

Provender Board Meeting Minutes
Thursday, May 19, 2016
4:00-6:00 PM

Board Members Present:

Renee Kempka
Meg Kennedy
Evelyn Hall (late)
Rachel Mitrani
Shawn Seebach
Ian Stoy

Board Members Absent:

Stacy Kraker

Staff Present: Susan Schechter

Minutes compiled by Susan Schechter

Welcome, Introductions, Logistics:

Everyone states their favorite classic movie.

Member Comment:

- Rachel will be on vacation for the June meeting

Agenda Review:

- Renee reviewed a slightly revised agenda.
- Added a retreat follow conversation
- Added discussion about conference
- Message to membership about strategic planning direction

1. Consent Agenda:

Today's consent agenda included:

- **Meeting Minutes**
 - **April minutes**

Remove April minutes and add to June meeting consent agenda.

2. ED Report

- Apologies for late posting of report; too much travel in the past eight weeks
- Reviewed highlights and particular challenges
 - Confirmed Wednesday evening, Thursday morning, Thursday evening and Friday morning speakers/events
 - Working with hotel on meal planning, alcohol service

- Taxes completed and signed
- Journal archives are now available on-line (incrementally)
- Working with webmaster to get conference registration on line
- Tours to be held at hotel is not coming together; need to find a champion to put tours together
- Challenge of where to find volunteers to help staff the UNFI table
- **Renee will look at her schedule to see if she can help at the UNFI Tabletop**

3. Post Retreat check-in

- Loved the retreat, location, house, enjoyed spending time together; got a lot accomplished regarding next steps
- Looking for follow-up with Todd and what our next steps are
- Would have liked to have another day, especially with everyone's travel needs; use the time more effectively
- Loved the team-building experience, enjoyed Todd as facilitator
- Tremendous amount of work, having everyone find it valuable makes it worth it; more productive if time together is maximized; intellectually intense
- Successful; Todd's style works well for us; want next steps; how to successfully share the enthusiasm and carry it forward
- Grounding location; achieved a lot; had good sense of direction at the end
- Appreciate pre-retreat work; liked variety of type of work and activities; we do a good job of modeling respectful discussion and debate in a trusting environment
- Small group work didn't discuss member growth even though it has been listed as a high priority; what is critical to the success of the organization

Wrap-up

- Enthusiasm from board and looking for next steps; may not have assessed the critical priorities
- Overlaying retreat notes onto board calendar
- Interest in adding another day to future retreat
- Ensure we embrace opportunities to have courageous conversations

Board Activities at the conference

- Could dress up in party clothes
- Could do a fashion show from the past 40 years, keep it entertaining
- Integrate the past with the present and future of Provender
- Rotating announcers
- Use timeline for information and events, invite some long-time members to participate in fashion show

Wrap-up

- Fashion show representing the decades, invite long-time members
- Past history reference, 2-3 minute blurb from each board member

Other Activities

- Discussion about how to use pool area on Friday afternoon after last workshop, wanted to provide structured time since attendees want to be there; how to best utilize the space
- Could ask about using patio area
- Serve cake on Thursday night after dinner, before WYMPROV!
- Balloons and confetti to celebrate

Board Calendar

- Renee was having trouble accessing the correct document
- **Susan will work on deleted the calendar sub-page**

Message to the Membership

- Share progress and be transparent with membership with what has been accomplished and what the focus has been
- Script a message to membership and include them and build on enthusiasm for the future
- Develop talking points that are not detailed but allude to the work that is going on
- Distill conversations from the past several years to distribute through our various communication venues
- Outreach to targeted individuals i.e. long-term and concerned members
 - Discuss capacity, mission to develop a part time position
 - Talk about member growth; balance message to audience at conference between first-time attendees, engage current membership with member growth
 - Awareness of the importance and value of membership: added benefits and return on investment; explain benefits of membership
 - Discuss how relevant we are and have been and how we will continue to be relevant into the future
 - Address what we are doing about diversifying
 - Address how the organization has changed and evolved, organizational needs and member's needs are different than what they used to be; balance between needs and capacity

Wrap-up

- Four basic ideas have floated to the top:
 - Organizational capacity, resources dedicated to additional staff
 - Member growth to capitalize on through different venues and methods
 - Return on investment, value-added benefits
 - Diversity

Venues for communicating message

- Start writing message will bring homework assignments
- How to get message out:
 - Scripted bullet points need to be repeated often
 - E-blast, Journal, General Membership Meeting– multiple venues so it's not a surprise to anyone
 - Stand alone Journal article; wait until there's a better idea of what next steps are
 - Think about the ways people interact with Provender
 - Posters on tripods during conference

- Infuse some excitement
- Mass mailing postcard
- Bring to Marketing Committee for additional ideas
- Further discussion at next meeting

Outreach to targeted members

- Discussion about why do this kind of outreach
- Don't want to make a big deal about something that is not a big deal
- Ensure that initial communication to membership is really positive, encourage feedback; try not to dwell on old issues
- Communicate change to different members in different ways, have different levels of commitment, get ahead of any potential issues, get them to be champions of direction organization is headed
- Show of respect to outreach to individual long-term members, share our excitement, engage them as champions; recognize long-time members; not about the past

Wrap-up

- Board is somewhat divided about outreach to individuals
- Moving forward, create informal task force to generate a positive message
- **Meg, Evelyn and Renee can do the outreach to individual members; keep it informal**
- **Susan, Meg, Renee and Evelyn will meet off-line to discuss individual outreach further**

4. Executive Session

NEXT MEETING:
Thursday, June 16
Conference Call

HOMEWORK ASSIGNMENTS

- **Renee will look at her schedule to see if she can help at the UNFI Tabletop**
- **Susan will work on deleted the calendar sub-page**
- **Meg, Evelyn and Renee can do the outreach to individual members; keep it informal**
- **Susan, Meg, Renee and Evelyn will meet off-line to discuss individual outreach further**