

NYG Board of Directors Meeting Minutes March 5, 2014

Guest speakers: Trish Kelly and Garrett Ballard-Rosa
Trish and Garrett are from Applied Development Economics in Sacramento and are conducting an analysis of market needs in the area (Placer, Sacramento, Yuba, El Dorado, Sutter, Yolo counties) with a goal to create and recommend business tools to help small farmers in the area take better advantage of the economic opportunity farming and marketing locally offers. A long-term goal of the project is to create a regional hub that brings together farmers and consumers through established infrastructure. The hub could provide value-adding assistance in order to create an avenue for local food to be provided to large institutions (schools, hospitals, etc.).

Steven added that it would be prudent to invite Trish and Garrett back up to our area for a separate session to discuss the project in detail. He noted that the value-add of this project is huge because we need a regional food system. Local processing is a challenge, if the business plan for a hub were to make sense, that would be helpful to farmers and consumers alike. He also mentioned that we need to define what "regional" means. This project can help connect us with big partners as NYG is not at a point where we can access and speak to institutions such as hospitals, etc., but we have the product and a partnership would be beneficial. Ensuring our area is considered part of the "Sacramento" region is important for marketing purposes.

Trish will send the initial hub business analysis to Gary for distribution to NYG members.

1. Call to Order - Gary

2. Roll Call – Gary

In attendance: Gary Hawthorne, Kim Hawthorne, Jenny Cavaliere, Gianni Stefanini, Diana Stefanini, Steven Dambeck, Aaron Mockrish, Cara Zujewski, Ted Pearson

3. Board Secretary Position - Gary

Gary moves to appoint Cara as Board Secretary. Kim H. seconds, none opposed.

Errors in the minutes: Gary suggests that whomever identifies an error to reach out to the Secretary and the person in question of the error for discussion and clarification.

There was discussion between Jenny, Gary, and Kim regarding whether or not approval of the minutes needs to be an agenda item.

Diana added that not approving the minutes may result in minutes that aren't beneficial to members who weren't there. It was decided that moving forward, once the minutes are posted, if any errors are identified, said errors will be discussed and clarified, and after discussion and agreement, amended minutes will be posted on the website with a note of the correction.

The group then moved off agenda to a discussion of the Farm Trail Map application and open letter to potential participants. Gary explained that there are additional pieces of information on this version of the application, with the reason being that if there is more information gathered, we can spend less time screening and more time acquiring members. Questions added include whether or not the farm sells products directly from the farm, do they host farm tours, and have regular hours. Gary requested the group to send comments on the letter and application to him (Gary) by email. Because there are some new questions on this form in addition to what was on the original form, we can fill in the information as we continue conversations with the producers who have already submitted their applications.

Diana asked to whom this form will be sent, and there was discussion between Gary, Aaron, and Jenny about sending the form to as many farms as we have contact information for in the area. They also discussed promoting this initiative at the community event next week on March 12th.

Gary asked how many applications we have so far – Charles confirmed that most of the wineries have submitted their applications. For olive oil, Bangor Ranch, Bisonte and Calolea have submitted so far. Charles and Steven are confident that all wine/olive oil producers we have already solicited will have

applications in by the end of the week.

4. Treasurer's Report (5 min) – Kim

- Opening Balance: \$2972

- Checks Written: \$130 for reserving the Alcouffe Center for 3/12, \$250 for Territorial ads for 3/12, \$50 to state for penalty fee for a form that wasn't filed in 2013.

Flyer design, printing, and distribution was donated time and materials.

Still to determine: food costs for food provided by Kim and Cara. There was discussion of how many people we are expecting at the 3/12 event. No one is quite sure, but guesses are around 50-60 people.

The group also discussed the sign outside Alcouffe Center, which currently advertises the event as a "local food meeting." Jenny suggested we should ask for that to be updated to "meet your local farmers" to get more of a draw. Jenny to call Alcouffe manager about this item.

4.5 2013 IRS and CA Tax Filing California Tax Exempt Filing

Gary submitted paperwork for 3500 tax exemption status. He said that our application was favorably received, but we haven't received an answer yet.

