



January 10th, 2022 Agenda & Minutes
Board of Directors Meeting

Zoom Link: <https://us02web.zoom.us/j/6259291254?pwd=M3dQalhYdFZkZ3BBZ2pFL045ZXlnUT09>

Board Members Present: Cordia Sloan, Joe Finley, Cedric Harrison, Scott Whisnant, Jordyn Appel, Frankie Roberts

Board Members Absent:

Staff Present: Evan Folds, Cierra Washington, Kimberly Grimes

Community Members: Kyle Pennington, Alexander Brown, Gabby Turner

Call to Order: 10: by Cedric Harrison on January 10th, 2022

Reading and Approval of Minutes: Minutes of the January 10th, 2022 BOD meeting accepted as previously published and posted and approved by unanimous consent

Quorum: of 10 board members

Orders of Business

Checkin's (5-10 minutes):

- I. Cierra - Couch to 5K
- II. Cordia Sloan - Excited about all the new things that the Co-op has planned for the new year
- III. Kyle Pennington - Just got over COVID
- IV. Evan Folds - Just got over COVID too and have more energy now! Space of gratitude :)
- V. Kimberly Grimes - Positive energy of working with the Co-op and & in personal life
- VI. Scott Whisnant - Excited for this year and the opportunity to see a physical store...idea to a thing
- VII. Joe Finley - Got COVID too (mild). Excited for the new year and our ideas coming to a reality. Also excited that we are bringing in other entities to help us
- VIII. Gabby - In NJ and graduated from UNCW. Got COVID but recovering and job hunting.
- IX. Alex - Now is the time for action.
- X. Jordyn - in the food hub at Burgaw. Doing good though and excited to see how I can further connect NFC to the word of FDE and the food hub
- XI. Cedric - Son got really sick :(Canceled a few tours but hope to get back to it. Glad to see everyone at the table. This is going to be the best year for the Northside Food Cooperative.
- XII. Frankie Roberts -

New Business:

I. Staff Report (30 minutes):

A. Staff Plan in First Quarter 2022

1. Listening & Research Mode
2. NFC Staff Notes (NHC Meeting Notes, 1st Quarter Plan, Action Items)
 - a) Strange because there are some details that we are unsure of, but still trying to gather information and pull together information based on general info available
 - b) Jan - Strategic planning to develop an internal plan for the staff
 - (1) Should be hearing back from the County in early January

c) Feb - Listening Sessions

- (1) Plan to have some greater clarity around how we will be able to operate and move forward

B. Location

1. NHC Plan = Wait & See

- a) Staff is willing to listen and hear any directives from the BOD of what they would like for us to do
- b) Once we gain more info and clarity from the County, we will be able to develop a timeline
 - (1) Needing to hire a General Manager
- c) We have been talking with experts and collaborators in the Cooperative field

2. Coca-Cola Building

- a) Got a call from the agent, Terry Espy, and communicated our situation with the county. Detailing that our priority is to follow through with the possible relationship with the County first
- b) They are now in a position to look into what a grocery store could look like in this building

C. Funding

1. City ARP Funds → \$185,000

- a) This is taking a lot of time to transfer the funds to our account. We do have the final contract in the inbox, just waiting on our insurance agent to write and submit the \$25,000 bond to the City
- b) Expect the \$25,000 to be in our account this week and then reimbursements after that
- c) We have been granted \$25,000 upfront
- d) Funds need to be spent within a year

2. Novant Funds → \$200,000

3. LOI feedback on HFFI Grant

4. County → Might be willing to give \$400,000?

5. Not sure if we still need to go to the bank to fill in the gaps in funding needed

D. Non-Profit Update → Allows us to engage culturally and meet the needs of the community through community engagement

1. Weekly Wednesday working meeting

- a) Collaboration with NFC BOD

2. Need (2) committed BOD Members to file with IRS

- a) Don't need to push this through with placeholder people...we really need to think about who would be a great fit for these BOD positions
- b) Meet with current BOD to help with alignment

3. Can we apply for grants through a fiscal sponsorship with VOYAGE

4. BOD made a decision to put the nonprofit work on HOLD

E. Frankie's Outdoor Market

1. Anne York started a text chain and it did prove to be successful to bring new faces to the market

2. With the weather, the attendance has decreased but we want to stay consistent

- a) Looking into the price of outdoor heaters
- b) Promoting free hot beverages on our social media accounts

3. Marketing - new video out there and we plan to do more such as a Farmers Market-specific newsletter

4. Lunch N' Learn - new educational programming for the market. The first one will be January 22nd, 2022, and will be led by Oriana Bolden at Freedom Dreams Farm

5. Looking into a curbside option.
6. Suggestion: Looking into more vendors that sell hoodies, blankets, and other warm-weather items that might bring people to the market.
 - a) NFC cold weather merch?

