



February 8th Agenda & Minutes
Board of Directors Meeting

Zoom Link: <https://us02web.zoom.us/j/6760832132>

Board Members Present: Cedric Harrison, Joe Conway, Joe Finley, Lauren Hurley, Genna Wirth, Jordyn Appel-Hughes, Scott Whistnant, Frankie Roberts,

Board Members Absent: Keith Rhodes

Staff Present: Cierra Washington, Evan Folds

Community Members: Anne York

Call to Order: 10:33 by Cedric Harrison

Reading and Approval of Minutes: Minutes of the January 11, 2021 BOD meeting accepted as previously published and posted and approved by unanimous consent

Quorum: Five of nine board members

Orders of Business

Checkin's:

- I. Genna - Ready to start her day and week!
- II. Joe C. - Lot's going on at the hospital with good, positive stuff ahead. Any concerns or negative info, check-in so Joe can hopefully help to clear up
- III. Scott - Lot going on, exciting stuff ahead, ready for this meeting
- IV. Evan - Co-op has lots of goodness ahead, looking forward to this meeting's discussion
- V. Joe F. - Lot's of energy right now, appreciates the strong representation in the Wilmington Biz Journal article
- VI. Cierra - Excited for meeting, not a fan of these cold mornings
- VII. Abbe York - Volunteer with NFC, excited to be more involved after vaccinated
- VIII. Frankie - Momentum that is building and grateful for this team
- IX. Lauren - Does not live here for these cold mornings, excited to keep moving forward

New Business:

- I. President's Report: **Challenge Board to pick a Northside Black History Figure that we can highlight on social media** (*Reference Wilmington in Color and [New Hanover for All](#) for identifying someone inspirational!*)
 - A. Policy update
 - B. Market Study Meeting
 - C. Social media/community engagement
 - D. Frankie's update
 - E. Approval of board process for presenting and voting on projects, policies, etc.
- II. Enterprise Committee Report:
 - A. Market Study update
 1. Check-in with Cape Fear Collective on expanding partnership
 - B. Timing mechanism moving forward:

1. April - Farmers Market for identifying pilot location, screenings, demo.'s, food + community outreach
 2. July - Make-a-Meal program in pilot store
 3. February 2024 - Full-service grocery store opens (funding TBD)
- C. Location: 1002 Princess St (next to Hi-Wire Brewery), due to neighborhood growth, might have to move forward faster
- D. Frankie's Market Presentation
1. Shay Webb is implementing recipe trail with eight Northside families through Pay it Forward payment option, deliver free ingredients + collecting feedback for store (\$7k private funder, \$50k ongoing)
 2. Pilot store only sells Make-a-Meal ingredients; does not offer competing items to Family Dollar
 - a) Aramark might be able to assist w/store equipment
 3. Farmers Market operates Saturdays, 2-6pm -- 15-20 vendors highlighting Black-owned producers, businesses at the lot behind Frankie's (\$12k Novant, \$15k ongoing)
 - a) Tapping into Cooperative Extension for education; potential to pursue additional funding w/Novant
 - b) Funding concerns around staffing at \$15 @ 15 hours/week -- increasing hours to meet market needs (ex: marketing); utilizing volunteers/interns in strategic manner in interim
 - c) Draft job description; any community members potentially qualified and interested?
- E. Setting objectives, developing metrics for Farmers Market and pilot store for measuring success + larger grocery store effort
- F. Identify mechanism for applying for grants as non-profit
1. Tap into Anne's non-profit, for NFC grant applications in interim
 2. Grant writing process done in-house; interns creating database of grants for nonprofits v. wider public
- G. Vote on Authority for Staff to engage in a Non-Profit strategy for grant writing
1. Scott Whistnant brings motion forward, Genna Wirth second, Cedric Harrison approves vote,
 2. Approved by 8/9 board members, 0 nays
- H. Vote on Authority for Staff to run operations and pursue development of Frankie's Outdoor Market contingent upon \$12,000 funding from Novant with measurable objectives of effort's success
1. Scott Whistnant brings motion forward, Joe Conway second, Cedric Harrison approves vote,
 2. Approved by 8/9 board members, 0 nays

