

**NYG Board of Directors Meeting Agenda**  
**Alcouffe Center**  
**February 5, 2014**  
**6:00 – 7:00 PM**

1. Call to Order – Gary

2. Roll Call – Gary

In attendance: Kim and Gary Hawthorne, Gianni and Diana Stefanini, Aaron Mockrish, Cara Zujewski, Marian Lucero, Jenny Cavaliere, Monica Keller, Janet Marchant, Ted Pearson

3. Interim Secretary Position – Cara

Until Eve's schedule is more conducive to NYG board meetings, Cara will take notes during board meetings. There were no objections.

4. Issue of Interest Speakers

Before we began the official agenda, Gary announced that he'd like to start inviting a speaker to each of our board meetings to share a topic of interest with the group for the first 10 minutes of every meeting. To kick off this new initiative, Gary invited Gianni to speak about his work on water conservation issues in our region.

## Gianni on Water:

Gianni has partnered with Charles Sharp and other active community members (members of the North Yuba Water District and other concerned citizens) to begin discussions about our current water situation, including potential problems (both real and potential) and solutions. The goals of the group are to ensure community awareness of the importance of water issues and awareness of new policies passed by the North Yuba Water District.

Gianni stressed that it is important to establish this group of community members to discuss these issues and come up with solutions as a team. Currently, Dobbins and Oregon House don't have water scarcity problems, however NYG should become more active in the water scene.

Gianni informed the group that there will be a \*YCWA meeting on Feb. 6, and one agenda item will be to establish a policy of monitoring water level in wells. Gianni discussed the difficulty of monitoring well levels by individuals due to equipment expenses, but indicated that if an agency were to take on this role it would benefit the entire community. As a community it would

be useful to monitor water levels throughout the region – we'd be able to catch problems before they become serious. Gianni suggested that NYG could potentially become the entity that collects and manages the data. This is central to NYG's mission of promoting local agriculture.

Another idea might be to pool resources to apply for a grant to fund a project geared towards conservation – including testing, piping, and conservation awareness.

Gianni is hosting a meeting for interested community members on Feb. 15 from 10am to 11:30am at the Alcouffe Center to discuss the ways in which community members can get involved and start brainstorming long term water solutions. For more information contact Gianni at: Gianni@gv.net

#### 5. Treasurer's Report (5 min) – Kim H.

Current account balance - \$2507

In order to begin 2014 activities, we need 2014 membership fees. The new membership fees for 2014 are as follows:

Regular/Neighbor member: \$40

For-profit ag business advertising: \$60

Non-profit ag business advertising: \$25

Kim also announced that we have paid and booked the Alcouffe Center for the Mar. 12 community

event (details discussed further on in the agenda).

6. Committee Reports and Membership Approvals (20 min) -

A. Publicity and Promotion Committee - Janet/Steven

Nothing to report

B. Membership Committee - new fees proposal – Gary

Discussed during Treasurer's report:

Regular/Neighbor member: \$40

For-profit ag business advertising: \$60

Non-profit ag business advertising: \$25

C. Community Outreach Committee - March event – Cara

As NYG has done in the past, we would like to host an event for the community on March 12 in order to push membership, raise awareness of opportunities for community members to get involved with local agriculture, and foster new relationships.

As decided during the January 8 board meeting, Gary met with Janet, Aaron, and Cara to discuss the details of the event. The proposed

outline is as follows:

- a) Opening speaker (Joanne Neft) to set the tone and give an overview of why local agriculture economies are so important.
- b) Overview of NYG, our purpose, mission, and why become a member (Gary or Steven)
- c) Overview of small group discussions (Gary)
- d) Break for food (meal provided free of charge by Three Cedars Ranch)
- e) Convene in small group discussions (participants choice of which group they join):
  - a. YES Charter School lunch program and potential growth – Gary/Kathy Smith
  - b. Beginning farmer tips – Aaron
  - c. Water conservation/current water situation – Gianni
  - d. Local opportunities to get involved (markets, events, etc.) - Janet

The event will be held on Mar. 12 from 6-8pm at the Alcouffe Center, Kim will man a membership table, and a push for additional producer members will be included.

