

NYG Board of Directors Meeting Agenda
September 4, 2013
6:00 – 8:30 PM

1. Call to Order – Gary – Gary announced that this meeting's theme is financial sustainability - NYG is in need of money!! Gary asked NYG members with businesses to consider paying the advertising fee that covers the rest of 2013, \$33.00 – He suggested that members could also pay their 2014 dues now if they are able. (membership (\$40) and advertising fee (\$100) for businesses)

Ted suggested that NYG connect with Soper Wheeler, a successful company in North Yuba that has been in business for generations, and tell them about NYG – Gary Hawthorne said he would take him up on that suggestion. Ted also suggested that Gary contact Chy Company and let them know about NYG. Gary said he check in with them too.

2. Roll Call – Eve

In attendance: Gary Hawthorne, Ted Pearson, Marian Lucero, Diana Stefanini, Kim Pedley, Kim Hawthorne, Eve Domingo, Janet Marchant, Rene Medina Jimenez, Charles Sharp, Michael Dooen, Jenny Cavaliere

3. Treasurer's Report (10 min) – Jenny and Gary

NYG now has on line banking and a our debit card.

- Account Status Balance \$573.73
- Approved Expenses
- New Expenses Proposals
- Non-profit liquor license has been acquired and will be kept at the Wine Food Art Lunches – as of today we have made a profit on the wine sales at the lunches
- Jenny paid Charles and Janet back for their loans
- How to Invoice NYG - Gary
 - o Breaking out expenses into common categories such as: Travel, Dinner Site Preparation, Meat, Vegetables, Wine, etc.

- Gary asked that when you turn in an invoice for NYG please describe in detail what you are billing for so that we can create basic categories in the book keeping system.
4. Corporate Filing Status (5 min) – Jenny, Charles, Gary & Diana
Diana mentioned that there have been a number of attempts to get together, but a meeting has not happened yet, Gary suggested that those interested in this begin to meet in October. Charles suggested finding someone who really understands this process and have it done correctly. Jenny asked for a budget of \$600 to take care of this after the next Farm to Fork dinner. Gary suggested the corporate filing status group meet on Monday the 23rd of September, and everyone agreed.
 5. Advertising Opportunity for Last two Farm to Fork Dinners (5 min) – Eve – Stephanie, the head of advertising from Briarpatch offered to advertise the last two NYG farm to fork dinners in The Vine, the Briarpatch Newsletter. There was discussion about what images to use for the advertising. Charles will send Stephanie the NYG Farm to Fork Postcard adjusted to show just the last two dinners as our advertisement. Everyone agreed.
 6. Alcouffe Harvest Festival – NYG Booth and member booths (10 min) – Gary – Do people want a little village of NYG booths at the next Harvest Festival – Jenny said she already asked Greg Holman about that. Next week will be a meeting organizing the arrangement at the Alcouffe Center. Gary also spoke with Greg and he said the organizers are open to having us group together. Ted asked if there was some sort of promotion that encourages people to go to other NYG booths. Janet said we had that last year and there was a raffle for NYG goods both days last year. Rene offered to host an NYG info booth and encourage people to connect with NYG producers. Gary clarified that there are two issues – grouping together and hosting a separate info booth. Discussion about these. Decided not to have a separate info booth, but instead print NYG Logo cards for each NYG producer booth. Gary asked everyone to think about these options are. Marian suggested that we use this opportunity to advertise the last two farm to fork dinners. Gary took a vote of how many people are interested in grouping together. Found not enough people

interested to follow through. And it was agreed, no grouping, no booth.

7. 2014 Budgeting (15 min) – Gary (postponed until next meeting)
8. Gary shared about the NYG tour postcard – they are printed and ready to hand out - he asked that the venues listed on the card put their own sticker on the card when handing them out from their venue. Reminded that those folks that get stickers from all five venues and turn in their card are entered into a drawing to win one seat at one of the last two farm to fork dinners. Gary will give a package of cards to those people that have the venues. Gary suggested that we should consider a card like this for next year. Diana suggested that there be a follow up email describing what the outcome of a vote was whenever we vote by email in the future.
9. Marketing Services Menu of Opportunities (10 min) – Gary (not addressed during meeting... postponed to next meeting)
10. Committee Reports (15 min)
 - Publicity and Promotion Committee – nothing to report
 - Membership Committee– nothing to report
 - Community Outreach Committee– nothing to report
 - Ag Tourism Committee– nothing to report
 - Farm to Fork Menu Committee
 - o September Farm-2-Fork Dinner Menu and Volunteer Sign-Ups (10 min) – Michael still looking for volunteers for the Farm to Fork on Saturday. If available to help call Michael Dooen at 1-602-663-3743 – Rene talked about the budget for the next farm to fork dinner. All the food costs (30 or 32 guests) (Charles let us know there are still 10 seats to fill) Rene’s budget is for 32 people. \$500 cost for food – covers all five courses – equipment rental being handled by Steven, but last dinner cost was \$100 from Alcouffe Center – There may be some other costs in keeping things refrigerated - Rene looking for volunteers to pick up supplies in town on

Friday. He will have a list ready with place to go with the best prices – Gary can help with that

- Producers Committee– nothing to report
- Branding Committee– nothing to report

11. Grant Status Report (5 min) – Jenny

NYG did not get the grant from with the EDC; Jenny said we will hear about the outcome of the Penny Left grant at the end of September.

12. Review Calendar of Events for September: (15 min)

- Wednesday, September 4 – NYG Board Meeting – Alcouffe Center
- Saturday, September 7th – 4th Ag Tourism Farm to Fork Dinner – Brownsville Chestnut Grove
- Saturday and Sunday, September 14th and 15th – Italian Food Festival – Penn Valley – NYG producers that will be there are encouraged to bring NYG advertising
- Saturday, September 21 – Harvest the Arts – The Arts Council – 5 – 8 PM at the Alcouffe Center – Jenny is selling tickets, New Earth is and Ray’s Hardware – \$35 for Art Council members \$45 if not
- Thursday, September 26 – Taste of Yuba Sutter – Chamber of Commerce Event at the Fair Grounds – We may not have the manpower to do this, but Steven is involved with chamber so Janet will talk to him about possibility of manning it. – Kim H asked if it was a booth NYG paid for... it was.
- Saturday and Sunday, September 28 and 29 – Harvest Festival

13. Additional Items?

Charles passed around the new NYG letterhead. Also asked that members link back to NYG on their websites. He let everyone know he is in the process of creating an interface so that producers can write their own descriptions on the NYG webpage. He will send out to all producers. Also asked producers to tell him (Charles) when producers have events and markets where products are being sold and he will post in on the NYG website.

14. Adjourn