

NYG Board of Directors Meeting Minutes
August 7, 2013
6:00 – 8:30 PM

1. Call to Order – Gary – “Our theme for this meeting is working well together.”
2. Roll Call – Eve
In Attendance: Kim Pedley, Rene Medina Jimenez, Peter Stocker, Brett, Anthony Scarafiotti, Michelle Scarafiotti, Diana Stefanini, Charles Sharp, Eve Domingo, Gary Hawthorne, Gianni Stefanini, Jenny Cavaliere, Kim Hawthorne, Michael Dooen, Marian Lucero, Steven Dambeck, Ted Pearson
3. Treasures Report (10 min) – Jenny
 - Account Status – ending balance \$2486.83 (2000.00 loan included)
Lots of expenses this month because bills from two farm to fork dinners came through at the same time.
4. Corporate Filing Status (5 min) – Jenny & Charles
Charles – He had handed paperwork over to Gary. May have sent the wrong copy. Will check and resend. Consequently, nothing new to report. Gary reviewed the paper work and feels NYG will probably need professional help to complete. Suggested that NYG may not have to file this year. It was brought up that if NYG does not file then will need to pay 800 CA corp tax. Gary suggested NYG needs to raise funds if we are going to pay the tax this year. If we file this year we won't have to pay the CA tax. Gary feels we need to get professional help to complete. – Diana volunteered to review the paperwork before seeing a professional.

Side issue – Jenny – we have an employee who has been paid more than \$600 so we will need to fill out a 1099 – will need to remember to do so in January
5. Should NYG promote producers who are not paid members because they are in our area? – (10 min) – Charles – Gary opened the discussion explaining that most of the folks NYG is promoting are paid members of the organization – two views about this – if you want to be promoted by NYG you have to be a paid member – the other view is that we should promote any producer in our area because they are in our area – Charles explained that NYG has folded some food producers into our promotion even though they are not members. He feels that we have to promote the area as a priority. If we limit to members only we will not have as full a representation of what is here. We may want to promote in order to draw more interest to us and the area. So we want to promote members

but we also want to promote the area. We could offer different levels of promotion. – Gary suggested everyone review the new membership rules, anyone can join for \$30 a year. For the most part it is paid members that are promoted – Also, with the new membership program producers that want to be advertised with NYG pay \$100 a year to be promoted by NYG – Marian described the other view – for those of us that are producers that are going to be getting advertising it is a detriment if others that are not members get promotion for free – Jenny, on the NYG website there are logos that have represented people that may not be members, there are producers on the producers list that are not members – Diana suggested that one way to think about this is that for NYG to be seen as a large organization we could identify different producers (members or not) not mentioning names, just to substantiate North Yuba as an important agricultural area. For instance we could say that in our area there are x amount of wineries and x amount of goat herders etc. Then for more specific promotion people who are paying will get their name promotion – Kim H. I like that idea – I like that we can list the different generic agricultural organizations and then promote by name the members. – Gary – a show of hands for those that agree that when we do advertising we focus only on members (but NYG would allow for generic descriptions (photos, too) of local agriculture) because members are paying for that service (9 in favor) (0 disagreements) Jenny – if everyone would go to the producer list on the computer and take a minute to call one of those people and ask them if they would like to become members ...

6. How can NYG best support the interests of the non-producer members? (10 min)
– Gary

Gary – we have a lot of events and activities that directly help the producers and there are a lot of people in the organization that don't produce anything. He would like to propose that we brainstorm things that we could do that would help support the interests of the non-producer members - some ideas: classes: (canning, butter making), movies (local food movement) , any other ideas? – Peter suggested supporting non-producer driven distribution and sales, for instance, a bunch of people get products together and send it out to local community, Kim H would like feedback from non-producers about what you would like from this association besides the opportunity to help support local food efforts – Michael, not sure why there should be a producer/non-producer category, non-producers are here because they want to promote local food just like producers – Michael suggests to get them to the events and work them there – Jenny, if I were a non-producer I would volunteer in exchange for discounts on local products.– Gary – maybe the Producer Committee should work on that – Rene – producers are there trying to sell, what about the products that aren't being sold – so the organization can connect the producers with extra products with the non-producer activities, like canning class – then those canning products can be sold in local venues and that money would come back to the NYG organization, NYG becomes a link between producers, events efforts, non-

