

NYG Board of Directors Meeting Minutes

June 5, 2013

6:00-8:30

1. Call to order. -Freja

2. Roll Call –Eve

In Attendance: Steven Dambeck, Katie Lee, Dave Lee, Diana Stefanini, Charles Sharp, Elden Fowler, Janet Marchant, Freja Nelson, Gianni Stefanini, Tom Farinha, Randy Fletcher, Ted Pearson, Michael Dooen, Jenny Cavaliere, Eve Stefani, Kim Pedley, Cynthia Frank, Ken Frank

3. Membership Status: (10 min) –

a) Welcome new members! Jenny – read most recent membership list

b) Current paid membership count: 28

c) Collect new membership forms & dues. Freja handed out membership forms.

d) Take some forms & sign folks up! – Everyone encouraged to bring in friends and acquaintance

4. Treasures Report (5-10 Min) -Jenny

- Account Status – Beginning balance - \$2773.55, described payments and deposits, Ending balance - \$4453.55

- Approved Expenses – Will need to pay invoices from Farm to Fork (roughly \$1500.00) – Board approved – Board also approved the expense of \$100 for 1000 Farm to Fork cards Jenny passed motion to approve the financial statement - Approved

- New expense proposals (decided to table until the end of meeting – did not return to)

1. We have an open “At Large” NYG Board of Directors position. Roger Shelton resigned. (5 min) – Freja requested that anyone that is interested in the “At Large” position email or call Eve (and cc Freja) by June 19th in order to be considered (916-945-7932 or evestefani44@hotmail.com) – this position will expire in February, 2014 – After the 19th the board will vote for the new board member – If there is someone a member thinks will be good you are encouraged to ask them to submit their name

2. Corporate Filing Status Update (2-3 Min) -Charles & Jenny – In progress – Charles and Jenny need to meet – still filling out the application for IRS ruling so that NYG can become a non-profit 501 C6. Will need to pay \$400 to file – Jenny thinks she and Charles will need technical help – Cynthia – knows of a foundation that can help. She will let Jenny know – Charles and Jenny will meet before next board meeting

8. Calendar Of Events (10 min)

a) Debrief Events that have taken Place:

- Opening Day of the Grange Farmers Market – There was an NYG table set up -12 surveys of consumers were taken – A successful event

- NYG’s First Farm to Fork Dinner – Ag Tourism – June 1st – Full House – Janet – great success – need to make some improvements with presentation of food – everyone had a great time and went home happy – Outstanding décor!! It was at the level we our dinners to be at and representative of us – volunteers were great – we broke even (no profit, no loss) - new people attended? Yes!!

- Kim – spoke at Red Bud garden club – talked up NYG and Jenny’s store – she had lots

of fun and thinks there are potential members in that club

b) Upcoming Events: (20-30 min)

• Review calendar of events for June, July & August

◦ June

8th Chamber of Commerce mini-Farm to Fork – guests will include Board of the Chamber and Ambassadors and spouses – 24 signed up so far – tour includes Chestnut Grove – Filaki Farms – Jenny’s Farm Store to have a great lunch – everyone will stay a while at Jenny’s – Invited NYG members to come and mingle a little – finish at Riverbrooke Farm for desert – Jenny could use help coordinating parking – Gianni offered to help with parking – Jenny has asked Melisa Olin to be chef plus a farm intern – Asked Gianni to share olive oil – anyone taking pictures? Greg Aaron from Chamber? Steven will travel with the Chamber

8th – Plein Air event at Township Valley Farm – an event with the arts council – painting session for any Arts Council members to visit a farm, go on a brief tour and then the artists stay and paint – their payment to participate is a donation of a piece of their art at the Harvest the Arts event in September – Jenny will host a plein air event on the 8th of August

8th and 9th – Ballet recital at Alcouffe – NYG will offer refreshments to guests and dancers – Steven is coordinating refreshments – Freja – we need some support with this event – Freja will provide juices and staff the food table and talk a little of NYG – Katie and Jenny will help on 9th – Janet and Diana might be able to attend on Saturday the 8th – Kim suggested that Charles connect the ballet people with Harvest the Arts event – they are looking for pop up art – Charles will – looking for healthy juices and snacks – people can pay themselves back and extra proceeds go to NYG 12th Producers Summit – Freja – in Alcouffe Center – NYG offers many opportunities for local products to be showcased – It is also clear the NYG can do more to support local producers and members and Freja and Steven thought there could be a meeting specifically for contacting producers and sharing about what NYG is doing and so that NYG could hear what producers need – Diana concerned that NYG may need membership more clearly worked out prior to this event – Steven – We haven’t really checked in with producers to see if NYG is making a difference to them – Has NYG helped the individual producers – and have the producers describe ways that NYG can do more for the producers – producers need to be called individually and invited – Randy – stimulate the farmers find out what they need and how can what they do circle back to NYG – Diana – just current producer members? No, both producer members and producer non-members – Michael – it is a way for us to share with producers what is currently happening in NYG and what will be possible in NYG – Charles/Janet will put together a list – Freja – can we create a producers list (NYG members and non-members) on Constant Contact? – Charles - Yes!! – Freja and Steven will create agenda – Freja – are there producers that want to be involved? – Giani – if you have an idea of someone who is not on the list please let Charles know – Diana – serve water and lemonade as well as wine

