



Board Meeting Minutes  
August 16, 2018 | 9:00 to 11:30 AM  
Summerfield United Methodist Church

*(Internal Board Use Only)*

Present: Stephanie Calloway, Karin Conway (KC), Kristen Fledderjohn, Daphne Jackson (DJ), Marie Jewell (phone), Meg Kilkenny, Dawn Powell (phone), Nya Taryor, Erika Villafuerte, Pahoua Xiong

Absent: Barbara Richards, Brian Sales

Guests: Bruce Wiggins

1. Meeting called to order at 9:12 AM by Nya + check ins
2. Consent Agenda was reviewed
  - BOD Agenda was reworked to the following order:
    - I. Call to Order
    - II. Policy Support Procedures
    - III. September (9/20) General Meeting
    - IV. Consent Agenda
    - V. General Meeting Format Review
    - VI. Youth Conference
    - VII. Treasurer's Update
    - VIII. Nominations Committee
    - IX. Community Engagement
    - X. Fundraising Committee
    - XI. Check Out
3. Policy Support Procedures
  - Policy Committee has written several drafts of MFC's policy support procedures – latest version reviewed by BOD to be edited / put up for a vote
  - MFC has been asked very recently to sign on to a couple of different policies including:
    - City's ECO director (we have an MOU with the City saying we would advise them on certain policies) asked us about our position on staple foods ordinance
      1. Staple Foods Ordinance was introduced by Alderman Rainey – it is currently pending as an ordinance waiting to get public input
    - The City of Milwaukee's \$200,000 put in the city budget for healthy food
    - MKE Elevate plan (Economic Security Action Team) group has decided to focus on food as first priority this year
    - Fresh Food Access Plan document – Bruce to send around to MFC BOD as well as Policy Committee
    - American Heart Association's Healthy Food Financing Initiative



- The reason there are two tracks in the procedures because MFC is often being asked to take a position on something with a super short notice
    - Might want to add something along the lines of “if BOD doesn’t respond within 48 hours, we will proceed with counting votes” – making sure that communications that are sent out have loud subject lines, i.e. “URGENT: PLEASE RESPOND”
  - Board is usually the ruling body (reason for Track 1), but often times MFC would want to more broadly involve its membership and have an actual discussion and debate amongst its members before the Board makes a decision
    - “What the Board deems appropriate” is what will actually be discussed in membership meetings (there might be some cases in which the Board does not think a membership discussion would be appropriate or necessary)
    - What criteria do we want to have that decides if BOD brings an issue to the general member meetings for collective review?
  - Because this policy is not part of the by-laws, it can be much more easily changed – it would be added to policy register
  - If MFC signs on to / supports a policy, the Board will always communicate these results to the Policy Committee and full membership
  - Can engage more people in committee work this way because folks who are regular Policy Committee members would get voting agency
  - Possible edit: Letter F under Track 2 – do we need to specify HOW a vote happens?
    - The simpler the better – AKA not Robert’s Rules
    - Leave Letter F open for now (as it is currently written), because it really may depend on what the policy discussion and policy itself is
    - Inform people ahead of time of how the vote may be happening
  - **Motion to approve policy by Stephanie Calloway at 9:50 AM**
  - **Motion seconded by Daphne Jackson**
  - **7 additional votes “ayes”**: Karin Conway, Kristen Fledderjohn, Marie Jewell (phone), Meg Kilkenny, Nya Taryor, Erika Villafuerte, Pahoua Xiong | **0 “nays”** | **0 abstentions**
  - **POLICY APPROVED AND ADOPTED with 9 total votes for quorum**
4. September (9/20) General Meeting
- Confirmed speakers = Paulette Flynn & GreenQuest; SARE Compost Project
  - Reached out to Juice Kitchen & FarmLink (project with Feeding America SE WI & MCW)
  - Tricklebee Café cannot speak (business hours for the café start during the meeting time)
  - Urbal Tea as a possibility to present about their business for “Economic Vibrancy” focus area
  - Other speaker possibilities: Milwaukee Farmers Market Coalition (Jen Casey), Tandem (Caitlin Cullen), UW-Extension Food Wise (Danielle), folks from the Muslim community, KC and her nutrition knowledge/health coaching, Nya and policy & advocacy



