

Bountiful Brookline

40 Webster Place Brookline, MA 02445

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Steering Committee Meeting

July 26, 2011, 7 pm - 9 pm

Panera Bread, Harvard Ave.

Minutes

Intro/Welcome

5 minutes

Present:

Cathy
Margolit
Barbara
Peggy
Elizabeth
Jenny
Kristen
Ray
Amie

Meeting called to order at 7:15 pm.

1. Committee Reports *All* 20 minutes start

- Administration and Finance *Cathy*
 - financial report
 - Michael's in Paris, will go over finances at next meeting
 - Status quo \$8500
- Communication/Marketing and Member Outreach *Ray&Margolit*
 - **survey**
 - 150 right now; no optimum goal - will continue to distribute thru Tab and other places to accumulate more data
 - Interesting trends and comments (hand out of results): key constituency: 35-54; home owners, some renters; communication with friends, neighbors, Tab; half/half gardeners/non, highest percentage want to garden at home, 2nd at a community garden
 - Need to reach out to interested people - more surveys on where to go from here
 - Other pieces: agencies and other orgs - funding, partnering, etc.
 - Where do we fit among these entities? (Public Health example - good dynamic)
 - Finding which orgs align with our mission
 - If outside parties are suggesting things that are not in our plans (connected with discussion below), how flexible is our plan?
 - **committee met in June**
 - new website, consistency in new branding

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- marketing intern requested for dealing with newsletter, etc. (Stephanie)
- membership: zero in on how to manage annual process (how to pay, register, establishing expiration dates, etc.)
- Run My Club - possible platform for everything (email, website, etc.); will be making a proposal; too many little pieces right now; need one central interface
 - Reach out to Stephanie to do research on this
- **marketing material, FM update**
 - Need to work on making the FM table more colorful; veggies
 - Using Peggy's easel and creating visuals (poster, pictures, etc.)
 - Volunteer debrief with Margolit
 - Margolit met with graphic designer for new hand-out material; in the works
 - Really need to push memberships at FM; have not been successful yet, mostly focused on survey
- Fundraising and Membership Development *Kristen*
 - **Garden Party - main focus**
 - All SC members: forward invite to friends and other lists of contacts
 - Margolit will create google doc for board members' other contacts (but send out immediately anyway)
 - Get donated tents; ask Jen; Brookline Rec Dept.
 - Put announcement in the Tab; need to ask Lockwood
 - Need to know cut off for capacity
 - Hand out: drafted email for after the garden party - friends donation ask
 - **Jenny:**
 - confirm what we are expected to bring to event (ask about canopy)
 - Chairs, tables, tents, etc.
 - Do Lockwoods approve of a Tab announcement?
 - Capacity
 - **Kristen:** program and materials and PR
 - identify and then reach out to relevant committees/members for support
 - first volunteer recognition award for Laurie
 - 5 min presentation about BB (Cathy)
 - Possible visual: a pie chart about the funds for BB main projects-- showing where we need support
- Programs and Events *Jenny*
 - **Gardens**
 - TGF - Well under way; JD doing great job engaging kids
 - Gardens are amazing! Go take a look!
 - Restaurants - showcasing BB produce - great PR for the Tab and blog in the Patch
 - Lineage is the first restaurant to test out this pilot program ("Bountiful Brookline On the Menu")

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• **Staff updates**

- New garden coordinator
- garden match gmail account
 - publicize this thru postings (full and half pages): Peggy's flyer (budget?) - could possibly launch this at garden party
- Governance *Cathy*
 - This is the main topic for the rest of the meeting

2. Operational Communications & Support *Cathy & Margolit* 30 minutes

Goals: (1) establish protocols

• **Discuss best ways to communicate and support staff**

- Issues: timeliness of communication; how to get feedback
 - need to be clear about how SC members are utilized/interface with staff; how/when do staff go forward without feedback?
- How the organization is currently/supposed to be operating:
 - SC is essentially support staff
 - Chair of each committee is main point of contact, and then are responsible for sharing relevant/important info with their committee
 - committees work independently but make proposals to the board at large