Gary also mentioned that NYG does not have to pay the \$800 CA state corp. tax because this tax not required for the first year of incorporation.

Gary announced that we owe the IRS \$165 for 2013 federal taxes, and that we will not file for federal exemption unless NYG starts bringing in \$30-40k in income.

5. Committee Reports (If any committees have something to report)(5 min) -

- Publicity and Promotion Committee
- Membership Committee
- Community Outreach Committee - Cara
 - 3/12 community event description
 - o Cara discussed the agenda for the evening as follows: Joanne (25 min), Gary (20 min), Penny Leff (10 min), break for food, specific

topics in linear fashion, 15 min. each
(Gary/Kathy, Gianni, Janet, Aaron)

- Inventory of food to be provided – Kim and Cara to discuss separately, but explained that the general plan is to have a hearty soup and garlic bread provided.
- Good Food Farms discussion (Charles)
 - Charles said he thinks it's fine for GFF to discuss their opportunity.
 - Diana said that Matt from GFF will discuss the GFF opportunity, and Gary added that this piece should be during Janet's subset of the agenda.
 - It was also decided that we should invite Matt to the Monday rehearsal (3/10)
- Ag Tourism Committee (Jenny)
 - Update on Farm Trail Map
 - Jenny started by saying that it's good that we have the application finished, and now we can send it to a broader group, not just NYG members.
 - She went on to explain that Penny Leff is coming on 3/12 to join the Meet the Farmers community event. Penny will be discussing the parameters of the grant and give a broad overview of the farm trail map to the group. Kim will be manning a table to sign up NYG members, and will also have farm trail map applications available.
 - Discussion of the process for collecting applications: Jenny suggested Penny could take the applications, but Steven reminded the group that the process decided upon at the 2/12 meeting with the consultants is that the applications will be sent to Brynda which will trigger the next step of reaching out to graphic designers. Jenny added that because there are three groups included in the grant, the consultants will want to find 1 graphic designer to design all three maps.
 - Gianni asked if this is a one time map: Jenny

explained that the grant covers 20k copies of the first edition of the map. Going forward, future iterations will be the responsibility of NYG to produce.

- NYG will receive the original files for the artwork.
- Following the logistics discussion, there was discussion about the criteria for being included on the map. There was discussion about the three month process that the ag-tourism sub-committee went through in order to arrive at the criteria on the current application. Jenny brought up concerns about excluding farms because the grant is paid for by taxpayer money.
- The sub-committee had agreed on the criteria for inclusion on the map. Jenny explained that the consultants were astonished at our discussion on the evening of their visit. Jenny brought up that Kim was also shocked, but Kim clarified that she understands that wine and olive oil are the two major commodities we have to offer in our region, and that there are reasons for having criteria for inclusion such as regular hours and facilities. Aaron recalled that the meeting ended in agreement, the consultants understood our reasoning and the group was on the same page.
- Kim brought up that at this point in time it is really a mute point because we don't have enough farms that wish to be on the map and can actually host guests.
- Gianni said that until there is a case where a farm is being unnecessarily excluded, there is no benefit to discussing an issue that doesn't exist.

-Farm to Fork Menu Committee

- Both the farm to fork dinners and wine food art lunches need extra hands in order for them to happen this year.
 - Discussion of 2014 plans for F2F dinners (Kim)

- Kim explained that the major issue with F2F for 2014 is that we are short-handed in terms of organization and service.
- Steven brought up that these are important questions and we need to get to “yes,” and ultimately the discussion is longer than the time we have left in the meeting.
- One potential solution Gary brought up is to hire servers.
- Kim asked the group: should we add servers into the budget?
- Diana mentioned that after the meeting next week we’ll have a better idea of how big the organization is this year and that will inform which direction we take.
- Discussion of 2014 Wine Food Art lunches
 - Marian has offered Lucero as a location for the lunches this summer.
 - Ted informed the group that Marian had an operation this week, so depending on the severity of that issue we may have to find another location.

Producers Committee

- Branding Committee

6. Adjourn

Gary ended the meeting saying we should leave as a circle of friends.