

**HARVEST BOARD OF DIRECTORS  
PUBLIC MINUTES  
5 APRIL 2010**

Attending: Matt Altman, Megan Amundson, Steve Clifford, Jessie Grogan, Jessica Hiemenz, Andrew Kessel, Elizabeth Levy, Chris Lively, Rebecca Nemece, (via telephone) Diane Simpson (board administrator), Mike St. Clair, (general manager) Scotland Willis.

Meeting minutes taken by Diane Simpson.  
Meeting commenced at 7:04 p.m.

**GM Report**

Mike discussed the three items in his report: Crimson Cash, CAP signs, and JP roof repair.

1. Crimson Cash—Harvest is now authorized and set up to accept Crimson Cash debit card purchases provided through the Harvard University system. Now Harvest is the only major food retailer to accept both Crimson Cash and the corresponding Tech Cash program at M.I.T. Mike explained that we are in Harvard's orientation paperwork and they have also provided signage for us. Harvest will also be tabling at two Harvard events. A question was asked about whether we are involved in the Boston Marathon and Mike said he would check into it.

2. CAP signs and CAP flyer change—Harvest initiated two changes in the CAP advertising program as of March 2010. The monthly pre-made shelf sign contract with NCGA was cancelled and brought in-house for production. This gives Harvest some cost savings, as well as more control over design and timing. The Harvest logo printing on the back of the monthly flyer was also cancelled as of April 2010. The combined annual savings for Harvest will be over \$4000.

3. JP roof repair—The roof replacement project in Jamaica Plain was slated to begin on Monday, March 29, however, there was a torrential rainstorm on that date. The project is expected to take 2–3 weeks, weather permitting.

**Annual Meeting Location**

Jessica is head of the Annual Meeting Location Search Committee (AMLSC). She came up with a survey that directors can use when calling potential meeting locations. Jessica listed the following items that the committee is looking for in a meeting site:

- Accessible by public transit
- Parking available
- Close to the JP store
- Handicap accessible
- Not offensive to anyone
- Equipped with a kitchen and cooking utensils
- Accommodates 150-200 people
- Available for set-up by 5 p.m.
- Available for meeting until at least 9 p.m. with time for cleanup afterwards

**Name: Annual Meeting Location Search Committee**

Committee Purpose: Why exist?

Find suitable location in JP for Wed. Oct. 27, 2010 at 4–10 p.m.

Expectations Accomplish? Authority? Limits to Authority?

1. Identify potential places
2. Recommend places to Board
3. Ensure to follow deadlines
4. Don't commit without Board approval
5. Other considerations: public transit accessible, parking, close to JP store, handicap accessible, not offensive
6. Expect 150-200 attendees

Term: Ad hoc until meeting happens

Composition & Chair:

Chair: Jessica Hiemenz

Members: Andrew Kessel, Rebecca Nemeec

Meeting Schedule: Report findings at April meeting

Budget Dollars, Time: Find out costs

**Motion to approve the committee search criteria**

Steve moved, and Scotland seconded, the committee's requirements for the annual meeting site.  
Approved 10-0-0.

The board administrator had suggested a few locations and Jessica had added a few locations. The board discussed Spontaneous Celebrations and decided it was too small. Although 85 people showed up the last time Harvest had the annual meeting in JP, this time the board hopes to get 150 people.

**ACTION ITEM** Jessica to check with Chris Durkin to find out what the cutoff date is to book St. Paul AME auditorium.

**ACTION ITEM** Jessica to update the board at the next meeting on the status and the cutoff date.

**Elections Committee**

Chris Lively will pull the committee together. So far it consists of Chris and Scotland. Matt, Andrew, and Jessica cannot serve because they are up for reelection. Matt’s seat is up for election for two years. Chris would like all directors to let her know about potential candidates, and if directors are interested in running again. Chris has all the election materials and will set up a few “meet the board” meetings. She would like to set them up a half hour before the public board meeting begins.