• **Clarify time sensitive decision-making procedure**

- Put date/time for certain ask/edit/feedback on email communication; if no response by given deadline then move forward
- Margolit will verify contact info
- Governance will work on org chart (communication tree) to be approved by board by our next meeting
 - This will reveal which committees are most connected and who should be communicating with who
 - Must identify point of contact - for projects and/or random stuff

3. Strategic Plan *Cathy & Amie* 30 minutes

Goals:

(1) Motion proposed by Cathy: committee mandates identified by second week of September 2011

- **Committees meet to do this and go even further hopefully**
- **Determine each committee's roles and goals (more below)**
- **Margolit seconded the motion; SC approved**

(2) have 3 members in each committee by end of 2011

(3) complete plan by end of 2011

• **Intent**

- Making progress by following a plan that falls in line with our missions and goals
- Must lay things out, well choreographed plans for each committee
- We have been reactionary, and we can no longer function like this
- This plan will help create a solid foundation to build upon
- What we need to do, how we need to do it, when, and why/why not

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• **Process**

- Template (Governance example) - Cathy presented this with additional instructions/ directions for using template (handouts)
- Identifying people responsible and overlap with other committees (will help with internal communication needs)
- Developing/identifying overarching objectives, defining actionable items for getting them done
- Margolit will sharing and clean off google doc template for committees to use
 - Or committees use whatever works for determining above: create a list, web, timeline, etc.
 - Committees can meet with governance folks to make it into cohesive plan/ consistent format

• **Timeline**

- Finalize plan by the end of year

• **Committee mandates**

- Confirm goal & priorities for each committee
- Define 1 - 4 strategies and send them to board for approval
- Clarify roles & responsibilities of each committee
- Elizabeth's proposal for helping define mandates: committees create **logic model**
 - Outlining the ultimate deliverables/end impact
 - Work backwards (what's the end goal)
 - Long, medium, and short term goals
 - Actions for reaching these goals
 - Breaks easily into a nice timeline
- Organizational model/elevator speech:
 - BB main projects: TGF, gardens - food pantry, garden match
 - Other projects that fit within these main projects or organizational/committee missions/mandates: SIG, garden parties, restaurants
 - Mission: grow, support, educate -- grow more food by and for the community
 - Use this as a starting point to determine how each committee ties into the main projects

4. Decide regular meeting schedule through 2011 A// 5 minutes

(1) **Motion proposed by Ray: SC meetings will be held the third Wednesday of every month at 7 pm, with the Tuesday before as the alternative/back-up.**

- **Cathy seconded the motion; SC approved**
- Next meeting: Tuesday, August 16th, 7 pm
- Main topic will be the Garden Party
- Final notes:
 - Handouts for purpose of the meeting should be double-sided and printed at a minimum for sharing; respectful of resources

Meeting adjourned at 8:51 pm.

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Steering Committee Meeting

August 16th, 2011

Eastern Bank Community Room

301 Harvard Ave.

Minutes

Meeting called to order at 7:10 pm

Michael

Ray

Kristen

Jenny

Peggy

Cathy

Margolit

Amie

Intro/Welcome

5 minutes

1. Brief Committee Reports *All* 20 minutes

• Administration and Finance *Cathy/Michael*

- financial report

- Need to look back at JD's 2 payments of \$1000 (GC & TGF)

- Requesting checks after month of work (for stipends)

- Money commitments--coming in and coming out

- In stipends & other payments going forward?

