG may want to participate in was Agventures at the Yuba-Sutter Fair. The Bureau schedules presenters (farmer/producers or agricultural organizations) to present at the Agventures educational booth throughout the fair. Presenters can have a static table in the booth then come for specific times to meet with people and talk about agriculture.

NYG and/or its producers were invited to participate in Farm Day on October 4th from 8 AM to Noon at the County Fairgrounds. 2200 kids from local schools attend Farm Day, where they learn about agriculture. Presenters offer talks and/or hands on activities such as jam making.

Megan described different types of Farm Bureau memberships: Ag Membership, Business Membership, Associate Membership, and Collegiate Membership. The fee for NYG to have a Business Membership would be \$200 per annually. An Ag Membership is \$150 annually.

- The Arts Council, Kelly Richcreek – Kelly came to the NYG Board Meeting with some other members of The Arts Council, which is an arts organization that serves both Yuba and Sutter counties. She announced that this year the Harvest the Arts event will take place from 5:00 to 8:00 PM on Saturday, September 7th at the Alcouffe Center in Oregon House. She shared that the Arts Council feels passionately about bringing art and agriculture together. Marieke felt that it was important to take this inspiration out into the community, so it was decided that the Alcouffe Center would be a great venue for this year’s event. She invited

North Yuba Grown to participate.

Discussion about the event ensued. Kim asked if there would be pop up performances again this year. Carmen said yes since those performances were so successful last year. She emphasized that the Arts Council is currently looking for performers that may want to participate and encouraged members of NYG to let her know if they know of any that may want to do so. Kelly said that the Arts Council would like to offer tastings of local foods and hoped the farmer/producer would be there to serve their product. She said they are coordinating the menu with John Nicoletti's cooking class.

They shared about the Art Harvest 2013 – A Plein Air Program. The following description is from their website (yubasutterarts.org/art-harvest/). “D. Ellen Day, local artist from Yuba City and board member of the Yuba-Sutter Regional Arts Council, will be leading artists on day trips to create works of art on-site at farm locations throughout the Yuba-Sutter region. This plein air program, “Art Harvest,” will start in April and continue through August. Locations include Meridian, Bangor, Brownsville, Wheatland and Oregon House. Participating artists will be donating one of their creations to be auctioned at the Art’s Council’s “Harvest the Arts” event later this year. Artists interested in participating in “Art Harvest” may call the Arts Council office at (530) 742-ARTS (2787).” This will be taking place the second Saturday of each month, April – August. Janet and Charles said they would like to stay in touch with the Arts Council about this opportunity for artists and farmers. Jenny mentioned that the new post office box for NYG is now 272, in Oregon House, 95962, and can be used for correspondence. Freja confirmed that it is fine for NYG to promote the art from Art Harvest.

- Grizzly Hill, Ray Diggins – Ray has been farming and working with farmers in Nevada County for 25 years. He is currently selling 50 to 60,000 organically certified veggie starts at Peaceful Valley and at the Grass Valley Farmers Market. He helped found the Nevada City Farmers Market and the Grass Valley Farmers Market.

Ray recognized that farmers tend not to be good at marketing themselves and their products. Organizations such as NYG, Placer Grown and Nevada County Grown are good at helping share information and bringing farmers together, but not necessarily good at marketing and distributing farmers' products over a large area. Ray decided to create the Yuba Foodshed Alliance (<http://www.yubafoodshedalliance.org/>) which is an organization of sustainable family farms that are creating new models for farmers and consumers to come together. He mentioned two models they have been working with, Virtual Farmer Model (farmers can keep an availability list on the Yuba Foodshed Alliance website to connect with consumers) and the Food Hub Model. Ray suggested that NYG may one day want to create a food hub which would act as a distribution point of local produce. As the website had just been up for a couple days, Ray offered to come back with a more detailed presentation in the future. This idea was met with enthusiastic agreement.

Jenny asked Ray about his green houses. Ray produces simple high tunnel kits for sale. He was open to Jenny visiting him and taking a look at his tunnels.

Janet acknowledged that Ray knows about NYG and about his Yuba Foodshed Alliance and encouraged him to come back and explore how NYG can best take advantage of the Alliance. Ray agreed.

4. Corporate Filing Status Update (2-3 Min) –Roger – Charles spoke for Roger. Charles said that Roger was working on the filing, but had been under the weather. Freja committed to calling Roger to find out where things were at.
5. Treasures Report (5-10 Min) -Jenny
 - Account Status – Jenny read the newest Financial Statement. Suggested that the board set a policy to not let the checking account not go below \$2000. The board voted unanimously in agreement.
 - Po Box Changed: Po Box 272 is correct.
 - Banking Authorization Decisions – There was a discussion about who gets what authority in the NYG bank account. Freja suggested that two of the three official signers need to sign in order to remove money from the NYG account. It was agreed. Diana suggested that if the amount being withdrawn was extremely small this rule could be over looked. It was agreed.

There was a question about getting a NYG debit card. Kim, Jenny and Freja had discussed the possibility earlier and suggested that NYG not get a debit card because they saw no real need for one. They suggested the following procedure: if a member needs to spend NYG money they should make a request to the board. That request should be reviewed then, if approved, the member would spend their own money and bring back a receipt for what was spent. The treasurer would then pay back the member.

