



**November 9 Agenda & Minutes
Board of Directors Meeting**

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

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

Board Members Absent: Frankie Roberts, Keith Rhodes

Staff Present: Evan Folds, Cierra Washington

Community Members: Marshall Brown

Call to Order: 10:35 by Cedric Harrison on November 9, 2020

Reading and Approval of Minutes: Minutes of the October 12, 2020 NFC BOD meeting accepted as previously published and posted and approved by unanimous consent

Quorum: Five of nine board members present

Orders of Business

Checkin:

- I. Evan feeling the momentum from meeting with Joe and Nate and integrating those conversations into marketing + outreach models such as those from Gem City
- II. Joe C. refreshed from trip to mountains, having some feels about the Baltimore ravens
- III. Genna in somber space from lose in family
- IV. Scott is ready to get moving, raising money, making decisions to get NFC moved forward
- V. Marshall new Enterprise committee member. Background in sociology and promoting coop models, digging into other coop business models + history in ILM
- VI. Cierra has a big week ahead with Food for Thought
- VII. Jordyn has Mondays feels but those with gratitude as she sent her pandemic piggies to the processor
- VIII. Cedric and STP are launching the website for Wilmington in Color this week! Has a lot of deadlines and business ahead
- IX. Keith feeling good

New Business:

- I. President's Report:
 - A. Define structure for committees, set max number # community members: # outside community, does this number include board members + employees
 1. Committee members (and board) need to purchase membership, need to begin initiating
 2. Getting folks involved before onboarding onto specific committee →idea is to buy an ownership, but cannot use until store opens
 - B. Community Holiday Pop-up/Drive-thru: Form event planning committee with enterprise and marketing + community engagement (Cedric, Jordyn, Lauren, Kelci, Cierra, Evan, Keith)
 1. Free giveaway option - either hot/cold meal or packaged ingredients, partner with existing agency
 - C. Building community touch points with the community - give updates on NFC, record video, post and share. Can bring in community guests, easy way to keep folks involved remotely
 1. Mapping this out for 2021
 - D. Update on Project Manager and Assistant Project Manager jobs - reporting, objectives, clearing + defining conflict of interest with Cierra/Center for Healthy Communities
 1. Evan focus more on fundraising, development and the solidifying of community partnerships

2. Cierra concerns/questions for BOD: clarity on timeline for position, submitting timesheet + outlining required days/hours to work UNCW job around
 - a) Take over facilitation of committee meetings (during working hours), more administrative based, helping Evan with day-to-day tasks
 - b) Report to Evan, track hours for day/task - Evan submits Cierra's report to Exec. BOD
 3. What level of reporting is required? Tracking by toll gates vs hour
 4. Evan and Cierra are going to meet together to determine their structure + reporting
- E. Pop-up/emergency meetings, try to limit to 2/month if possible, comfort in relaying to Exec. BOD

II. Treasurer's Report | Finance Committee:

- A. Income/Expense: \$754.06 in bank account
 1. NHRMC check has not been received yet, Cedric checking 1012 Princess St. location
- B. Summary of new memberships
- C. Determine distribution, tracking, communications of expenditures to board - spending by committees reported to Genna upon spending
 1. Submit expense form to Genna for each request that is an unexpected cost

III. Marketing & Community Engagement Committee Report:

- A. *Should* have secure safety certificate for website to begin accepting payments online
- B. Branding flyers for physical + website - Joe Conway is going to be covering the costs of printing for round one printing
 1. Methods for distribution - meeting with local businesses, community based events, organizations networks (STP, Voyage, DREAMS, FDE, LINC)
- C. Separating out Community Engagement and Marketing into two committees would require a *simple* amendment to the bylaws - discussion at next Community Engagement and Marketing committee (11/24)
- D. Ownership video - what it means to be an owner include in ownership onboarding email
- E. Community survey drafted for what folks want to see in their coop, page on website
- F. Recruiting Northside community members to bring to the committee

IV. Enterprise Committee Report:

- A. Can purchase ownership or stock, has to be cash or check
- B. Pop-up conversations (see President's report)
- C. Location: Best location case is Chef Keith's future Food Hall
 1. Integration of space to allow for one payment across both entities versus each

V. Project Manager Report:

- A. Navigating media communications and scheduling
 1. Kendall @ WECT is ready
 2. Getting Payment Gateway set-up which will allow for online ownerships to be purchased
- B. Downtown grocery updates, Farmin' on Front location, survey results
 1. Locations do not pose a threat to what we're working towards
- C. AMP offices almost complete, still interested in having relationship
- D. Building in framework for purchasing costs - ie printing
- E. Funding -
 1. Did not receive Innovation Lab - more on employment end, which might be more applicable once further along in project
 2. Local Foods Local Places - technical assistance, partnered with CF Collective
 3. Meeting + networking with others in this work will allow for building of stronger, more robust cases for technical assistance
 4. County non-gov't funding -
 5. Lance Cummings (grant writing class @ UNCW), students will be sourcing + helping to write grants on our behalf

- F. Board development opportunity: Different tiers 1-hour convo, short training, virtual course to help build framework + progression of our board
 - 1. Join Tidal meeting
- G. Board members and committee members need to be owners - how to formalize this for those who might not be able to pay and begin collected ownerships from members
- H. 1996 Century Market effort - learning increased information, language + structure was super similar to ours today. Nate has connections with folks who had bought ownerships then. City was extremely involved

Action Steps:

- I. Formalizing procedures for collecting ownership payments from current/future committee members + board
- II. Community pop-up/giveaway (Cedric, Jordyn, Lauren, Kelci, Cierra, Evan, Keith)

Proposed Agenda Items for Next Meeting:

- I.

Meeting was adjourned at 11:52 by Cedric Harrison. The next general meeting will be at 10:30AM, December 14th by Zoom: <https://us02web.zoom.us/j/6760832132>