15th Brownsville Farmers Market Opens – Freja will staff the NYG booth Eve will call Kim and Gary to confirm we are wanted – Freja would like to have a stack of our stuff to sell or show – contact Freja if you want her to offer your things to sell – profit to NYG? A question from Freja – don’t give more than you can donate –

A request from Cynthia - would like to get a list of producers to new members – Charles will get an electric copy to Cynthia – Freja – membership committee will create a new member packet of information – Ted – if selling at Grange Farmers Market is there something that identifies me as a NYG member – yes! A table sign

and name tag - Ken – suggested a little NYG sticker be created to put on products

19th – Freja – contacted Chad at Rideout hospital head of food service – Rideout is keen on partnering with NYG to encourage employees to eat healthier – many ideas coming out of the meeting – a mini NYG farmers market once a week – also would love to have a handful of producers come in to offer tastings of NYG products – because once a month the staff picks a particular food to focus on for the staff food – they would like to buy NYG products and serve them at the cafeteria and the dietician talking about why these local products are so healthy – especially looking for heart healthy ones – July – stone fruits – also looking for other heart healthy foods – looking for 3 or 4 people to participate - it's a sales meeting – 10 am Wednesday July 19th – Diana - Marie Ramey a new member, is very connected with the hospital – she can help solidify that connection – also – be sure to get the price point figured out to be sure producers can afford to sell at the price they are willing to pay – Freja wants to create a list of producers and products with a price point to give to the head of the food service – Freja will send out an email to NYG producers to respond if interested in having their products represented (with products and price list) at the meeting

22nd – First Wine Food Art Lunch scheduled - still waiting on a contract from North Fork – Randy – do you have a committee – Freja the board – in the best interest of time lets meet any time in the next week or so about this contract – agreed – will meet next week – Randy wants to review the contract – Freja will work with Randy to set the meeting date – Diana – last year issues with food and money – didn't see any mention of costs of the events – is this figured out – Janet – yes – Freja – first iron out contract piece – then will describe the planned budget for these events – Steven – Ag Tourism will iron out the details and send an email out to everyone describing the planned budget

27th – New Earth lunch at Filaki -Eve will send out invitation to other NYG producers to see if they want to participate

29th Brownsville Farmers Market? Booth? Lucero will have a wine tasting fundraiser event on the 29th – Janet – please support on social media since they are NYG members – Jenny offered to have a NYG booth at Jenny's store – yes!! So not at Brownsville Farmers Market but at Jenny's Oregon House Store at 10 AM on the 29th - who would like to man the booth? Charles or Janet

29th - Mountain Music Brownsville Festival – Steven and Michael will man an NYG booth

July

3rd Board meeting 6 PM Alcouffe Center

6th second F to F at Chestnut Grove – RVW wine –

11th Art for the Heart fundraiser and auction – NYG booth – 7 PM to 9:30 PM –

13th – Customer Appreciation Day at New Earth Market

18th Big Town Hall Meeting at Alcouffe Center – big membership drive and developing a deeper local connection – membership committee needs to have membership worked out before the meeting -

Peach Festival – will talk about possibility of booth at next board meeting

9. Committee Reports (15-20 min)-

◦ Branding Report: Team report

Freja – update – board and founding members have been having branding meetings with Brenda Stranix – a document was sent out by Charles with a description of what came out of the branding process – please take a look at the document – a couple of concrete things came from the meetings – proposed a change to our mission

statement – Freja read the change made to the last bullet point of the mission statement, “a vibrant family farm based economy”. The committee felt this line was a little more specific and tied to agriculture – wanted to tie in more to our roots – there was some discussion about the change – the other change that come out of the branding meetings – the existing logo can be improved – one that better represents NYG – three graphic artists NYG has been working with were contacted – all three are very interested – Freja suggests that branding committee meet soon – look at the comments made about change and identify the next steps in hiring someone – Freja will send out email to set up a meeting

◦ Set up Membership Committee (form committee & set dates!) – Freja – so far we had a BOD and founding members meeting to talk about many things including unfinished membership issues – decided to form a membership committee - Freja, Jenny Charles, Diana – anyone else that would like to join? Ken Frank – Monday June 10th at 6:00 at Jenny’s house – Freja asked Diana to bring copies of the work she has done – Diana will send to everyone on the committee

10. Grant Status Reports (3 min) – no update at this time

11. Any additional agenda items? Elden Fowler will post info about NYG meetings in the paper if given advanced notice.

12. Adjourn