

Marion-Polk Food Share
Board of Directors Meeting Minutes
October 25, 2018

Board Members Attending: Frances Alvarado, Alex Beamer, Warren Bednarz, Sarah DeSantis, Mike Garrison, Jim Green, Courtney Knox Busch, Linda Norris, Walter Smith, Cheryl Wells

Staff Members Attending: Kendra Alexander, Kendra Boren, Rob Crenshaw, Eileen DiCicco, Sayla Elsbree-Kraft, Ian Dixon-McDonald, Rick Gaupo, Jim E. Green, Julie Hambuchen, Corrina Hawkins, Robbin Kerner, Sarah Mitchell, Lexi Stickel, Cheryl Young

Call to Order

Cheryl Wells called the meeting to order at 8:15 a.m.

Guest Introductions

Rick Gaupo introduced Food Share staff and Logan Martin from Tailwind.

Consent Agenda

- Board Meeting Minutes, Sept. 27, 2018
- Bank Resolution – Heritage Grove Federal Credit Union

ACTION: Mike Garrison moved and Jim Green seconded adoption of the consent agenda items. The vote was unanimous.

Board Updates

Committee Updates: Executive, Finance and Governance committee assignments were presented. Cheryl Wells said everyone has a committee assignment.

Woodburn Board Member update: Mike Garrison and Frances Alvarado met last week with Gustavo Gutierrez-Gomez, Woodburn Community Relations Manager, after which he was invited to apply for the Food Share board. Mike noted there was a nice article about Gustavo in the Woodburn Independent.

Rick Gaupo said the board has a goal to get additional Woodburn members on the board. He mentioned that AWARE board member Mark Wilkes may be a possibility as well. Rick also reported that the Food Share expects to have a formal service agreement with the AWARE board by the end of next week to manage the pantry and its finances. Rick said we have already begun managing the pantry and have an amazing amount of work to do.

CEO Evaluation: Cheryl said the CEO evaluation would be on the next Executive Committee meeting agenda. She said all board members will receive a survey and she encouraged 100% participation, noting that last year participation was lacking.

Financial Update

Audit report update: Finance Committee Chair Jim Green said the FY18 audit will be submitted by first deadline. He praised Jim E. Green and his team for their work. Jim E. called out Mattie Jenkins, who is now on maternity leave, for special recognition in the audit preparation process. The audit is completed and the governance letter gives the Food Share a “clean, unqualified” rating.

FY18-19 2nd Quarter Revised Budget: The Finance Committee recommends adoption of the revised budget. **Finance Director Jim E. said** it is his pleasure of bring good financial news to the board again. Highlights were presented in the budget packet. The budget was characterized as conservative with an expectation of more good news next quarter.

ACTION: Mike Garrison moved and **Jim Green** seconded adoption of FY18-19 2nd Quarter Revised Budget. The vote was unanimous.

September Financial Statements: Jim E. Green summarized the good news in the September financials. He noted that donation revenue was 23% better than expected, the value of food donations as 24% better than projected, expenses were lower than expected and capital revenue was \$10K better than planned. Jim Green cautioned the board not to be misled by the \$700,000-plus surplus. It was largely from a build-up of inventory in Q1.

Board Profile

New Board Member Linda Norris presented a brief bio to the board. The former Salem City Manager is the mother of an adult daughter and son. She grew up on a rural farm in Swink, Colorado, and attended a K-12 school with 300 students including her graduating class of 23.

Her father’s family of eight siblings was dryland farmers, who grew up with poverty and hunger. Her family’s personal experience is a reason for her interest in the work that the Food Share does.

As a Salem city employee, Linda saw the needs in this community in many areas — poverty, diversity, homelessness. Over the years, she and the city collaborated closely with Marion-Polk Food Share — encouraging the Food Share to take over the Meals on Wheels program; supporting community garden development on city lands; and supporting the annual city employees’ food drive.

Her interests include reading, watercolor painting, urban sketching, rug hooking, and volunteering at Verona Studio Theater, Salem Rotary, and the Salem-Kawagoe, Japan Sister City program. In addition, she is an avid hiker — she hiked 600 miles across Spain this year and plans to hike 350 miles in Portugal next fall.

Development Update

VP of Development Julie Hambuchen gave several updates.

Board portal: passwords are much easier now. If any board member need help, just call her.

Chefs' Nite Out: Julie thanked Board members for supporting this event. She invited them to sign up to deliver thank you gifts to the restaurants and beverage purveyors, who donated their time, food and beverages. Warren Bednarz said delivering the gifts is a lot of fun. Julie noted the vendors really appreciate the thanks. We expect to net in the high-\$50,000s to low-\$60,000s. Rick Gaupo congratulated the Development team for changes made at CNO — guests liked the additional space and seating.

Thanksgiving notes: Board members received notes to complete and mail in first week of November.

Demographic survey: Julie asked Board members to complete a personalized demographic survey. A paper survey was distributed and an online survey will be available. Only grant funders that request this information will receive it. Having this information on file will simplify the collection process

Brand Development

Julie Hambuchen and Logan Martin from Tailwind Visual presented information about the branding project we are undertaking with Tailwind and Common Era Collective to help the Food Share address challenges in consistently communicating our mission to the public.

Logan said he has a heart for nonprofits and has assisted such groups as March of Dimes, Habitat for Humanity, Family Building Blocks and Isaac's Room. He said nonprofits like the Food Share, whose donor base is aging, are concerned about engaging millennials in their work. The branding project intends to move the Food Share's story forward in a consistent and compelling way that will reach millennials and others.

Logan expressed confidence that this process will be successful, in part because the people working at the Food Share are collectively passionate about the work they are doing. He said his team has spent time talking to people in the Salem about the Food Share. He said while people think well of the Food Share most do not really know what we do beyond distributing emergency food and some who are familiar with events like Chefs' Nite Out and Farm to Table do not know they are ours. Many also perceive us to be a small nonprofit. They do not realize how bold and strong we are. Our branding (how we present ourselves internally and externally) currently is not cohesive.

Several board members expressed concerns that the Food Share is perceived as a Salem/Keizer-centric organization, when our service area is much broader. Cheryl Wells suggested that Logan poll individuals outside of Salem to factor in their perceptions. Logan agreed to do that. He also assured the board that community partnerships and calls to action in a variety of ways will be central to the goal of moving the Food Share's brand forward.

Rick told the board that they will not see much until the end of this process, but he didn't want them to be caught off-guard. **Courtney Knox Busch** is the board's representative in the rebranding process.

Dates to Remember

November 16: Empty Bowls reception

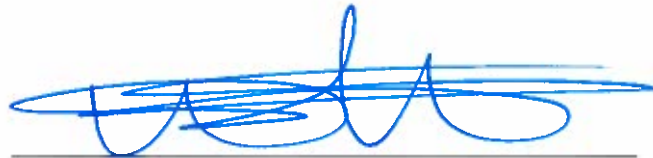
December 13: Board Social

January 26: Board Retreat, 9 a.m. to 1 pm. (no January 24th Board meeting)

Adjournment

Cheryl Wells adjourned the meeting at 9:35 a.m.

Next board meeting is December. 6, 2018; 8-9:30 a.m.



Warren Bednarz
Board Secretary