**ACTION ITEM** Chris to put together a committee worksheet for the elections committee.

**ACTION ITEM** Board Administrator to send Scotland a copy of the new board election process.

**MSCC**

Andrew led a discussion about how to set up a process for distributing the Community Fund money. All directors should send opinions to Andrew. MSCC meets on the fourth Thursday of every month. This month it meets on April 22 (Earth Day).

**Minutes Approval**

Approval of the public minutes was tabled because the Board Administrator put the January Minutes in the packet. Minutes will be approved by email.

**Announcements**

Megan mentioned a project her organization launched called “Treebay”—a mock auction website selling off all the environmental resources the state can no longer afford to protect or maintain due to budget cuts. You can see it at: <http://www.MassEnvironmentForSale.com/>

Rebecca brought up the “Boston Local” food festival. It is in October and she is on the planning committee. This is something Harvest might want to get involved in.

**Motion to close**

Steve moved, and Scotland seconded, the motion to close the public session. Approved 10-0-0.

Public session closed at 7:43 p.m.

**Action Item Summary**

**ACTION ITEM** Jessica to check with Chris Durkin to find out what the cutoff date is to book St. Paul AME auditorium.

**ACTION ITEM** Jessica to update the board at the next meeting on the status and the cutoff date.

**ACTION ITEM** Chris to put together a committee worksheet for the elections committee.

**ACTION ITEM** Board Administrator to send Scotland a copy of the new board election process.

**ADDENDUM**

In between meetings the Directors approved the February public minutes by email.

**Motion: Approve February Public minutes.**

Chris moved, and Scotland seconded the motion to approve the February public minutes. Approved 8-0-2.

## Harvest MSCC Meeting—March 25, 2010

Attending: Amy Cotter, Chris Durkin, David Goldberg, Liz Levy, Tiffany Sisko, Vidya Sivan, Joe Slag, Joan Squeri, Scotland Willis

### General

- With many guests and prospective new committee members, **Amy** will distribute the “MSCC Reinvention” piece that was completed in collaboration with the Board and which guides MSCC work (see attached).

### Volunteering Together

- The Food Project volunteering activity on track for Saturday May 29, with publicity and RSVPs via Facebook and Chris. Joe to post event on Facebook. Tiffany to publicize as part of activity in week leading up to Fresh movie release.
- Interest in MSCC/Harvest publicizing *Fresh* when time comes - more info(?), MSCC liaison needed.
- Non “Food Project” activity to fit in among TFP and any *Fresh* activities. David will develop ideas for mid-summer, considering Joan's suggestion that Cambridge Councilwoman Davis may be a good contact and that Chris has a Somerville Growing Center contact (which Chris will send to David).

### Facebook

- Discussing ways to refresh MSCC content on the Harvest Facebook page is a monthly agenda item.
- **Joe** will post re: Jamie Oliver's ABC series in such a way as to try to generate conversation among fans.
- **Vidya** to post re: *Earth Hour* on Sat. Mar. 27.
- **Chris** to post re: Harvest activities in recognition of Earth Day 40th anniversary.

### Tabling & Dinners - Check-in

- Andrew reports that there is full coverage of all upcoming tabling and dinner dates.
- **Chris** will work with **Vidya** to update the flyer for April MAD, considering many of the items discussed for Facebook as additions.

### Community Fund

- Andrew confirmed that the Board has asked the MSCC to develop a recommendation for disposition of the fund.
- The Board has provided some input, and **Andrew** will solicit similar input from the MSCC within two weeks (see Andrew's email of March 28).
- **MSCC members** will respond to Andrew with input by 4/15.
- **Andrew** will develop ~3 options for discussion at the next meeting, and email them to committee members the weekend before for their review in advance.

### Next Meeting

- Thursday April 22, unless Earth Day activities prevent most people from being available.

- Agenda to include regular items, World Fair Trade Day (May 8), and others as appropriate.