D. Ag Tourism Committee – February event,  
General direction of Farm Trails Guide –  
Jenny/Aaron

Jenny began with an update on the consultants'

visit on Feb. 12 to tour our area and discuss our current progress on the farm trail map. The visiting consultants are Brynda Stranix, Penny Leff, Vivien Straus, and Debra Lucero. The current agenda for the afternoon (to be confirmed by Aaron on Feb. 6) is as follows:  
12pm: Lunch at Jenny's (bread, salad, soup, wine) and light discussion, tour of Jenny's Farm Store.

1pm – 4pm: Visits to Hickman Family Vineyards, Calolea Olive Oil, Lucero Vineyard, and Renaissance Vineyard and Winery.

4:30pm: Discussion at Alcouffe Center.

Jenny indicate that the purpose of consultants' visit is for them to share their thoughts on our current plan for the map.

Aaron reviewed for the group the current points the sub-committee is united on, which include:

- a) The map should be effective on drawing visitors from 3+ hours away.
- b) In order to do that, we need a significant draw, and currently the most established businesses in our region that are able to receive visitors are our wines and olive oils.
- c) Basic criteria for inclusion on the trail itself are

regular hours, tasting rooms, capability to receive visitors.

- d) Geographic area: southern boundary rt. 20, Oroville to the north, rt. 70 to the west, Yuba river to the east.
- e) The map should have 2 inserts: one for annual events in our area (Harvest Festival, Tractor Days, etc.) and one for other relevant ag businesses (Jenny's Farm Store, other farms, local food outlets)

There was discussion about how we can reach out to additional producers in the area during the Mar. 12 community meeting to be included as points of interest.

Jenny informed the group that the grant also includes funds for website support and app development, including social media support and outreach. Our goal is to have maps complete and distributed by the Harvest Festival in September

There was more discussion on the schedule for Feb. 12, including food. It was decided that Aaron would confirm the schedule with hall participants this week, including food to be offered. Calolea could provide dessert, and Cara could provide another light meal for the

4:30 meeting at the Alcouffe Center. Details to be confirmed this week.

Gianni asked about how we're going to be distributing maps, and there was discussion on passing them out to all of our business contacts in the region. Gary added that Steven's new position in the chamber is to promote local tourism and that he will be involved in distribution. There was also discussion about ensuring the physical map is available at all locations on the actual trail, in the event that visitors depend on cell phones/internet devices to guide them, then realize they have no service when they arrive. Diana brought up the point that food needs to be on the map since it is primarily a wine trail.

E. Menu Committee - summer planning for dinners, WFA Lunches discussion - Kim

Kim announced that Farm to Fork dinners are on for 2014, however we have a few hurdles to overcome. Due to a lack of venues, the current thinking is that NYG will host 4 dinners instead of 6. We also need to address an issue of lack of volunteers. Aaron and Cara

indicated that they are committed to volunteering labor at all F2F dinners, and can also bring in additional help if needed. There was also discussion that we need to focus on the financial lessons learned from last year's dinner and apply our knowledge to this year's planning.

It was also discussed that there needs to be standardization of certain policies such as discounts, producer/chef bidding, and advertising.

The price will be kept at \$75 for this year.

Kim announced that Lucero has offered their vineyard as the venue for WFA lunches this year. There was discussion that a sub-group the Menu committee would take on the role of planners to make the lunches happen in 2014. Kim added that there should be more focus on NYG producers at the lunches this year.

## 7. Upcoming Events

YES Charter Academy Spring Fair - vendors needed (May weekend)

John Fleming Perspectives Breakfast - Menu of

products to feed 150 people on April 25 at  
Peach Tree Country Club  
Aaron will ask Long Creek if mandarins are  
available for this event.

Smartsville Pioneer Days - vendors needed April  
26

YES Charter Academy Science Fair on 3/7 –  
Kim/Gary will be judges, sponsors needed.  
Sponsorship is \$25. The event also includes a  
raffle, and they are looking for donations for  
raffle prizes.

UC Davis extension: 2/22 workshop

North Sierra Wine Trail: 4/26-27

Membership Fees and Marketing Services Fees  
due for 2014

## 8. Adjourn

### Corrections made to Minutes after the meeting

“NYWD” was corrected to “YCWD”

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