



**October 12 Agenda & Minutes
Board of Directors Meeting**

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

Board Members Present: Cedric Harrison, Joe Finley, Joe Conway, Frankie Roberts, Jordyn Appel, Lauren Hurley

Board Members Absent: Genna Wirth, Keith Rhodes, Scott Whistnant

Staff Present: Evan Folds

Community Members: Don Moffitt, Hilarie Burton Morgan

Call to Order: 10:34 by Evan Folds on October 12, 2020

Reading and Approval of Minutes: Minutes of the September 14, 2020 NFC BOD meeting accepted as previously published and posted and approved by unanimous consent

Quorum: Five of nine board members present at the call to order

Orders of Business

Board Check-Ins (10 minutes, 1-2 mins.- what's giving you feels in life):

- I. Evan - Feeling better after a per
- II. Joe Conway - Mama Conway doing well, happy to have spent time with her. Staying busy and organizing Health Equity while closing out the year and transitioning into Novant
- III. Frankie Roberts -
- IV. Joe Finley - Feeling energized by the momentum by this group, those who are coming in and the overall landscape of change throughout the community and country
- V. Hilarie Burton Morgan: Sat on Film Commission ** need to confirm name, actress from One Tree Hill, family still in ILM, still has a home on Nun near 3rd St
- VI. Don Moffitt - Happy be here
- VII. Cedric Harrison - Checking in live from LA! Really enjoying his time there and the how the community is responding to areas of livelihood that can be applied here
- VIII. Jordyn Appel - Feel refreshed after a weekend of knocking out farm projects and fall planting!
- IX. Lauren Hurley - Doing good!

Community Guests (Cedric, Guests, 5-10 mins.)

- I. Hilarie Burton Morgan:
 - A. Cast is very frustrated with out their notoriety is profited upon when there are so many business (ahem, NFC) that can put that profit into creating community through economic development and empowerment
 1. OTH studio, film locations were very immersed on the Northside - weaving the history of the Northside WITH the story of OTH --- drives fans to the store, creating an experience. OTH curate an item only found @ NFC, get the whole cast involved/invest -- "Sophia Bush's kale chips" private labeling like Veggie Wagon
 2. Funding: Friends with Benefit - Familiar with planning fundraising events in ILM, can help leverage funds and support, OTH cast used power to leverage removal of Confederate statues, Mike Adams; Ability to connect with casts from other shows; technical training in partnership with NHHS + NFC
- II. Don Moffitt, Columinate, PM Durham Co-Op:
 - A. Provides technical assistance for start-up Co-op's, worked his way up from clerk to Regional Prez at OG Whole Foods (Austin, TX), was PM for Durham Co-op up until they opened

- B. Strength in translating our goals, expectations, story, business plan into numbers
 - 1. Does not predict sales estimates
 - 2. Strategy in finding and achieving elements around finance and business development, implementation, analyzing shopping patterns
 - 3. Developing the layout of the store, the lease agreement, permitting -- plugging in the gaps
- III. FCI is a great resource for info + resources on starting up a co-op, the majority of co-op's working on opening are working with FCI. Majority of co-op's ~pre-2015 were more geared toward organic eating and not so much food access; Detroit, Flint, Rochester, Denver, KY, St. Louis all trying to open to address
- IV. How Family Dollar off of 10th/Market and future Downtown location will impact purchases and traffic??
 - A. Too deep into the community could impact the financial and accessible success, identified short and long-term locations are both near Family Dollar
- V. Leveraging funds as non-profit, example of current co-op in Flint (Gem City also has used a similar model thru Co-op Dayton)-- has non-profit while leverages funds for the space serving as a landlord for the business tenant) that leases the space -- the co-op
 - A. Square footage of the space is ~15,000 square feet, natural/organic is 6-8 square feet- size the physical space to the market
- VI. Can provide Interim GM to help set pricing strategy, product placement, store design, helps to train, transition and hand-off store; HR department, grocery department leads, specialists in capital patron campaigns to leverage funds
- VII. Not enough models to fully guide; Next move forward is on the shoulders of the BOD - move forward with pop-up? Wait and go ahead with market study?

