



Board Meeting
February Draft Minutes
Feb 17, 2021

Attendance

Present:

Sara

Maddie

Wendy

Tanya

Ailsa

Manon

Alba

Regrets:

Roxci

Start Time - 7:00PM

Meetings

- Meeting booked via Google Meet (virtual session)

Draft Agenda and Minutes from previous meeting - move and adopt - Maddie and Alba

Monthly Meeting Days and Times

Current - 3rd Wednesday of every month at 7PM

Works for everyone including earlier but no later - check with Farah on if this time and date is good for future meetings - Wendy will book these with Google Meet for now until in-person meetings are allowable

AGM

Historically done live and would book a larger space at Britannia

This year will be Zoom meeting

Ask Farah if she can do a shout out to members/email blast - Maddie to ask

Canva make-up - Alba for social media using the fruit tree account

March 18th which is a Thursday to avoid St. Patrick's Day conflicts - Ailsa added it to calendar 6-8PM a Zoom meeting

Board meeting and AGM combined into one

Zoom - Ailsa can manage the evites and send the link once RSVPs arrive

Will be the same post for AGM and Board Member call out - do this ASAP and then one reminder post closer to March 18th

Board Members

Posting - Goodwork & Foodwork - Ailsa will post from shared google doc

Applications - Sara will receive - Wendy & Ailsa will help will meet & greets if high number of applicants

Team Lead

Posting - everyone has reviewed and will go out in April/May timeframe

UBC - seeder food waste reductions initiatives that are local - try to connect with them and they can help with summer job postings

Speaking of marketing a bit more info on UBC Seeder on what they offer: team of 7 UBC students; mainly offer outreach, marketing (boosting your social media, featuring you on Seeder accounts via interviews, etc), and research help (ex. examining trends, offering advice about the best way to promote your initiatives, etc), allowing organizations to expand their audience and influence.

Inventory & Equipment

Maddie - All East Van lock-up is now at new location MPNH

Note the low ceiling and poles needs to be rinsed

Easily accessible during working hours and buzz to get in

Fundraising

- Any updates
- Gaming grant report due end of March - is in calendar
- Second Harvest grant opportunity - Deadline for application end of Feb. Marie will see if Farah is able to put some hours to assist on this

- Also need to have better idea of demographics - consider putting a request out to CPs for demographic info so that can be compiled - Wendy to draft email to send and ask if Farah can send

Team to decide three desired outcomes for your funding project. Assign the best person to answer key questions re: activities.

<https://docs.google.com/document/d/1F7odW0Zd8bZY3hoYkNJWYbaaDg767B-IbYYQ4PFw3po/edit#>

- Strategic plan

Need team's inputs

https://docs.google.com/document/d/1nDkyBHQ5Fr_kGNBBi5M0jh-kZ_L2MMERn0L20TwWGxl/edit?ts=6010dd63

Donation Page

Tanya's updates

3 levels - \$25, \$50, \$100 which exemplify what you "can get" for these values

Not on webpage has a button which takes you to Canada Helps including a "other" option and a monthly option which is set at \$25/mth suggestion

Super high values - explore in future

Could also consider shifting the values depending on what types of donations we get

Membership

How should we set up the memberships - built-in donation page and redirects to membership sign-up and payments - how to validate - confirmation email

Square space feeds into mailchimp or the drive

Maddie - nationbuilder change donation to membership page - ask Roxci to assist

We should try and bundle into the AGM information - email blast

Reminders and membership welcome package to do all year to keep it updated and adding where applicable

Alba - will do Canva for now and we could decide later on if we need a space on the webpage (would cost more)

Windfall - percentage off merchandise at the tap room when it opens in summer

LivLite - option preferred - Ongoing 5% discount

Others - Wendy to call

Finances

YTD - No updates from January

Meeting adjourned: 8:05PM

Action Items from Feb Meeting:

AGM and Board Member posting

- Ailsa to post on Goodwork and Foodwork - will also send Zoom invite to those who RSVP
- Alba to create Canva and post on social media once ready
- Maddie/Farah to do email blast out
- Sara to receive board member applications - Wendy and Ailsa to assist in pre-meetings

Team Lead posting - Google doc complete - Wendy to add to agenda in future meeting before posting

Gaming grant - year end report due end of March

Second Harvest - Marie to ask Farah if time will permit for her to assist - All to review document in link provided - submission due end of Feb

Strategic Plan- all to provide input to link provided

Demographics of CPs - Wendy to draft email to CPs and either send or ask Farah to send to CPs and compile information to assist with grant applications

Change donation page in nationbuilder over to a membership page - Maddie to try and ask Roxci for assistance

Membership intro - Alba to design in Canva so that it can be included in AGM email blast