

North Yuba Grown

June 4, 2013

Dear North Yuba Grown Member,

Please see below the minutes from the May 29th Special Board Meeting.

Special Board Meeting
Wednesday, May 29, 2013

Call to Order: Freja

Roll Call: Eve

In Attendance: Juan Jose Domingo, Lucio Cueva, Freja Nelson, Steven Dambeck, Katie Lee, Dave Lee, Janet Marchant, Charles Sharp, Jenny Cavaliere, Gianni Stefanini, Eve Stefani

Agenda Item 1 - Constant Contact Proposal - Charles requested \$15 a month to support the bulk email system of Constant Contact. This system would allow NYG to maintain different email lists and to send out bulk emails easily and efficiently.

Agenda Item 2 - Community Outreach Update and Budget - Eve - The Community Outreach Committee met recently and considered reducing the number of goals it set for 2013. After some further discussion among a few Community Outreach Committee members at the Special Board Meeting it was decided that Community Outreach would meet again to review its goals and report out to the General Board Meeting on June 5th. Also, Community Outreach made a request for \$100 to be set aside for printing costs to support the currently planned Town Hall Meeting, scheduled for Thursday, July 18th.

Agenda Item 3 - Membership - A spontaneous discussion began about the need to iron out the details of NYG membership, define membership and membership structure, and create and approve a membership application process. The need to increase NYG membership was also emphasized. It was agreed that a Membership Committee should be formed in order to advance with this process. The committee would define NYG membership and create an application process and would then present to the board at a General Board Meeting. Jenny agreed to head the committee. Charles and Freja agreed to be on the committee. It was mentioned that Diana would be a wonderful addition to the committee. Freja committed to contact Diana to see if she would join the committee. Freja suggested that membership be completely finalized before the July 18th Town Hall meeting.

Agenda Item 4 - Branding - Freja - Freja acknowledged that unfinished work on membership and branding have slowed NYG progress. She committed to having a

branding update at the June 5th General Board Meeting. Steven suggested that the graphic designer be picked before the June 5th Board Meeting. Freja will email potential graphic designers to let them know about the possibility of creating a NYG logo and potentially building a relationship with NYG that could lead to other branding projects. It was acknowledged that all work done now will not be paid until much later.

Agenda Item 5 - Producers Summit Concept - Steven - Steven suggested that NYG invite producer members to get together and identify if NYG is helping to improve their businesses and find out if there are suggestions they may as to how NYG may further help their businesses. It was suggested that other producers from the area that are not current members be include at the meeting. They may have suggestions that could help NYG and they may see possibilities of how NYG could help them. It was suggested that the Producers Summit take place on Wednesday, June 12th. There will be an introduction to NYG and its vision and strategic plan, then an opportunity for producers to share their needs, then a sharing of opportunities NYG offers producers and a chance to sign up as members.

Agenda Item 6 - Rideout Hospital Update - Steven -

- Art for the Heart fundraising event - NYG has been invited to participate in the event. Producers can come and offer tastings of their product. 150 people are expected to participate. Steven said that NYG will have a booth where a number of producers have already committed to donating tastings. If you are a producer that wants to participate, please contact Steven.

- Steven shared that Carol Ramirez, the head of public relations for Rideout Hospital has offered NYG a dedicated farmers market to be operated at a shift change one day each week. It is currently looking like the market will take place on Thursday evenings from 6:45 to 8:15 throughout the summer. Steven will be sharing more details as they are worked out with Carol.

- Steven met with the CEO and Chairman of the Board of Rideout hospital. They asked the head of food service to join them. They invited North Yuba Grown to do a tasting presentation. Freja committed to call and set up the presentation on May 30th. Steven suggested there be a mini-farm to fork at Rideout with the board and upper administration.

Agenda Item 7 - Farm to Fork Update - Steven - Kim was able to establish a relationship between Pelton's Party Supply (Jerome) and NYG. Pelton's will offer supplies at half the cost to NYG. A menu still needs to be printed. Janet offered to call Gary and see if he could help create the menu. Steven and Janet will work with Gary to make this happen. Everything else is in place to have a successful Farm to Fork event except for guests. There were currently 20 people signed up. Steven suggested offering seats at half price to NYG members. Janet, Freja and Steven offered to contact members to make this offer. It was acknowledged that the Farm to Fork event needed to get onto social media, specifically Facebook. Freja committed to contact Donna Hanaford to find out how to invite people to an event on Facebook.

Agenda Item 8 - Ballet Recital - Steven - Steven shared that there will be a ballet recital taking place at the Alcouffe Center on June 7th and 8th (or 8th and 9th?) and the organizers were hoping for some local food offerings. In exchange NYG would be helping to create good with a local event and would get some local advertising. Steven and Freja committed to working on this event. Producers interested in participating should contact them.

Agenda Item 9 - Planning and Budget for Wine Food Art Lunches - Steven - Current projected budget for the Wine Food Art Lunches include: 2000 promotion cards -

\$160.00, Graphic design work - \$30.00, banner - \$100.00.

Steven reminded that NYG wants to invest in Wine Food Art not only because it is a venue for local producers to sell their products, but also because it keeps NYG visible and vibrant throughout the summer.

Jenny shared that she still had concerns about NYG getting an ABC license. There was much discussion about this issue. Charles and Steven reminded that the North Fork is not only the group that would commonly be held liable for any misfortune at the Wine Food Art Lunches (because they are the organization behind the venue), but that they would also write a contract stating they are liable for any misfortune. Jenny agreed to go ahead.

It was proposed that Wine Food Art be approved for a starting budget of \$325.00 It was also suggested that advertising be through the cards, through the Chamber of Commerce, through personal efforts with friends and local allies such as the resorts and through social media.

Jenny requested that the written contract be given to her before NYG gives any money to support this event. The contract would be reviewed at the General Board Meeting on June 5th and then the budget could be approved.

Agenda Item 10 - Approval of all requested money during meeting - Board - After discussion the board members attending the meeting approved the \$15 per month for Constant Contact, the \$100 for Community Outreach and the \$30 for graphic design work for Wine Food Art.

Agenda Item 11 - Board - It was decided that the board would have a small board meeting with only board members for one hour before the General Board Meeting on Wednesday, June 5th, beginning at 5 PM.

Adjourn - Freja

Looking forward to seeing you at the General Board Meeting taking place tomorrow night, Wednesday, June 5th from 6 to 8 PM at the Alcouffe Center in Oregon House.

Sincerely,

Eve Stefani
Secretary
North Yuba Grown