

NYG Board of Directors Meeting Minutes
October 2, 2013
6:00 - 7:15 PM

1. Call to Order - Gary - "Our theme for this meeting is brevity."
2. Roll Call - Janet

In Attendance: Kim Pedley, Charles Sharp, Janet Marchant, Gary Hawthorne, Ted Pearson, Jenny Cavaliere, Kim Hawthorne, Barbara Burton, Michael Dooen, Steven Dambeck, Laura Frew.

3. Laura Frew gave a brief description of her business, "North Yuba Adventures" and how its goals and NYG's activities were inter-related. Laura's tour business focuses on hiking and bicycle tours combined with gourmet local food opportunities. Laura can be reached at 530-301-8444.
4. Treasures Report (5 min) - Jenny
5. Discussion on Board Members Seeking Political Office (10 min).

After a short discussion it was agreed that running for office is a personal decision and not the business of NYG, but that any candidate should not characterize themselves as being endorsed by NYG, or running under the aegis of NYG, or otherwise use NYG as a campaign strategy. Any political candidate would also be cautioned to avoid engaging in a political campaign in such a way that there might be a negative impact on NYG or its members. The topic might have to be revisited in the eventuality that the candidate is elected.

6. Reflection on NYG recent Media Coverage and Media Relations (5 min)

Janet briefly noted the article in the Union (Eve was interviewed through a Briar Patch contact), and the Appeal-Democrat story on Sunday, Sept. 29 which mentioned NYG in its coverage of the North Yuba Harvest Festival. Jenny pointed out that NYG should include the Camptonville Courier in our press outreach.

Steven suggested inviting Appeal-Democrat editor Steve Miller, new City Editor Richard Olmsted, and reporter Eric Vodden out here for a dinner or tasting event. There was also discussion of holding a "Fall Party" perhaps at the Grange Farmers Market. Charles distributed a screen short from the NYG website showing a listing of the dozens of media articles on NYG in the past year or more.

7. North Yuba Harvest Festival (10 min)

Discussion of success of the festival. Favorable comments included approval of the new site and booth layout; the increased focus on attendees rather than on vendors; the stand-up NYG table signs that Charles provided; the high quality of the entertainment (Steve Williams and his trio).

Ted suggested enhancing the wine-related content of the Festival by bringing an activity such as "grape stomping". Janet reported that Greg Holman is contemplating similar innovations along the lines of a County Fair (animals, prizes for best baking or crafts, how-to demonstrations related to agriculture/local economy).

Steven reported that the Y-S Chamber of Commerce is thinking about coordinating a full week of harvest celebrations, starting at Bishops Pumpkin Farm and ending with the North Yuba Harvest Festival.

The need for a community calendar - in order to schedule NYG events without conflicting with other community groups' events-was discussed, and Kim Hawthorne agreed to look into this. Also, the idea of a "box" specifically for Foothills Events in the Territorial Dispatch was suggested.

It was agreed that Gary will send a letter of congratulation to DOHIF (Alcouffe Community Center Board) on the success of the Harvest Festival, on behalf of NYG.

8. Committee Reports (15 min)

- P&P - Steven reported that the new Yuba-Sutter website being developed by the Chamber of Commerce, will have a significant focus on the Foothills.
- Community Outreach - Charles reported that Good Food Farms now has about 45 members and is forming a Co-op.

Note that these 2 committees as well as the others (Membership, Ag-tourism, Branding, Menu and Producers) have not been recently active. It was suggested that the current committees line-up be reviewed to determine what committees will be relevant for 2014.

9. Calendar of Events: (15 min)

October 5 - F2F Dinner at Township Valley Farm: Kim Pedley reviewed the planning and the menu, including details of the menu.

10. Adjourn