III. Finance Committee Report:

- A. Income/Expense
1. Cash Position: \$16,435.44
 2. Financial Position (including guaranteed income and expenses): \$21,815.68
 3. Major expenses: Contract fees for PM and APM, event/marketing costs through Choices, ownership package supplies, market study
 4. Major income: ownerships, PIF, NHRMC check in process
- B. Summary of new Ownerships: 204 total, 21 PIF, 225 total once PIF are matched
1. Have sold over 200 ownerships!! What's our next goal and timeline? 1,000 ownerships by store opening is standard -- what is our target area for ownerships?
 2. PIF received
- C. Committee budgets

1. Added Andy Atkinson, CPA for county and non-profits, has joined committee to help with budget + leveraging grant funds
 2. All committees have final budget (monthly, yearly) completed by their respected meeting and passed along to Genna to be added into master NFC budget (fiscal year based on calendar year)
- IV. Marketing & Community Engagement Committee Report:
- A. Events
 1. First Community meeting on February 16th! Call to action dialogue
 2. Can any Board members attend 2/16 meeting? Can any Board members assist with call banking ahead of time? Texting has most engagement
 3. Going forward, create BOD calendar invite for events
 - B. Continue to build social media presence
 - C. Black History Month challenge
- V. Governance Committee Report:
- A. Policy Update: Review Conflict of Interest Policy, built from FCI policy
 1. Areas for review: Potential conflicts between NFC and board, bids on store has competing bids from outside board, board member relatives working at store (not in policy currently, not typically included, FCI does have noted past examples), board does not make decisions as individual - speaking on behalf of NFC and board
 2. Conflict of interest statement at top, with code on conduct listed below
- VI. Staff Report:
- A. Locations
 1. Jim McFarland location (1002 Princess Street), asking \$1.1 million
 - B. Sales Process
 1. Ownership (\$10, PIF, etc)
 2. Ownership Welcome Packages
 3. Onboarding (Ambassadors → Committee → Board)
 - a) Bringing on Northside residents - former residents, familial ties, etc.
 4. Call Bank for first Community Interest Meeting
 5. Create a committee for tracking/reporting on PIF shares - move into Governance/Policy Committee?
 - C. Fundraising
 1. Co-op position
 - a) For profit business with a non-profit mentality
 2. Grant outlook
 - a) Interns organizing grants
 - b) Lance Cummings class
 - D. Staff → Board → Public Reporting Update
 1. Timeline → Plan reporting, developing mechanism for monthly report out on ownership shares
 2. Update on Staff reporting for Board (projects, Owners, etc)
 3. Marshall background, Dr. Waity collab → case study + Health Assessment continuity research
 - E. Intern Update
 1. We now have two that are engaged → Dhara and Katelyn
 - F. Story Marketing
 1. Kelci managing the website blog

2. Two artists want to create a historical photo of the Northside affiliated with food -- chef, farmer, individual, building, etc. -- contributing 10% of what they make in February and put funds back into purchasing sponsorship shares
 - a) Could be focused on food overall with a quote - is there a photo of AMP - superimposes images - could have quotes from Keith, Frankie, community elders?
 - b) Keith Rhodes -- who else is engaged in the community around food or has been?
 - c) Create campaign: Incorporate storytelling history of food in the community in the past, present, future - reference minutes from meeting with Cynthia and stories from engaged community elders; the vegetable/tomato man - Mr. Thomas? His son is still alive!

Action Steps:

- I. Discuss and Vote on Conflict of Interests policy.
- II. Board highlight: Black Historical Figure
 - A. Genna - Ms. Alice Miller, lived until 102 + very involved community member
 - B. Cedric - James Drawborn Sampson (1806-1861): "Born enslaved but was a son of a slave owner so his father let him purchase his freedom after learning carpentry. After he became free he used that same method as a way to secretly free other enslaved people by purchasing them and teaching them carpentry then freeing them. With this method he became the richest black man in Antebellum North Carolina."
- III. Board session for funding for staffing
- IV. All committees have final budget (monthly, yearly) completed by their respected meeting and passed along to Genna to be added into master NFC budget (fiscal year based on calendar year)
- V. Board suggestions for PIF recipients (name, contact info)

Proposed Agenda Items for Next Meeting:

- I. Vote on Conflict of Interest policy

Meeting was adjourned at 12:04 by Cedric Harrison. The next general meeting will be at 10:30am, March 8th via Zoom
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