- Marie Benkley & Margolit Sands

- Other commitments/expenses estimate: Cathy needs to look and send numbers onto Michael

- Coming in: \$2000 from Park School, \$100 from Rec. Dept.,

Lineage (in August)

- Coming out: stipends paid from above

- Activity report from month to month should look like a check book

• Communication/Marketing and Member Outreach *Ray*

- FM update *Margolit*

- Peggy taking on leading role for table development and volunteer coordination

- Meeting amongst Kristen, Peggy, Jenny to follow up on this

- Expanding options for future tabling opportunities

- Peter Ames! - great person for outreach

- Ray:

- Survey emails sent information about garden party

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- Interview by Metrowest with Cathy; Paul sent out press release to Tab
- **Facebook for garden party - Margolit will send out message tonight**

- Trying to reach out to Edible Boston for future press?
- **Rap/elevator speech for talking about BB at garden party**
 - **Growing local, growing community, growing access**
- Discussion on vote on 10 personal donation/memberships asks per board member
 - Highlighting the main projects (brought up at last month's meeting)
- Evid/graphic design update:
 - Need support in making decision (i.e. Poster design and other main materials)
 - Jenny, Cathy, Joyce meet up for dialogue? Others? - young people, focus group?
 - Preliminary discussion with marketing members to then present to the entire board

• Governance *Cathy*

- strategic plan
- September goal to move things forward
- Encourage all committees to meet with Peter to work on committee mandates
- Every committee must meet before next meeting (third Wed of the month)
 - improving meetings
- Long reports, possibly need to extend time to talk about it
- Other possible changes to make meetings run smoother

• Programs and Events *Jenny*

- end of TGF
- Laurie did story for newsletter, interviewed the kids - they were forthcoming and talked about things they have learned and tasted in the garden
- Something is sticking!
- one participant was let go last week
- One of the participants is attending the party!
 - must get Tab at party tomorrow to cover this
- JD will be back next week
- 1 pm on 8/24 family & friends tour of 40 Webster garden, 2 pm Food Inc.
 - Welcome to join!
- 8/25 concluding event at Sussman
- Lineage deliveries - email alert, FB, twitter (Margolit will coordinate with Ray for next week!)
- Future opportunities: Kookoo's and/or Cutty's; La Morra - fall stuff, squash, fundraiser stuff

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- Fundraising and Membership Development *Kristen*
 - garden party (main discussion)
 - Meathouse fundraiser in October
 - HGC studio (Hair salon) in November
 - All board members look at fundraising plan before next meeting and be ready to actually vote on specifics

2. Garden Party *Kristen* 40 minutes

- Logistics
 - set up:
 - Joan and Jenny will be there at 3
 - event agenda/program
 - 6:30, program begins: Kristen gathers the crowd
 - Cathy will talk concisely for 2-3 min - **Welcome, BB introduction**
 - Jenny introduces Laurie's volunteer of the year award (first) - **first garden volunteer of the year award**
 - Margo Lockwood's poem
 - Introduce Josh - **Teens Grow Food**
 - Jen Lockwood - big ask - **A word from our host**
 - later door prize announcement
 - materials
 - Sign in table: name tags, registrants sign-in/check-off list, new registrants list, membership cards, clipboards
 - New registrants
 - Membership list
 - Specific volunteer sign up added to membership
 - Door prize: papers for writing down names and phone numbers; BB membership & certificate for produce
 - Program sign! (use above)
 - Chairs: Jenny rented some, can't cancel; others from Jenny's house and the garden
 - Visuals:
 - Cathy's veggie visuals on posts (needs to be high, above card level)
 - Slideshow
 - Starter Plants sign
 - Todd will make upside down tomato pins/name tags for steering committee/BB folks
 - Promotion & outreach
- Ray: photographer**
Cathy: contact the Tab
Kristen: contact the Patch

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Margolit: CC & FB & Twitter : Garden Party Tonight, fresh food, organic wine, and fun! Great weather!

-talking with folks: do you have a garden? - name tag: where they live and where they garden/do they have a garden?

- talk about the garden: originally just bushes! Has become such a beautiful garden

-central person to report feedback to; ensure follow up: **Cathy or Margolit?**

**** everyone please look over these notes and identify any gaps! ****

3. Next meetings, issues, closing statements *All* 5 minutes

Will need to send out a Doodle

Proposed dates - original 3rd Wed of Sept; Tuesday before; 13th; 15th

Meeting adjourned at 8:40 pm