

Minutes
Regular Meeting
Board of Directors of the Arroyo Food Cooperative, Inc.
Shumei America Spiritual Fellowship
2430 E. Colorado Blvd.
Pasadena, CA 91107
March 5, 2011

CALL TO ORDER, 9:12 a.m.

Directors in attendance: Alexandra Berrie, Mia Dunn, Kathy Kennedy, Ginko Lee, and Patrick Reagan

Other members in attendance: Therese Brummel, Attiana Cogswell, Mia Dunn, and Joe Masiero

CONSENT AGENDA (Directors can move to discuss these under current business.

Otherwise we'll vote to approve them all at once as a time-saving strategy.)

- reports and statements: member owner report, site traffic report, financial statement(s), Dec 2010 board minutes

Financial reports: members are up slightly, website usage up slightly (although hosting service lost data for first half of February)

Minutes:

Moved to accept reports and minutes into the meeting minutes. Passed unanimously.

GENERAL ISSUES

Report on board election progress: Mia contacted different co-ops for information. Co-opportunity never responded. Isla Vista said they haven't had elections in a long time.

Davis was going to get back to Mia. The Boise, ID, co-op has all paper ballots.

Moved that we accept ElectionBuddy.com as our method of conducting this year's election and approve \$50 in funds to pay for the service. Passed unanimously.

Moved to appoint Therese as queen for the Election and Nominations committee. Passed unanimously.

Kathy brought up the idea of having a membership fee coordinator, who could also act as a collections agent. When Agnes and Christine get the brochures, they input the information into our database. After a year, Christine and Agnes would send the coordinator a list to get more money out of our members. We would like to announce this position at the annual meeting.

It seems as though this falls naturally to the person handling the money.

As such, it was moved that we appoint Laura Manning as interim board member and as treasurer. Passed unanimously.

TEAM LEADER REPORTS

Communications Team, Ginko Lee

“Vibe” monitor. We may want to have a position of someone outside the board who can be a positive presence at board meetings and facilitate heated discussions. Moved to experiment with a temporary position of a meeting referee. Passed unanimously.

Communications team: Ginko finished the newsletter. It includes the president’s message, a current membership count, upcoming events, a membership profile, and a recipe from Lois. It’s simple and short. Some challenges came up: the design didn’t come out that well.

Ginko would like to have a communications team meeting every two weeks.

Also, we had some delay starting up the Book Club. It will be held on the fourth Monday of each month at 7:00 p.m. at Vroman’s. We will be starting with Michael Pollan’s In Defense of Food.

Education Team, TBD

Next Altadena Urban Farmers’ Market has an educational theme, because Lois will make energy bars like LaraBar. Lots of parents bring their kids to the market, so we can position ourselves as providing education for kids. We need new location for higher prominence.

Finance/Admin Team, Patrick Reagan

- Aveson Charter School presentation update

We had a good turnout of 20 -30 people and lots of kids. No memberships yet.

Ginko: After yesterday’s presentation, I talked to Anna. They’re open for us to go back repeated and have videos related to food issues. This school all the parents are concerned about food issues. It’s a good target audience.

Patrick: at last Saturday’s retreat, we talked about general board needs. We needed a treasurer, whom we now have. We might want to augment that w/ a fundraiser/financial person as a board member in future. Christle brought up idea that her boards like to have bank members, someone who can act as a liaison to local government, a media liaison who could arrange meetings at the Star News, Pasadena Weekly, etc. We could also use a construction project management person, and someone with expertise in grocery store mgmt.

Team responsibilities review: different teams do different things, but there is some overlap. It would be nice for us to be in contact and communication with each other and coordinating. We may want to have a retreat or further discussion.

Progress in website delegation. We have had a meeting with a potential technical supporter of the website. Bill was able to help us resurrect that even from Taiwan. John came to Brick and Mortar team, and he has offered to help. The goal will be to have them do the technical side, not content.

Marketing Team, Attiana Cogswell

Attiana presented information to use about Stone Paper.

This is a great marketing for us to use a product that is state of the art that is environmentally friendly and energy saving. Its eco-friendly, nontoxic, and recyclable. Check out the website.

I also, got a great quote \$1,905...total for 10,000. A savings of \$120.99 from previous print and I love the fact that we are using a product that we can proudly say we are helping our environment which is part of our mission statement.

I will bring a sample of the paper with me at Saturday's meeting.

Fundraising: Attiana made contact w/ Left Coast Wine Bar at the Americana in Glendale. I did an event with her for veterans. Also gallery. We can be set up for Friday night. The ticket price would be \$25 with \$10 going to co-op. Four flights w/ hors d'oeuvres. Last time we raised \$600. This could take place the first week in April, April 1 or 8.

Attiana also made contact with a guy in Monrovia commercial artist who has an 8,000-square foot studio. Would love to have one big fundraiser annually. He's donating use of space to us in Sept or Oct.

Also, at March 15 at LA Fitness, Attiana will table w/ Mary.

Paco's has a separate room for film screenings.

Attiana is also looking into the South Pasadena farmers' market.

Membership Team, Kathy Kennedy

The next meeting is Monday March 14.

Therese and Ginko are still doing hard-copy mailings that go out to 650 homes. They will need help to stuff envelopes. Therese is investigating fundraising idea that Su Huang mentioned about the food truck festival. I don't know what more progress she's made. She is drafting fundraising letters to 300-400 businesses asking them to contribute any type of donation, including a brick in store or a plaque.

At our next meeting, we will look at letter she's drafted.

Product Sourcing Team, Lois Williamson

Product Sourcing Guidelines approval

Bricks and Mortar Team, TBD (Interim: Patrick Reagan)

- Co-opportunity equipment update

- Recent meeting update

The Arroyo Food Cooperative's Mission Statement:

“To engage the ecologically aware hearts, minds and stomachs of our area, no matter what their household incomes, by offering the most earth-friendly grocery products and services available. To consistently search for better offerings and to support suppliers that are working toward the same goals. The Arroyo Food Cooperative will differentiate itself in the marketplace by empowering our members with practical product choices, thoughtful education/social opportunities and substantial entrepreneurship encouragement - all with an emphasis on supporting a sustainable local economy and strengthening our diverse community.”