Charles strongly suggested that NYG does need a debit card and that asking an individual member to front the money is not appropriate. Also, he wondered about the inconvenience not having a card created when considering online purchases.

Kim said that in an ideal situation members would come to the board in advance and make a request and the money would be made available for purchase.

Janet and Charles said that the ideal does not always happen.

Lucio said that he didn't see a problem with the proposed procedure.

Jenny said that she saw the possibility in the future that if NYG were to get the grant and be able to hire a person who was in charge of everyday issues, then that person may be able to be in charge of a debit card.

Freja suggested that the proposed procedure may be good for now and changed later.

Diana suggested that things would be easier with the card. She suggested that NYG get a debit card and commit not to using it, but have it available in case of an emergency.

Jenny said she was open to having the card for emergency situations only.

Freja stated that NYG would order the debit card and the treasurer will take care of it.

Freja suggested adding a standing agenda item to all board meetings. "Proposed Expenses" could be a point in each meeting when members could make official requests to the board for expenses they are expecting to incur. Between board meetings two of the

three signers would need to approve spending NYG money.

6. Membership Status: (10 min)

- Current paid membership count: 14
- Collect new membership forms & dues. – Two people joined.
- Take some forms & sign folks up! Freja mentioned that Jenny is actively asking and encouraging people to sign up to NYG. She suggested that everyone follow her lead. Freja challenged everyone to bring a couple new members by next month. She reminded that the \$30 fee is for a limited time.

7. We are now members of the Chamber of Commerce. –Freja announced that NYG is now a member of the Chamber of Commerce.

8. Calendar Of Events (10-15 min) – Freja – It was beneficial to review the calendar during the last meeting. Decided to have as a standing agenda item.

a) Debrief Events that have taken Place:

- Business Perspectives 2013, April 26 -Steven & Attendees – Freja acknowledged that Steven worked hard and did a good job presenting. Charles felt it was a great event. Janet said the event was a tribute to agriculture. Acknowledged that John Fleming deserves credit for pulling it together.
- North Sierra Wine Trail April 27-28 -All participants – Charles said the event was fairly successful. Seems the people from the north end of the trail stay in the north and people from the south end of the trail stay in the south.
- Tractor Days, May 4-5 -All Participants – Was very successful. Janet – the event was held at the Alcouffe Center and that worked well. Many people attended the event. There were lots of food vendors, maybe too many, so the vendors did okay. Ted noted that there were many more men than women attending, the opposite of the Harvest Festival.

b) Upcoming Events:

- Review calendar of events for May, June & July
- Taste The Seasons:
 - 1st Farm to Fork Dinner: June 1 @ Lucero Vineyards & Winery. – Marian asked if a tour of the vineyard at the beginning of the dinner was desired. Many agreed that it would be a good idea to incorporate a tour into the reception time. Gianni asked who was coordinating the Farm to Fork Dinners. Freja explained a small group of NYG volunteers. Producers had been asked what they wanted to offer and chefs sent in applications. There were two applications submitted, Melissa Olin and Luceo Cueva. Kim Pedley is coordinating decorations, Freja is multi-tasking, Steven is coordinating different aspects of the dinners as well as pouring wine and talking about local food during the dinners, Michael Dooen is coordinating volunteers (Charles and Kim both offered to help with the dinner), Janet is working on marketing,
 - Discuss Procedures for producer opportunities & chef position.
 - Volunteers Needed.
- Janet – The first grange farmers market is coming up and Janet would like to

staff a NYG booth. Needs help setting up and breaking down a tent. Lucio and Ted offered to help do so. Jenny has NYG signage at her barn. Janet will get from her.

- Freja – does NYG want a presence at the up-coming Car Show. Decided, no. Remove from calendar.
- Donna Hannaford would like for NYG to have a presence at the first Marysville Farmers Market on Friday May 21st. Janet asked if booths are free to non-profits. Donna suggested NYG producers sell their products together at a NYG booth – team up and split the cost. Janet suggested that someone coordinate this effort.

c.) Potential Additional Events: (10 min)

- NYG Promotional Kick Off – Community Outreach needs to organize – be sure to offer local food and wine – one suggested date was July 14th.
- Art for the Heart with Rideout Hospital – July 11 – Steven helping to coordinate.
- Patrick Mulvaney wants to do a Farm to Fork dinner featuring NYG foods.

d.) Debrief of meeting with Sacramento Farm to Fork event – Steven (Steven had to leave before this was discussed.)

9. Branding Report: (10 min) Team report – The team is making progress. Currently working on logos. Will have more to report later.

10. Grant Reports: (10 min)

- USDA Grant Status- We're doing great! –Janet – Got through the first round quickly – things look promising. All paperwork has been submitted. Now waiting to hear if NYG will receive the grant.
- Sierra Nevada Conservancy –Jenny – talked with Bob Kingman and with a Nevada County Grown organizer. Nevada County Grown is working with the Union Newspaper. The paper has a copy of the Nevada County Grown Guide. The guide can also be found in different stores. The guide has adds for businesses. The adds were organized by the Union. Jenny wants to work with Heidi to put together a farm guide to take to the Conservancy.

11. Signage letter update –Jenny – Andy said to go ahead and submit the letter she is writing. The research Jenny did showed that North Yuba paid 249 million in secured and unsecured taxes last year. This lends some weight to requests for signage.

12. Meeting Adjourned - Freja