- Alderman Rainey to be invited to annual meeting in January – need to give him a decent chunk of time to make it worth his while
  - Secretary to put speaker sign ups on a Google Doc to be shared and kept updated
  - Add Youth Conference to general member meeting agenda (list it separately from committee updates)
5. Consent Agenda was approved
- *Adoption of Agenda*
  - *Approval of June BOD Minutes*
  - *Approval of July General Meeting Minutes*
6. General Meeting Format Review
- Unsolicited feedback from some members include:
    - Meetings have been inspirational
    - The new format helps bring in diverse populations based on presentations
    - Someone left MFC and decided to come back to meetings because they liked the new format
    - Folks are learning so much more about other people doing different types of food work in Milwaukee
    - Meetings can seem long and like a lecture – possibility of incorporating stretching in between presentations (after third person speaks) as this might help to continue to engage people
  - Need to consider all possible presenters – meaning that all members are there because they are interested and have something they could talk about – we should not just be reaching out to folks with “high level” positions!
  - Need to consider different ways to reach out:
    - Have a signup sheet over by the snack table and always mention it as a housekeeping item either at the start or end of the meeting (or both!)
    - Having face to face conversations with people saying we appreciate the work that they’re doing to recruit them to come to speak at one of our meetings
  - Need to be considerate of time allotments allowed to speakers in order to honor all speakers’ time – Marie as volunteered to be timekeeper at all general member meetings
7. Youth Conference | Saturday, October 20<sup>th</sup>
- Havenwoods State Forest and Nature Center auditorium is reserved from 9 AM – 2 PM
  - Focus of event is to give youth food leaders (high school, early college) opportunities to present the work that they are doing to their peers – each person receives a 15-minute time slot – offering space to 7 people to present
    - Youth would receive speaker stipend / honorarium of \$50 each



- Rough Event Outline
  - 9 AM – 10 AM = open mingling hour, visit sponsorship tables, eat snacks if we can hire Farm Corps team to cater!
  - 10 AM – 1 PM = presentations with 3 people presenting per hour + Q&A session for the last 30 minutes for all presentations
  - 1 PM – 2 PM = cleanup
- Need at least one person who is the facilitator in order to start Q&A portion of event – panel for event could be organization leaders (i.e. program directors of programs/orgs represented at event)
- Keynote speaker possibilities include Andre Ellis (Bruce to reach out) or Venice Williams – keynote to receive \$100
- Welcome and introduction by Nya – then keynote – then presentations
- How do we choose the youth who will present? Possibly a short application with 3 questions including an outline of what they are going to talk about
- Need 7 speakers total – should reach out to the likes of Teens Grow Greens, Learn-Earn-Grow, Victory Garden Initiative, Escuela Verde to recruit youth presenters
- Event BUDGET is roughly as follows:
  - Total of \$2,250 (\$2,000 from McGinnity & \$250 from Outpost)
  - \$100 for keynote
  - \$50 each for youth presenters (total of \$350)
  - No longer have a UWM student help with the event (not allowed per grant funding)
  - NOTE: one absolutely needs to turn in receipts for any purchases/checks written otherwise there will be no refunds coming from MFC!
- Event SPONSORSHIP:
  - Added \$100 level to sponsorship menu with idea of “lifetime membership to MFC” but decided against this perk because it could actually be a lot of money we could lose from membership renewal fees
  - Consider asking Educators Credit Union (they are the MFC bank!)
  - There are limitations on possible sponsorship from UnitedHealthCare – they are looking into giving an in-kind incentive prize (i.e. raffle basket)
  - Looking for donations as part of the incentive prize for youth – i.e. the person who brings in the most people gets the prize – check in process would include the name of the person who told them about the event
- Want about 50 people to attend – both youth and parents!
- Looking into using Event Brite (free) for event registration
- First event = highlight youth who are doing food work & second event = pitch presentations (grant was written to fund both events)



#### 8. Treasurer's Update

- Kristen Fledderjohn is moving to CO! But will still serve (remotely) as MFC Treasurer until end of term at the end of 2018
  - Marie has agreed to take on local responsibilities including checking mail, depositing checks, etc
- Donation to be made in the amount of \$300 to Summerfield United Methodist Church
- Donation to be made to St. Rafael (Erika to find out to whom the check should be written) in the amount of \$250
- 60 people per year is ideal for membership income (both new and renewal) – only have 25 right now for 2018

#### 9. Nominations Committee

- Starting to brainstorm who to nominate or suggest to run for the Board
- Dave Berka from Feeding America
- Someone from UW-Extension – Erika has someone she will be recommending
- Dominique Alvarado-Gonzalez has expressed interest in running
- It might encourage more people to come to meetings if voting was based off of ATTENDANCE (i.e. if you have come to past 3 meetings you can vote) rather than paying \$25 in order to vote

#### 10. Community Engagement Committee

- Need to have a system to schedule who gives new member orientations – need to rotate amongst Board members
- Meg to print more brochures
- Want to do a Thursday evening happy hour cocktail event in October – Erika has connections with the business owners of Los Mariachis on 43<sup>rd</sup> and Layton Ave and they would give us 20% of all proceeds
- Thursday, October 11<sup>th</sup> from 5 PM – 8 PM
- Get Pahoua MFC Facebook access to assist with social media posts

#### 11. Fundraising Committee

- Do we need a membership committee?
- Need approval for around \$200 so MFC Community Engagement committee can have swag with MFC logo on it – also so that we can have swag to sell
- Looking into getting a donor database in order to more securely manage membership information and dues which will cost about \$400 annually

#### 12. Adjourned at 11:37 AM