

Provender Board Meeting Minutes
Thursday, February 18, 2016
4:00-6:00 PM

Board Members Present:

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

Board Members Absent:

Shawn Seebach

Staff Present: Susan Schechter

Minutes compiled by Susan Schechter

Welcome, Agenda Review, Member Comment:

Everyone states their go-to cold remedy.

1. Member Comment

- Evelyn-hiring for store manager and will be doing a Policy Governance training for Oregon Tilth on Saturday morning.
- Renee-certifications are rolling in, staff coming and going
- Stacy-putting together annual sustainability report, exciting to see all the cool stuff they've done in the past year. Published on their web site and send through press release and weekly Market Report. Also released at annual ownership meeting next month. Looked internally for Director of Sales and hired Matt Landi for the position.

2. Consent Agenda:

Today's consent agenda included:

- **Meeting Minutes**
 - January minutes
- **Monitoring Reports**
 - G-1 Governance Style
 - EL-4 Financial Condition and Activities

CONSENSUS: The board unanimously approved all items on the consent agenda.

3. Survey Report Conversation

- Haven't been spending enough time reviewing survey and comments

EL-4 Financial Condition and Activities

- Thanks to Susan for excellent financial stewardship of organization

- Include exciting or important financial information in ED report
- Susan can be financial leader as the board moves further into strategic conversations

G-1 Governance Style

- Be sure to follow timeline set forth for board review of monitoring reports
- Not much policy language adjustment in the past 18 months
- Annual review of policies is important and that the board is managing policy governance
- Could do G and M policies quarterly and review EL policies when submitted
- Concern about ensuring homework gets done if reviewed less frequently
- Spend less time talking about policies in meeting and double check for each other; if an issue arises, remove from consent agenda and discuss at upcoming meeting
- **Add another question to the Monitoring Report Survey “Do we need to discuss this at a meeting?”**
- **Secretary will remove individual response pages on the survey and have one compiled page.**
- Try it for 6 months and see how successful it is

4. ED Report

- Likely Susan will be partial or non-compliant on financial policy due to redesigning the web site in order to accept credit cards; not enough included in budget
- Met with Hood River hotel staff and Melissa Elkins to discuss this year’s conference and menu

5. Other Business

Board Recruitment and NomComm Activities

- Reviewed and updated potential board candidates
- Hasn’t been a lot of activity in recruitment
- NomComm is on schedule for where they need to be, need prospects to contact
- **Be sure to notice and welcome non-board attendees to meetings**
- **Report back at next meeting results of outreach to potential board candidates**

Facilitator at Retreat

- Confirmed and discussed Todd Wallace as facilitator for retreat
- Retreat dates scheduled around his schedule
- Budget included facilitator for retreat
- Plan better what we want from him, build on what we started last year, catch him up on what we have accomplished this year, ask for help with clear next steps
- **Renee and Susan to meet with Todd and report back to the board**

July/August In-Person Meeting Dates

- Thursday and Friday, August 11 and 12
- Susan is working with Hummingbird to reserve meeting space

Strategic Meeting Update

- Use compiled notes from research as source document
- **Board members to review document and highlight five key items that can bring definitive action before next meeting**

- List of potential members provided by Mel has been added to list of Potential New Members Google doc
- Revisited Future Vision document defining our top five goals and intentions areas to pursue for review or course correcting (located on board google site under July 2015 meeting as well as February 2016 meeting). Considerations could include:
 - Member growth and identify percentage and dollars and by when
 - Pitfalls of member growth
 - Growing too fast and losing the intimacy of the conference
 - Can Provender sustain the same growth rate as the industry (14%)? What's appropriate for us to maintain the values and quality
 - Technology improvements
 - Ensure what we shaping fits into the growth challenge
- Share with Todd when feedback is provided

Scholarship Update

- Rachel, Meg and Stacy worked on revising application process
- Wanted to get board but-in before they went further with their ideas
- Started with scholarship concept, application process, and marketing of it
 - Discussed who would apply, make it broader so it wouldn't necessarily be a financial consideration for applicant
 - Remove hand-made part of silent auction submissions, include higher end goods from vendors
 - Sponsor more than one person eventually, not have remaining funds from donations and silent auction roll-over
 - Have a scholarship key conference position, maybe a board member; originally championed by a board member
 - Question about transportation, maybe not cover it
 - Broaden the category: application is currently fairly specific about food, nutrition and social justice
 - Discussed questions on application, what do we want to ask applicants, integrate a question about what they are doing to educate and inspire their community that ties the scholarship to our Ends
 - Process: currently asks for three letters of recommendation; maybe change to one letter of support and supply other supporting documents or other materials that provide proof that applicant is doing or making a difference
 - Include nominations, include non-members
 - Help inspire people to learn more about our trade, an opportunity to extend our mission
- Committee would like to have other board members' input and agreement to further refine
- Marketing materials need to be redesigned, could make it a one page PDF to share electronically or printed, brochure may not be the best way to promote
- **Rachel, Stacy and Meg will connect to further refine application process**

NEXT MEETING:
Thursday, March 17
Conference call

HOMEWORK ASSIGNMENTS

- **Add another question to the Monitoring Report Survey “*Do we need to discuss this at a meeting?*”**
- **Secretary will remove individual response pages on the survey and have one compiled page.**
- **Report back at next meeting results of outreach to potential board candidates**
- **Renee and Susan to meet with Todd and report back to the board**
- **Board members to review document and highlight five key items that can bring definitive action before next meeting**
- **Rachel, Stacy and Meg will connect to further refine application process**