producers that value local food, classes – Marian, our participation in events is really so that we can increase exposure for our winery so that people will know we are up here, not that she is making sales due to the events, really just to increase awareness of the winery – Michael, I am seeing lots of wasted food that can be incorporated into educational experiences in the schools (Gary, we need to talk with the YES Charter Academy about this and he and Kim take extra food to the food bank) – Diana, one thing that Roger was interested in was supporting the 4H club NYG would sponsor a 4H club in the area – Steven, partly this is why we created a community outreach committee for this reason to hang out and have fun together around local food and the first step is to team with YES Charter Academy – they have 500 families that are already involved there – we have a huge good will and they have a need.

7. Expense control points (10 min) – Gary

Good News: so far we have had 3 Farm to Fork dinners and we did a lot of work and created a lot of good will and generally it was a good experience and helped put our name on the map. Bad news: all together the 3 farm to fork dinners have ended in a loss of \$395 – at the pace that we are going we won't go into the black for a couple more dinners – one suggestion, try to use the idea of taking experiences like gas to town could become a personal tax deduction – Our three biggest controllable expenses, wine (\$451), chef/labor (\$400+) tables and chairs (\$300) – one idea get a bid from chef for a flat rate – who will manage the next f2f? Steven – Gary, we need to make money, so let's review the numbers of the dinners and promote the idea that the f2f is a fundraiser for NYG – any opposition to that thinking – Charles – break even would be good- the first dinner was the most expensive, so let's acknowledge that things are improving – Rene - if we are willing to review how the later dinners were handled and design the next dinner very carefully with labor distributed more evenly –create a business plan for the next dinner – Michael, are we filling the seats at full price? – it's getting better – Sept 7th is the next dinner – Kim H, I would like to do a quick books analysis of the invoices that were presented to Jenny and see exactly where the money is going and then start early on planning the next dinner – Gary suggested a volunteer sign-up sheet and Gary will keep a list of everyone's prescheduled trips to town – send Gary your regular days and he will add to his. Rene – go over the sheet Gary created and fill out with the facts of the second and third dinners – Gary – good idea, I will get together with Jenny and do that – Jenny, the responsibility of filling the seats should not rest on the host of the dinner – Anthony, I would be happy to help fill the seats, I can come in handy – Steven, Jenny felt the pressure and got some good help – let's work as a team on this – let's target earning \$400 for the next dinner and brainstorm as a group – Gary – Steven propose a date to do this – Steven, yes, next Wed. Kim P, she can't help the day of the next dinner.

8. Summarize the contract between NYG and North Fork for lunches/dinners (10 min) – Gary & Steven

Board worried about insurance – need to be sure the landlord of the property of a NYG event has insurance – signed an agreement with Randy so that he will cover the insurance for events at the chestnut grove – However, NYG does need an insurance policy – it will cost \$500 for our insurance and we can help protect the producer when NYG has an event on their property.

Steven described the detailed accounting of income and expense for the Wine Food Art lunches. Kim H. asked about where the income accounting was on the document – Steven showed where it was on the - Gary acknowledged that there has been a good return for almost no investment.

9. How can committees become accountable to the membership? – (10 min) – Gary

NYG has a board of directors elected by the members - we have the board to satisfy the non-profit corporate status requirements – the main strength of the organization is in its committees – where things happen – what we have had so far is a low membership so not much diversity on the committees – we run the risk of having an organization that is run by the committee members without fully representing the full membership – so for instance, if the committee is going to have an event the members have to approve this event before it can take place – Over time we will increase membership and this will be less of a problem – Diana – I would like better communication from the committees, when they meet and what is decided – Kim H – I see the committees being the research arm of whatever is going on at the time – the research is brought to the membership/board and then more discussion and then the board and or membership can vote – also we don't have to have a meeting to vote - we could have email votes if decisions need to be made quickly - this process helps members stay more informed of what is taking place on committees – Steven – there haven't been any committee meetings for the last couple months

