

**Provender Board Meeting Minutes**  
**Friday, April 29, 2016**  
**4:00-8:00 PM**

**Board Members Present:**

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

**Member present:** Todd Wallace

**Staff Present:** Susan Schechter

**Minutes compiled by** Susan Schechter

**Welcome, Agenda Review, Member Comment:**

Reviewed agenda.

Added to agenda:

- July meeting date
- Nominating Committee update

**1. Consent Agenda:**

Today's consent agenda included:

- **Meeting Minutes**
  - **March minutes**
- **Monitoring Reports**
  - **G-2 Board Job Responsibilities**
  - **G-3 Agenda Planning**
  - **G-4 Board President's Role**
  - **G-8 Board Committee Principles**
  - **EL-5 Emergency ED Succession**

Remove G-3 Agenda Planning

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

**2. Survey Action from this month's Monitoring Report Survey**

- Reviewed comments on Monitoring Report Survey

G-3 Agenda Planning

- Reword to simplify and make more Provender-friendly
- Some work has been done on this policy in the past
- Discuss with board members what should be on the agenda, then when submitted, reshape it based on what the board needs

- Need an annual calendar that includes training, conference calls, etc.
- Make better use of existing calendar that includes homework from previous meeting's minutes
- Delete the Homework page from the board Google site if not using or not using effectively
- Suggest using a Google calendar rather than an Excel spreadsheet
- **Shawn and Meg will rewrite G-3**
  - **will include 3.2.1 about what is always included on consent agenda**
  - **will include a section about using a calendar vs. agenda but are connected and related**
- Board is using the terms 'calendar' and 'agenda' interchangeably but they are different items
- This policy seems more about annual planning; maybe rename policy
- Remove agenda planning from Board President's Role and relocate to this policy
- Include basics and must-haves, the annual planning calendar, monthly meeting agenda planning, strategic planning and visioning

#### G-4 Board President's Role

- **Renee will review and revise Board President's Role supporting document before next meeting**
- **Renee will add to calendar that board officers will review and revise (as needed) documents specific to their positions**

### 3. ED Report

- Reviewed highlights and particular challenges
  - **Renee volunteered to serve on the Marketing Committee as board representative**
  - **Stacy volunteered to help with a marketing calendar**

### 4. Board Recruitment Check In

- Reviewed potential candidate list
  - Discussed each name on the potential candidate list
  - Reviewed which current board members terms are up and who is interested in running again: Meg, Stacy, Ian and Renee
  - Nominating Committee will contact incumbents to gauge interest in running again
- **Add to calendar: examine board compensation (stipend)**
- Nominating Committee board liaison is board member not up for re-election; perceived conflict of interest; rotate position annually. Biggest challenge will be if Kelly decides not to accept appointment as NomComm chair
- **Shawn volunteered to be NomComm board liaison**
- **Susan will post document to board Google site outlining board role as NomComm liaison**

### 5. Ends Report

#### Provender Alliance Exists...

- Provided data from conference, Journal, e-news, Meet & Greets
- Conference registration comps, dues comps
- Many venues for education and inspiration, citing Journal sources
- Proof showed financial growth while continuing to provide value to members

- **OPPORTUNITY:** how will a member drive look
  - **NOT INCLUDED:** follow up on previous opportunities
  - Inspiration is year-round: how to capture
  - Use examples of members' work outside of their businesses (i.e. ways they engage in their communities)
  - Capitalize on other benefit opportunities, value-added trainings, Meet & Greets, job postings
  - Would like to see more about social media activities, measure more effectively
  - Liked evaluation of Journal information, content of Facebook posts
  - See the organization moving along but slowly, incrementally
  - **Dues structure comps—open to proposal from ED on dues, same with conference pricing**
  - **OPPORTUNITY:** introductory interpretation could be stated more clearly, briefer, adjust formatting
  - Leverage opportunities into the multi-year plan; pull out opportunities and include in ED reports; create an appendix as an opportunity tracker
- There is enough evidence to support conclusions.**

#### Our community is primarily...

- Liked that the categories are listed
  - Lists of members and comps proved diversity among membership; shared values
  - Attention to details, opportunities are thoughtful and insightful
  - Board can use opportunities to frame strategic thinking
  - Liked the member quotes
  - Quantifiable section; straightforward
  - Perhaps too much information, especially in the quotes and categories
- There is enough evidence to support conclusions.**

#### Our community will be better educated...

- E-news open rate is higher than average
  - Liked the contributors to the Journal
  - Thoughtfulness and care in composing this section of the report
  - **OPPORTUNITY:** try to capture the number of attendees for each session
  - Synthesis of workshop information—include how information from 2015 informed 2016 workshop selection
  - **OPPORTUNITY:** use focus groups or interview members instead of old survey information
- There is enough evidence to support conclusions.**

#### Our community is inspired to...

- Follow the bullet points more in the body of the report
  - Loved the comments from the conference evaluations
  - Use bullet points for listing evaluation comments
  - Appreciate that negative comments were included
  - E-mail comments are important indicators: someone is taking time out of their workday to reach out
  - Use stories to prove inspiration
  - Ask webinar/workshop presenters to provide feedback; what are they hearing from folks who attended their session(s) (i.e. Tracy Parks, Michelle O'Connor)
- There is enough evidence to support conclusions.**

#### We are motivated...

- Impressed by the caliber of speakers, members and committees
  - Rephrase “caliber of speakers drawn to our conference”; they are invited to present and can say yes or no, they are not seeking us out; we are seeking them out
  - Call out the work of our members as individuals, explain why they are great
  - Super thoughtful explanations
  - Didn’t understand how the committees tied in to this section; highlight how committees generate leadership
  - Parse out e-mail in this section
  - Be thoughtful about how to use opportunities—don’t use information just to prove the section
  - **OPPORTUNITY**: how to recruit and engage and get folks to plug into the organization
  - Include the co-op café in this section
- There is enough evidence to support conclusions.**

#### OVERALL

- Opportunities: what resources would be needed to accomplish each
- Quantify impact and accountability

#### **6. Scheduling July Meeting**

- Several board members have conflicts with scheduled conference call in July
- **July meeting rescheduled for Wednesday, July 13, 4-6 PM**

#### **7. Nominating Committee Representative**

- Confirming Shawn as NomComm board liaison
- **Add NomComm chair appointment to board calendar**

#### **8. Treasurer Report**

- Brief review of financial condition YTD April 30
- **Susan to consider UNFI Foundation grant if Provender qualifies**
- **Susan to contact Wells Neal at Equal Exchange for additional conference support**
- **Susan to contact Dan and Susanna at Central Co-op for additional conference support**
- **Susan to high grade potential member list**

#### **9. Executive Session-net income bonus review**

**NEXT MEETING:**  
**Thursday, May 19**  
**Conference call**

## **HOMEWORK ASSIGNMENTS**

- **Shawn and Meg will rewrite G-3**
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