

Marion-Polk Food Share
Board of Directors Meeting Minutes
May 23, 2019

Board Members Attending: Frances Alvarado, Warren Bednarz, Alex Beamer, John Burt, Sarah DeSantis, Julie Huckestein, Courtney Knox Busch, Chris Mercier, Linda Norris, Walter Smith, Bahaa Wanly, Cheryl Wells

Staff Members Attending: Kendra Alexander, Alicia Clark, Eileen DiCicco, Ian Dixon-McDonald, Rick Gaupo, Julie Hambuchen, Corrina Hawkins, Mattie Jenkins, Sheri Jones, Robbin Kerner, Savannah Langdon, Allen Pfeiffer, Lexi Stickel, Cheryl Young

Call to Order

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

Guest Introductions

Rick Gaupo introduced Logan Martin and Brooke Schelar, our brand and logo consultants.

Board Meeting Consent Agenda

- Board Meeting Minutes, April 25, 2019
- April 2019 Financial Statements

ACTION: Warren Bednarz moved and John Burt seconded approval of items on the consent agenda. The motion received unanimous approval.

Board Officers

Board Chair Cheryl Wells gave an update on the September officer slate on behalf of the Governance Committee. The recommended slate includes: Chair Courtney Knox Busch, Vice Chair Bahaa Wanly, Treasurer Jim Green and Secretary Warren Bednarz. This slate will be voted upon at the July board meeting along with the re-election of directors and installation of new board members.

Finance Update

Finance Director Jim E. Green reported strong liquidity with \$2.8M in cash and investments. The operating surplus is \$40,000 over budget and \$483,000 under last year. Expenses are slightly

under plan. He said may end the year with a slight operating surplus instead of the projected deficit of \$168K.

VP of Development Julie Hambuchen and President Rick Gaupo shared that donor meetings with Norm Brendan have yielded great results. Over the past couple of years, the two foundations Norm represents have donated about \$200K to the Food Share. This year, the donations double. All funds are challenge grants that will be used in new donor, sustainer, year-end and summer match campaigns. Rick credited the development team's hard work on long-term stewardship of major donors for the success.

It also was noted that past donor stewardship has resulted in four pending bequests that range up to \$100K.

Brand & Logo Conversation

Courtney Knox Busch, Julie Hambuchen, Logan Martin and Brooke Schelar led a conversation and presentation of the new Food Share logo.

Julie Hambuchen explained the Food Share is loved and respected in our community; and viewed as an organization that is bold and willing to take risks. She said the board has fueled that vision through the strategic direction process. However, our visual presentation has been weak. The proposed logo and brand will align our visual presentation to the strategic direction. It is intended to improve our reach into new audiences and to move people to take action.

Brand consultant Logan Martin said the logo will serve the Food Share brand that is represented in the words: Bold. Fresh. Abundant. Community. Together. Logan showed a series of slides and some collateral pieces that showed how the bold, fresh and versatile logo that was designed by Brooke Schelar could be used.

The logo was well received. Among the words board members used to describe it were: simple, brilliant, catchy; fresh, updated, versatile; represents abundance; a seedling with the promise of abundance; a window to the future.

The logo will be rolled out to the public on Aug. 1, 2019, after Farm to Table and before Chefs' Nite Out and year-end giving and food drives. Julie said talking points will be available for staff and board to consistently answer questions about the new look.

Asked about the costs of changing the logo, Rick roughly estimated under \$50K for signage, truck wraps, printed collateral, etc.

ACTION: Courtney Knox Busch moved and Warren Bednarz seconded approval of the brand and logo package as presented. The motion received unanimous approval.

AWARE Direction: Update & Review

VP of Programs Ian Dixon-McDonald and Community Programs Director Lexi Stickel presented a report that outlined a staff-produced SBAR (Situation, Background, Assessment, Recommendation) on AWARE food bank. We will be wrapping up a one-year management contract with the AWARE board in October 2019.

In the past nine months of Food Share intervention, there have been many service improvements at AWARE, which is one of three largest food banks in our network. The Food Share has provided fundraising and operational support; and hired a 25-hour per week pantry manager who is committed to increasing community engagement.

Ian said the Food Share's organizational effort to improve this pantry has paid off. It is running better than ever and has seen dramatic increases in the numbers of people being served. Several potential next steps were outlined in the report.

Food Share staff recommended that an ad hoc committee of board members be created to help make short-term and long-term decisions concerning our intervention at AWARE between now and October. The committee members will be Frances Alvarado, Sarah DeSantis, Cheryl Wells and Alex Beamer.

ACTION: Warren Bednarz moved and Linda Norris seconded creation of the staff-recommended ad hoc committee to represent the Food Share board in discussions and negotiations concerning AWARE. The motion received unanimous approval.

Adjournment

Cheryl Wells adjourned the meeting at 9:32 a.m.

Dates to Remember

June: No Board Meeting

July 11: Board Meeting

July 13: Farm to Table, Willamette Heritage Center, 6-9 p.m. (Kendra Alexander is the featured speaker)

July 26: Youth Farm Lunch (see Sheri Jones)

August 15: Summer Board Social (John Burt hosting)

Warren Bednarz
Board Secretary