F. Ownership Report

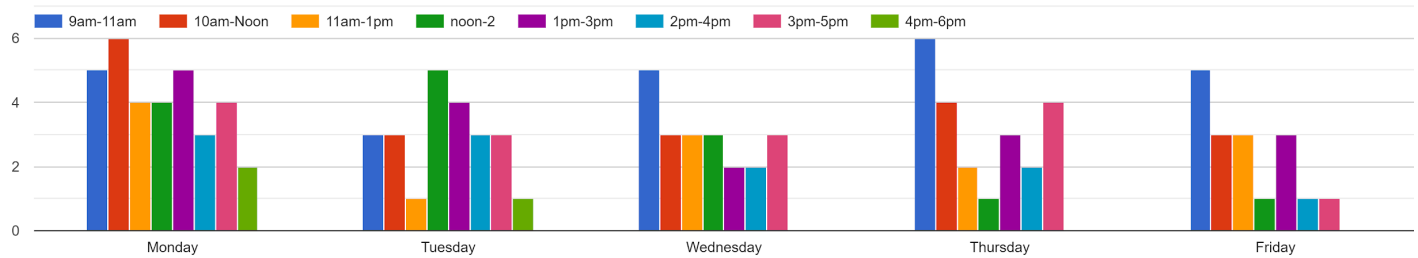
1. Are we going to keep a Co-op model?
 - a) Voice & Vote → would this still be present for the members if the business model changed
2. Do we want to put membership/ownership sales on hold
 - a) Need to get rid of the term owner → use membership
 - (1) Need to change this language on all of our platforms
3. There would be no option to refund but communicating how we are changing and how their membership can be used in the grocery business in this new term
4. Passive in selling memberships until the end of January

NEW MEMBERSHIPS ** 12.1.21 thru 12.31.21														
	Dec 20'	Jan 21'	Feb 21'	Mar 21'	Apr 21'	May 21'	Jun 21'	July 21'	Aug 21'	Sept 21'	Oct 21'	Nov 21'	Dec 21'	Cumulative Total
Community-Owners	159	41	34	23	45	49	20	53	17	18	27	27	16	529
Northside Specific Owners (28401 & 28402)	57	5	8	2	20	19	3	17	6	8	11	18	2	176
Other Zip Codes	103	36	26	21	25	30	17	36	11	10	16	9	14	354
Pay it Forward Placed	8	-	-	8	5	3	1	10	2	4	11	9	-	50
Owners within 1 Mile Radius (estimated)							107			129				28.10%
Owners within 2 Mile Radius (estimated)							154			184				40.08%

II. President's Report (10 minutes):

- A. 2022 meeting schedule/day and time shift, Google Form results (11 submissions - Cierra, Evan, Cordia, Cedric, Scott, Joe, Frankie, Genna, Jordyn):

Available days and times



B.

III. Finance/Fundraising Committee Report (10 minutes):

A. Income/Expense:

1. Total Cash position: \$4843.80
2. NFC Cash Position: \$0
3. Frankie's Cash Position: \$4843.80
4. See memo to board for additional updates sent 9:30 am 1/10/22

II. Marketing Committee Report:

A.

III. Community Engagement Committee Report:

A. Upcoming Events

1. (January 20th @ 7pm) Monthly Community Meeting
2. (January 22nd @ 12pm) Frankie's Outdoor Market Lunch N' Learn

B. Committee Split

1. The Community Engagement and Marketing Committee will be splitting into two separate groups starting January 18th. A description of the separate committees can be found below
 - a) **Marketing Committee:** The Marketing Committee develops and manages our Facebook, Instagram, LinkedIn, Newsletter, and Website. If you have experience with marketing, advertising, or graphic design, this may be a great fit for you. We want to make sure that our outreach represents the community and informs them well.
 - b) **Community Engagement Committee:** The Community Engagement Committee focuses on building relationships with the Northside community. This can include creating spaces for the community to meet and enjoy their neighbors as well as planning events.

IV. Enterprise Committee Report:

- A. Committee did not meet last month
- B. Once we hear from the County we will be able to move forward

V. Governance | Policy Committee Report:

- A. Identify and organize a nominating committee
- B. Question → Do we bring on new board members now, or wait until the election? <from Frankie December meeting>
 1. If you want to drop off from BOD commitment, this is a good time to communicate that
- C. Jordyn - the need for a new secretary

The meeting was adjourned at 00:00 by Cedric Harrison.

The next Board of Directors meeting will take place on **February 14th** from **10am-noon**

via Zoom: <https://us02web.zoom.us/j/6259291254?pwd=M3dQalhYdFZkZ3BBZ2pFL045ZXlnUT09>