10. Committee Reports (15 min)

- P&P - Branding Report – show membership their recommended logo – Jenny showed a picture of the logo created by Ben Pedley – Motion to accept – Accepted – Steven gave a little report regarding Facebook – learning and looking for feedback – trying to post every day and get at least one like a day – trying to post info about farmers weekly or monthly events – and PLEASE SEND PICTURES!!!! – He wants to promote everyone as much as possible – Jenny gave some discs to go towards the effort – Decided to not do Mulvaney's Farm to Fork – Let everyone know that the Rideout mucky mucks still want a NYG farm to fork in Yuba City – they pay – is it okay to do that? Kim P. – Why are we doing this? Steven – they love us – Kim P – not impressed by their lack of follow through – Steven if they continue to love us we gain strong allies - Agreed

- Membership Committee – disbanded temporarily – we reached consensus on a new membership design except for Diana’s map – created a new membership category called a neighbor member for those members that reside outside of our map boundaries – the map is beautiful and well designed and accepted
- Community Outreach – nothing to report
- Ag Tourism
- Menu - nothing to report

Jenny wants to begin the discussion of what role NYG wants to take with the Harvest Festival in September – Gary, well attended event – at the least we will have an information booth and wear our NYG name tags – let’s move it to the committee – can the committee meet to discuss? Ag tourism committee meeting to work with this and then come back to the board – Jenny will pick a meeting date and time and announce the meeting to the member group (Eve can send it out through constant contact).

11. Grant Status Report – Steven – Brenda has explained that until the fed government passes a farm bill there won’t be money to offer through this grant.

12. Calendar of Events: (15 min)

- Debrief Events from July

Saturday, July 6 – 2nd Ag Tourism Farm to Fork Dinner – Brownsville Chestnut Grove

Thursday, July 11 – Art for the Heart – Fundraiser/Auction – NYG booth – Kim – people were recognizing NYG at the event – small but receptive crowd that loved what we have to offer – some connections were made between producers that were there – worked together with other NYG members and represented many other members that weren’t there

Saturday and Sunday, July 20 and 21 – Marysville Peach Festival – Marysville – Charles – Steven offered to help support Charles at the booth with people and local peach products – NYG had its literature there – Gary, should NYG be there in the future? Charles, Yes

- Review Calendar of Events for August

Saturday, August 3 – 3rd Ag Tourism Farm to Fork Dinner – Oregon House Farm (Jenny’s) – Oregon House – Michael – Came off remarkably well – even losing two volunteers at the last minute – made a deal with Rene to offer volunteers to support his efforts in exchange for a reduced rate – the food was great!! People ate EVERYTHING!! – Beautiful music offered – great team work – great example of working well together.

Saturday, August 10 – NYG Booth at Grange Farmers Market – Dobbins – Ted Pearson is there every Saturday and is happy if someone wants to sit with him and promote NYG

Saturday, August 17 – NYG Booth Brownsville Farmers Market – Brownsville – tabled unless someone wants to organize.

Sunday, August 25 – Local Farm Tour and Dinner – take off the calendar unless someone steps up to make it happen

13. Additional Items? – Jenny, Robert Longman asked if NYG would donate two tickets to the Alcouffe Center Mexican Dinner and Auction – Steven , could be a great investment in advertising – agreed – Jenny will create announcement for Robert so that two tickets will be auctioned there.

Jenny – has been working on the farm guide proposal with Heidi Nolan – her design came in at over \$8000 – Heidi does not have time to do the calls for advertising – may be more sophisticated then we need at this time– there shouldn't be any time restriction regarding getting a farm guide money from the conservancy – Maybe we should focus on creating an informational NYG trifold , maybe that is sufficient for this year – Steven – maybe NYG should work with Chamber of Commerce efforts in this area – asked Jenny if she wants to meet about that? – yes – Steven will set us a meeting between Christi at the chamber and Jenny – agreed

Ted – do you have many NYG members that are vendors at the Brownsville Market? Gary, Not many, but a lot of potential. Was wondering because it is the same at the Grange market

14. Adjorn