

Marion-Polk Food Share
Board of Directors Meeting Minutes
April 25, 2019

Board Members Attending: Frances Alvarado, Warren Bednarz, Alex Beamer, John Burt, Sarah DeSantis, Mike Garrison, Jim Green, Julie Huckestein, Courtney Knox Busch, Chris Mercier, Bahaa Wanly (by phone), Cheryl Wells

Staff Members Attending: Kendra Alexander, Eileen DiCicco, Ian Dixon-McDonald, Rick Gaupo, Josh Gwin, Julie Hambuchen, Corrina Hawkins, Sheri Jones, Robbin Kerner, Savannah Langdon, Megan Rivera, Lexi Stickel, Cheryl Young

Call to Order

Cheryl Wells called the meeting to order at 8:15 a.m. Cheryl announced that she and her husband are moving to Tucson, AZ, so she will be leaving the board in September.

Guest Introductions

Cheryl Wells and **Rick Gaupo** introduced newly appointed board member Chris Mercier, a member of the Grand Ronde Tribal Council. Rick noted that the Food Share has a fundamental partnership with Grand Ronde and wanted to find another representative to serve on our board following Brenda Tuomi’s resignation. Chris Mercier was our first choice.

Chris said he has been an elected Tribal Council member for 15 years. He said he has a passion for food and food access issues and believes that people have a right to nutritious food. He said food unites cultures and people around the world. He’s happy to be a member of the Food Share board.

Board Meeting Consent Agenda

- Board Meeting Minutes, February 28, 2019
- Board Meeting Minutes, March 28, 2019
- March 2019 Financial Statements

ACTION: Warren Bednarz moved and John Burt seconded approval of items on the consent agenda, with a small change to the March 28th minutes. The motion received unanimous approval.

Finance Update

Jim E. Green reported, “We’re in good shape” financially. He noted we have \$2.8 million in reserves, which would cover more than six months of operations. \$2.4 million of that is unrestricted. He said revenues are below plan, but above last year. Expenses are above last year

largely due to planned salary increases. He said we have a budget surplus of \$218,000, which is better than expected.

Strategic Direction: Update & Review

Rick Gaupo led a review and discussion about the Food Share’s strategic plan. He went through the sections about “Who we are” and our “Strategic Direction” in the focus areas of Access, Community, and Poverty and Equity.

Courtney Knox Busch said the strategic direction document reflects some major shifts in the way the Food Share is approaching the mission. She sees the strategic plan as our North Star of things to aim for and a document by which we course correct when necessary. She called out the idea of advocacy, the emphasis on community, and linking poverty and inequity to hunger as major shifts in direction. She said she is proud of the resulting strategic direction document.

Food Share staffer **Megan Rivera** presented an example of how the strategic direction is being implemented. She said that the concept of adopting best practices for Community Food Centers grew out of the community conversations that were part of the strategic planning process. So far, a cohort of about 10 agency partners have begun meeting to dream about and discuss how they can do more than hand out a food box or a meal. This group has met once, and will meet again April 25, to talk about how to make our agencies more welcoming places where a variety of resources including food are available. They will be looking at a number of models in Canada and the U.S. to discover how to move toward dream goals.

Board members **Julie Huckestein** and **Frances Alvarado** both suggested that other organizations be invited to participate in the process so that everyone knows what the other is doing within the various communities. Megan said at this point the cohort is working to formulate the dream, then others will be brought in.

Brand Conversation

Courtney Knox Busch introduced a 6-month progress report on the branding process the Food Share is engaged in with Talewind Visuals and Common Era Collective. This discussion was about branding. A presentation and conversation about a new logo will take place in May.

VP of Development Julie Hambuchen explained that a brand is more than a logo. It is the materials, written communications, photography, conversations, and physical space that convey who we are and what we do to the communities we serve. Brand has the power to change what people think and move them to action. Although the Food Share is clearly loved and respected, she said there is inconsistency in the way we talk about ourselves and visually present ourselves.

She said our current brand and logo depict scarcity and has a homemade, frugal vibe. The single apple and tree that doesn’t look very alive project scarcity and ties us to the past. However, our strategic plan is bold and embraces a dynamic future. She said by updating our brand and logo

we will reach more people, connect with more people, and work with not against our strategic direction.

Logan Martin presented five words that were drawn from the polling and conversations among staff, volunteers and the public about their perceptions of the Food Share. He believes these words represent the brand of the Food Share moving forward: Bold. Fresh. Abundant. Community. Together.

Logan said the goal of branding is to elevate the Food Share story and cause people to move into action. The intention is to reach the new and next generation without scaring away current donors and partners.

Courtney, who has been the board representative throughout the branding process, said she supports the five words associated with the brand. **Julie Huckestein** said she found the words to be inspiring and positive. **Cheryl Wells** said these words capture where we want to go. **Mike Garrison, John Burt, Sarah DeSantis** and **Chris Mercier** also expressed support.

Adjournment

Cheryl Wells adjourned the meeting at 9:30 a.m.

Dates to Remember

May 23: Board Meeting, 8-9:30 a.m., Food Share Community Room

July 13: Farm to Table, Willamette Heritage Center, 6-9 p.m.

July 26: Youth Farm Lunch

Warren Bednarz
Board Secretary