

## IFC Board Meeting 4/19/21 – Virtual/Online meeting

Members present –Robin Meadows West, Brant Kassel, Carrie Cook, Eileen Wuebker, Andrew Joseph, Susan Ekstrom, Beth Jackson, Jason Jones, Emilia Gaps, Inger Lamb, Janine Robertson, Katie Niday

Members absent – None

Staff present – Kate Dohmen, Jennifer Miller

Meeting started at 6:34pm

1. Review and approve minutes from March meeting.
  - a. Motion by Robin, second by Emilia to approve last meeting's minute
  - b. Approved by voice vote
2. Real Estate update
  - a. Jennifer emailed out a heat map to monitor where are customers are located for the last 2 years
3. Plant Sale
  - a. Plants are starting to show up in the cycles
  - b. Still planned for May 7th
    - i. Need help from board to help with traffic flow
4. Treasurer's Report
  - a. Operations spending is good
  - b. Projected FY20 P&L in black and same for cumulative
  - c. Sales are overall on a good track; cash flow good as well
  - d. P&L month to month
    - i. More worrisome trends there but still healthy sales
    - ii. Normal lull in Jan and Feb but sluggish sales
    - iii. Derecho hurt lots of storage crops for the winter
  - e. Motion to approve financial report by Eileen, seconded by Jason
    - i. Approved by a voice vote
5. Strategic Planning Report

- a. Will share notes with board
  - b. Working to narrow down areas of focus. Have a potential plan to further discuss
  - c. Will revamp the vision statement as well
6. Budget Committee Report
- a. Workbook is revamped and ready
  - b. Next step is to go through items and revise for the next budget year
  - c. Should be ready to present at next board meeting
7. Marketing Data
- a. Kate sent out some data about our web metrics and how they decide how and who to advertise and market to
8. Iowa Food Foundation non-profit committee update
- a. Lisa sent out a brief summary of what's been done
  - b. Need clearer separation and more branching out
  - c. Focus on website development and how to collect donations
9. Wordpress blog status report
- a. Good views to start but dropped off after that
  - b. We also own that domain name as well - less advertising on site now
10. Software update
- a. Still need more testing
  - b. Deployment preparations are done for when the old software moves to the new software
    - i. Includes a back up
  - c. Will need to square away accounting details
  - d. Security is always a concern but we don't host payment information
    - i. Have increased insurance for such issues
    - ii. Updated software will help over current software
  - e. Will need a plan for post-deployment plan for maintaining software
11. Members with outstanding balances

- a. Some folks have outstanding balances (unpaid orders) and Emily (bookkeeper) has to chase them down
  - i. She suggested persons with balances for more than 2 cycles would be suspended until the balance is paid
  - ii. Becomes a monitoring issue; we also can't immediately validate payment, especially at satellites
  - iii. Discussion of how we pay and monitor payment; other methods for payment
  - iv. Folks have in the past carried balances for a while but staff has worked to reduce this practice and collect money
  - v. Need to implement every cycle and be fair in its implementation
- b. Motion by Robin, second by Katie to create a policy to suspend a member after non-payment for 2 cycles or an outstanding balance greater than \$200 will be temporarily suspended until the balance is paid .
  - i. Will look into this topic further and discuss more at next meeting

#### 12. Library update

- a. Great turnout for the first meeting via Zoom
- b. Have next 3 meetings mapped out and gotten good feedback
- c. Next one is April 27th at 7P

#### 13. Board and Staff synergy

- a. Email about expectations and goals for both sides moving forward
- b. Ongoing discussion for staff and board to think over
- c. Strategic planning committee will have a big impact moving forward

#### 14. Next meeting

- a. May 24th at 6:30p

#### 15. Motion by Robin, second by Katie to adjourn meeting.

Adjourned at 8:09pm