### **Harvest MSCC Meeting—April 22, 2010**

Attending: Amy Cotter, Chris Durkin, David Goldberg, Liz Levy, Joe Slag, Joan Squeri

#### **Community Fund**

Having been asked to recommend a process by which Harvest could distribute the ~\$7,000, the MSCC considered input received and three potential scenarios outlined by Andrew Kessel (who was unable to participate) to support discussion. The Committee deliberated and arrived at the following recommendation, guided by the principle that Harvest should choose an approach to dispensing the community fund that fosters member engagement:

- The MSCC and Board should solicit—and engage Harvest members in soliciting—very simple and easy-to-complete statements of interest from potential Fund recipients. These statements would respond to questions that ask for the applicant's name, non-profit status, mission, and a paragraph on the proposed use of funds. The questions would be accompanied by a clear statement of the process and criteria that would be used to select recipients.
- The MSCC would use the established criteria to narrow the list of potential recipients down to five. All of these "Finalists" would receive publicity (e.g., in-store description, "Finalist Night in the Cafe") in what would comprise another means of member engagement—soliciting member input into the final selection.
- Ultimately, the MSCC will use the criteria and this input to recommend 1 to 3 recipients of the funds.

Ideally the recipient(s) will also use the contribution to provide opportunities for Harvest member engagement, perhaps including opportunities for the MSCC Volunteer Together program, other co-branded activity, or the like. This criterion will be among several in the ultimate list of those that will be used to assess the relative suitability of applicants. Others discussed include that the contribution should be consistent with Harvest's mission, help generate “buzz” for Harvest, and that it should help “seed” something bigger. The Committee will complete its discussion of this open question at the next MSCC meeting; the outcome will be a list of “must have” and “desirable” criteria. In addition to criteria, the timeline for this process also remains an open question for discussion in May.

#### **Volunteer Together**

With the May 29 Food Project volunteer opportunity just a month away, the time has come to ramp up publicity and outreach to members. This will be accomplished via two primary means:

- Facebook. **Chris** will re-post the event on Harvest's Facebook page on May 10 (3 weeks to event) and on May 24 (Monday before event).
- May Member Appreciation Day tabling. The Food Project volunteering opportunity will be THE topic for MSCC and Board tablers to focus on in discussion with visitors on May's MAD Wednesday.

- **Vidya** will be asked to revise the MAD tabling 1/4 sheet handout to focus just on the Food Project opportunity
- **Chris** will develop a sign up sheet for tabling in each store that will invite visitors to (in essence) "sign up today, on Facebook, or by calling Chris" (in essence)

David has been talking about a July Volunteer Together opportunity with Jennifer Wright, Director of the Cambridge Community Gardens. He will meet with her soon to solidify plans for an opportunity in one or both of the gardens that are closest to the Harvest in Cambridge, hopefully for July 17, which is the first Saturday after July's MAD on 7/14. As it will be mid-summer, most gardeners are focused on their own plots so we can be helpful working on border plantings, neglected weeding, turning compost, etc. **David** will write a newsletter article on this volunteer opportunity by the June 21st deadline for the July *Harvest Times*.

### **MSCC on Harvest's Facebook page**

The Committee thought that the items discussed earlier in the meeting also comprised the best ideas for fresh Facebook content. They agreed that everyone has been doing a good job of keeping Facebook content fresh, and particularly noted the success that Joe's "Jamie Oliver" post had in fostering a bit of member discussion. **Everyone** will look for more opportunities to invite that kind of dialogue, and will come with ideas to the next MSCC meeting.

### **Next Meeting**

The next MSCC meeting will take place from 6:30-7:30 p.m. on Thursday May 27. Topics will include the Community Fund open questions, the impending Food Project Volunteer Together opportunity, the emerging Cambridge Community Gardens Volunteer Together opportunity, and fresh MSCC content on Harvest's Facebook page.