GFN Minutes 2-8-11

Present: SG, LL, AF, JH, RF

Accept minutes of previous meeting--tabled

Legal

* Snag with City lease—City just discovered it can’t bond $94,000 for a lease. Must have easement. Seeking­­­­ DAR legal counsel re. legality. Meanwhile TPL looking to see if there’s a way around bonding. Mark N. concerned about shifting to easement. RF & WF less so.
* GFN committed to close on property by 2/25 regardless, borrow short term 0% interest if necessary, and continue to explore easement vs lease. Motion LL , 2nd AF; unanimous.

Financial

* RF will help compare cap campaign budget with actual expenses
* We need to develop a process around reviewing and initialing expenses—tabled to next meeting.

Farms

* Share subsidies—when do J&N get that upfront $$? April 1. RF says that UMass Five Credit Union offering interest free loans to pay for CSA shares. RF will connect with them to direct low-income folk to us. Have GB or Eliz. Parker research food stamps for CSA shares
* RF will suggest spectrum of share subsidies based on income levels.
* Update White Oak—

1. Adam will re-connect on Monday about Arnie’s progress and their commitment. RF asks: can they do a NCF share drop-off?
2. yes Board agrees to sharing donor list once lease option is signed and giving them good PR. RF will ask Mark N. for less-than-lease option.
3. TA support for their business plan—RF will research; all agree it’s a good idea to give them business plan support

* Cover cropping Main and East Fields this year—inquire with Rich Jaescke.

Gardens

* CPA application is in.
* Budget is highly preliminary—we need further work on refining budget pricing

Fundraising

* Wrap-up ad in Gazette to thank donor businesses and organizations—coincide with closing; SG will do design; LL will contact publisher Jim Foudy about getting free wrap-up ad. Ask for biggest readership day; ask about best location in paper.
* Contributor list-- add farm eval. Panel; LL will update tomorrow
* Lessons learned in the fundraising campaign—Lilly, Sarah, Kyra, Jen will meet to brainstorm so we can disseminate our success story

Public engagement/messaging

* Volunteer coordination—asking GB’s assistance
* Groundbreaking event—letting TPL lead way? Yes, organize and fund—gather more info. State recognition of larger project; Concern about linking celebration with groundbreaking of sports fields. Bean there Dug That—tee shirts for groundbreaking—ask them about t-shirt; ask them about groundbreaking on South Field???
* Community Collaborative newsletter—

1. can we have a membership page? SG will ask.
2. $3000 to commit to this? Yes, we want to be sole featured organization.
3. Suggest a name change, eg Together Northampton
4. Kyra—content manager 12 pages of content.
5. Deadlines—Approx publication Earth Day, April 22

* Website--tab on our website for updates about the community gardens- planning, timeline
* Membership—table—this can become a staff task

Staffing and Board expansion/reduction

* Vote on Kyra Anderson; JH moved; 2nd AF; unanimous
* Both Annie & Ramiro interested; Ramiro can visit Feb 15; Annie Feb 22
* Lilly—goal--resign as President and transition to ED—Mar 1; LL will work on job description
* Adele—vote in as President—after Mar 1
* Staffing

1. Do we fund a ¼ time staff—description tbd—RF motion; AF second; agree to internal discussion about job description, etc. Unanimous (JH abstains)

Other

* Thu School Comm meeting—GB to represent GFN stating we support the adoption of healthier school standards and the Fresh Wednesdays program. Yes.
* Meeting nights—Monday—yes on trial; LL will contact Annie to see about if they can come on a Monday