New Business (55 minutes):

- I. President's Report (10 mins.):
 - A. Introduce the idea of policy governance: How the committee chair's report back, what is their definition of authority in leading meetings, working with the PM, etc.
 - B. Front Street Market & Produce (604 S Front) - Plan a BOD visit
 - 1. Sells groceries, goods - toilet paper, hygiene, beer, wine AND space to sit and drink it
 - 2. This allows for this location to stay open until 11 pm (COVID), 2pm (post-COVID)
- II. Treasurer's Report (5 mins.): Treasurer not present with report
 - A. Income/Expense:
 - B. Summary of new memberships:
- III. Finance Committee Report (5 mins.):
 - A. Board needs to help determine -- What are the financial incentives for ownership
 - 1. Referrals
 - 2. First XX # of people incentive
 - 3. Promotional materials : Hats, drawstring bags, masks
 - a) Referral incentives; First 250 people get something bigger? Offer different prices for first people
 - 4. When a person purchases a Patron Share versus Preferred Share to give them a thank you and automatically enroll in a newsletter?
 - B. Generating the purchase of a patron/owner, preferred owner
 - 1. Communication: Email list through mail chimp? Automatic messaging?
 - C. Give banking info to Marketing Committee to put on website for accepting donations; Come up with budget request form
 - 1. Amount requested, Purpose of funds, Line Item number, Priority funds, Date funds are needed, Date funds will be spent
 - 2. Process of accepting donations and finding grants similar to HFFI, partner with other nonprofits (Voyage, CF Collective, Support the Port) for streamlining generated funds
 - D. Expenses: Set-up accounting system through Wave accounting, committee spending/tracking - financial corporate responsibility

1. Is there a way in which a board member can set-up a way to link auto draft donation to the NFC - potential to link to a PayPal Biz account?

IV. Marketing & Community Engagement Committee Report (5 mins.):

- A. Anna will be working on fine-tuning website (~8 hours total @ \$20/hour)
- B. Finalizing informational flyers, postcards to distribute to the community
- C. Setting a date for the community event
- D. Lauren and Cierra working on social media curation

V. Enterprise Committee Report (5 mins.):

- A. Canvassed Northside area and scoped out the locations on Princess Place - after Don's convo might not reconsider location. Feeling good about retrofitting Frankie's 1012 Princess St. building as a pop-up, outreach, fundraising store as we plan + build the permanent location
 1. Anne York brought an architect out to evaluate the space, will share report with more info

VI. Governance Committee Report (5 mins.):

- A. Two-week deadline on securities document with Nancy -- has passed, Evan will continue to knock

VII. Project Manager Report (10 mins.):

- A. Need Cedric and Keith bio's, photos from pretty much everyone else
- B. Using data to identify target areas, generating numbers, outreach. Cannot find data past 2017
- C. Leaning on Gem City - very helpful and supportive, will be sharing their business plan with NFC - confidential to BOD only. Using target zip code as area
- D. Colleen and Lance, UNCW - students who can help to seek, write grants for us
- E. Local Foods, Local Places Initiatives due at the end of the month.
- F. Matt Rogers @ Aramark, Food Bank BOD member - help to acquire cooler and refrigeration space
- G. Workerslab.com has innovation fund - submitting by Wednesday at midnight, could subsidize pilot or market study with award of \$150k + technical assistance for a year

Action Steps (5 minutes):

- I. Community event planning
- II. Expanding on reports + data collected from Anne York and Jill Waity -- moving forward on Frankie's spot
- III. Potential to lobby city/county for advocating as the Northside grocery store -- keep the pulse going
- IV. Identify nonprofit fiscal agent/partner - Support the Port, CF Collective, Voyage

Proposed Agenda Items for Next Meeting (5 minutes):

- I.

Meeting was adjourned at 12:00 by Cedric Harrison. The next general meeting will be Monday, November 9th from 10:30-12:00 via Zoom