

Provender Board Meeting Minutes
Thursday, December 17, 2015
4:00-6:00 PM

Board Members Present:

Renee Kempka
Meg Kennedy
Stacy Kraker
Rachel Mitrani
Evelyn Murphy
Ian Stoy

Board Members Absent:

Mel Minton
Shawn Seebach (new board member-in-training)

Staff Present: Susan Schechter

Minutes compiled by Susan Schechter

Consent Agenda

CONSENSUS: Consent agenda unanimously approved

- November 2015 meeting minutes
- EL-3 Financial Planning and Budgeting
- EL-2 Treatment of Workers

Welcome, Introductions, member comment:

Housekeeping:

- Change G-4 policy to change lead time from 10 days to seven days
- **Member Growth and Retention (G-13 and EL-9) policies need to be revised in Policy Register on board Google site by Board Secretary**

Member comments:

- Evelyn hired a new Store Manager for the Kenton store who started the week of Thanksgiving. Richard Cascio will start on January 3. Will advertise for hiring at the end of January/early February.

ED Report

- Past few weeks have been fairly calm and quiet
- Need to invoice for membership renewal before December 31 (2015 invoices were sent on January 2)
- Great to see refund from Hood River Inn
- Membership committee chair is a big hole
 - Rachel has agreed to share chair position on a temporary basis when she is available to attend

- Recruit for new chair on every meeting agenda
- Need to create job description for this (and all) committee chairs so they know what the time commitment is and what the responsibilities are
- Specific tasks and timelines need to be met, fairly critical to fill the position
- How to get folks to reply to e-mails
 - Ask for response when needed (in subject line and in body of e-mail)
 - For information only (in subject line)
 - No response needed (in subject line)
 - Be clear about expectations for next steps
 - Include read receipts when needed
 - Younger generation seem to reply to text messages, not e-mails or phone messages
- Further clarification about retreat days and times
 - Arrive Friday by 4 PM, start at 5 PM: working dinner to discuss operations
 - Spend Saturday on retreat work
 - Rachel will help get Meg to location
 - Upcoming meetings will address logistics (meals, etc)

Consent Agenda

EL-2 Treatment of Workers

- Soft feedback on survey questions whether the committee chairs are key positions
- Ask a lot of committee chairs (create agendas, facilitate meetings)
- Roles of committee chairs have evolved since committees were first formed
- Clarified distribution of key position job descriptions

Strategic Conversation and Homework Review

- Rachel: geographical outreach
 - Challenging to find information
 - Provender is a regionally based organization and unique
 - Majority of membership based in NW, have members outside this region and have representative in NW
 - Provender's relevance to members outside our region; tangible and non-tangible benefits
 - Social media, internet, ability to extend outside our region in an easier way; allows us to extend our reach
 - How to use technology we have to benefit all members
 - Active and non-active members. who is located in NW and what can we offer to non-active members
 - Promote education that members are conducting at their place of business
 - What type of members do we want—really active or based elsewhere, what kind of benefits can they be offering other Provender members
 - Open our viewpoint to looking outside our region

Feedback

- * Opens more doors and ask more questions about who we reach out to
- * Think about ourselves differently, not a NW organization but simply based in NW
- * Think about ourselves differently

- * Don't need to come up with new benefits, can't afford to NOT be a member
- * How we sell ourselves to folks we are reaching out to, how to manage organizational growth
- * Board deciding whether to go outside our region and who do we reach out to
- Stacy: other organizations fee structures and growth
 - First researched what growth is expected in the organic sector (food, body care, etc)
 - 14% growth expected
 - What to offer to members; balance between fees and benefits
 - Room for increasing our fee structure based on what other organizations offer
 - Our dues are on the low side
 - Dues are based on economy of NW; if focused on recruiting from other areas, fee structure would change
 - Members are getting a really good deal for what we offer as benefits
 - All members get the same benefits regardless of their income and dues level

Feedback

- * Susan has been asking the board to examine dues structure for years and glad to see more discussion about dues
- * Board will be discussing revising dues structure prior to 2017
- * Conduct some side-by-side comparisons
- * Consider at creating a fee structure based on benefits, or pay more for more benefits (fee for use)
- * Actively engage Susan in conversations about benefits, what we offer and how to implement
- * More maintenance in varying benefits packages; encourage fee for use as simpler to manage and maintain
- Evelyn: pitfalls for member growth
 - Negative brainstorm, what's the worst thing that can happen
 - Pitfalls of growing too quickly, having the right infrastructure in place, taking care of your team
 - Underlying concern for us is that the more members we have, the less familiar we are with each one
 - The more of us there are the more likelihood of dilution of values or shared purpose; makes it harder for us to connect with members and harder for members to connect with organization
 - We have to have ability to serve more members, have infrastructure in place before we take on growth; have to be sure we are ready, have tools in place, intentionally manage our vision
 - Found strategic plan for a homebuilders association and a guide from Toastmasters (shared with board through e-mail)

Feedback

- * Are we at our maximum capacity of members now? We talk about capacity frequently.

Remainder of strategic conversation homework postponed until next meeting in January.

Other Business

- Brief discussion about lodging for January meeting.
 - Board members will make their own reservations at the hotel of their choice and be reimbursed by Provender.
 - Shawn has a room available if anyone wants to stay there
- Board self-evaluation
 - Rachel, as board secretary, should be filling out throughout the year (in the File Cabinet)
 - **Rachel will fill out board self-evaluation matrix by January meeting**
 - 2016 board calendar is loaded on board Google site
 - Board members need to sign up for monitoring reports
 - **Rachel will link the Board Calendar to board Google site**
 - G-10 and G-11 are due in January. **Evelyn will fill out G-11 and Meg will fill out G-10 for January**

Executive Session

- ED compensation for 2016
- ED evaluation review

NEXT MEETING:

January 28-29

In person in Portland

HOMEWORK

- **Member Growth and Retention (G-13 and EL-9) policies need to be revised in Policy Register on board Google site by Board Secretary**
 - **Rachel will fill out board self-evaluation matrix by January meeting**
 - **Rachel will link the Board Calendar to board Google site**
 - **Evelyn will fill out G-11 and Meg will fill out G-10 for January**