



Zoom IFM Board Meeting, September 28, 2021 at 10:00 a.m.

Board Officers

Phil Alonso, Executive Director
Naomi Cabral, Development Director
Venus Paxton, Program Manager - **Absent**
Bob Thurman, President
Rick Kahil, Vice President
Sandy Hakala, Treasurer - **Absent**
Robert Emmett, Assistant Treasurer - **Absent**
Laura Perry, Assistant Treasurer
Maxine Palmer, Secretary

Board Members

Tim Gizzi, Calvary Bible
_____, Christian Science Church - **Absent**
Deborah Wilder, Church of Latter Day Saints of N.C.
Carol Fegté, Emmanuel Episcopal
_____, First Baptist Church - **Absent**
Gaye Rogers, Grace Lutheran
Kari Gaul, Grass Valley United Methodist
Eleanor Kenitzer, United Methodist of N.C.
Jim Schroeder, Peace Lutheran
Diane Chang, Seventh Day Adventist
_____, Sierra Center for Spiritual Living - **Absent**
Joan Denzler, Sierra Pines Methodist
Julie Clutter, Sierra Presbyterian
Jeff Hebert, St. Canice
Linda Grube, St. Patrick's
Karen Hoida, Trinity Episcopal of N.C. - **Absent**
Judi Wade, Twin Cities
Anne Lyon, Unitarian Universalist - **Absent**

It was confirmed we had a quorum.
Prayer was led by Naomi Cabral.

New Member Church and Board Member - Bob Thurman

- Bob introduced Deborah Wilder from the Church of Latter Day Saints of Nevada City.
- Deborah shared she has been a volunteer all of her life. She had a friend who volunteered weekly at IFM and Deborah decided her church should get involved. The Church of Latter Day Saints has been supportive to IFM in the past through food drives and individual church members who volunteer and make donations.
- Eleanor Kenitzer made a motion to approve the Church of Latter Day Saints as a member church of the IFM Board. Joan Denzler seconded the motion. The motion was approved with all in favor.
- Deborah Wilder will be the Board representative for the Church of Latter Day Saints.

Jeff Hebert moved the June minutes be approved as submitted. Carol Fegté seconded the motion. The motion was approved with all in favor.

Jeff Hebert asked to have the spelling of his name corrected in the July minutes. Jeff then made a motion to approve the July minutes as corrected. Jim Schroeder seconded the motion. The motion was approved with all in favor.

CDBG Grant - Bob Thurman and Phil Alonso

- Bob shared that the CDBG grant was approved by the county Board of Supervisor's on September 14th.
- Phil and Bob met with the county. Both felt the reporting requirements for the grant are more extensive than originally described.
- The grant includes seven main areas. The largest three include the purchase of a refrigerated truck (\$130,000), a new generator (\$55,200), and the installation of a cold kitchen (\$85,000). These are all one-time expenses and purchasing the truck and generator will be the highest priority.

- The other four areas concern on-going activities. We will continue to expand our reach (\$70,000), procure local produce (\$65,000), and provide food education which will include gardening (\$34,800) and nutrition education (\$25,000).
- Phil said he hopes to resume food tastings in November with Wendy Van Wagner preparing the food in an approved kitchen. This will be funded under the food education section of the CDBG grant.
- The grant funding is to be spent by the end of December 2022. IFM will be required to fund the initial purchases and then be reimbursed within 30-60 days by the county. Bob said IFM has adequate funds available to do this.

Speedee Carts and CDBG Funding - Bob Thurman and Phil Alonso

- Speedee Carts has been delivering bags of IFM food to 25-30 families who are home-bound, disabled, lack transportation, or for some reason can't come in to IFM to get food. Phil said Connie Mattis has worked hard to identify these families and connect them to Speedee Carts. Diane Chang said that, as a check-in volunteer, she sees how much this service is needed.
- Speedee Carts plans to apply for non-profit status in December, but has found it difficult to financially support its services until then.
- Speedee Carts can receive financial assistance from IFM under the expanded reach portion of the CDBG grant. Phil plans to use \$2,100 (\$700/month for Oct., Nov. and Dec.) to help sustain deliveries. IFM clients in need of these services can use them one time a week.
- Phil and the operations staff will determine the best times on distribution days to have Speedee Carts pick up IFM's bags of food for delivery.
- Phil will report to the Board again at the end of the year regarding Speedee Carts.

Food Access Saturdays (FAS) - Phil Alonso

- Client numbers for Food Access Saturdays (FAS) have been much lower than hoped.
- FAS is a joint effort between IFM and United Way. United Way's Executive Director recently left and Phil has decided to wait until the new executive director for United Way is in place to evaluate this program and determine whether or not it should continue.
- For now, FAS will continue with support from IFM and United Way.

Staff and Volunteer Impact of CDBG Grant - Bob Thurman

- Bob reminded the Board that we must always watch impact on volunteers and staff when expanding reach.
- IFM may need to increase staffing because of the CDBG grant. The Executive Committee is considering whether to hire a bookkeeper to help with the extra work from this grant. The treasury team (Sandy, Laura, and Robert) continue to take on more work. The Executive Committee will come back to the Board for approval of any changes in staffing.
- The Program Manager position was initially created as part of the CDBG grant. The Executive Committee and the Board decided there was a need to fill this position prior to receipt of the grant. Venus Paxton was hired to work 20 hours per week with IFM dollars. The Executive Committee recently increased her work time to 32 hours/week because of increased staffing demands. The cost of these additional hours is about \$230/week or \$1,000 per month. Board approval is needed for this increase in hours.
- Now that the CDBG grant is approved, there is \$100,000 in the grant for salaries and benefits.
- Joan Denzler asked if CDBG positions are temporary. Bob said that yes they are, but once you have the positions, it may become an on-going expense if we grow dependent on them. The CDBG grant is a way for organizations to try an expansion to see if it works. We'll decide together at the end of 2022 whether or not the positions will continue.
- Bob wants to keep payroll below 20% of revenue. Currently, staff expenses are 14% of revenue. Jeff Hebert offered kudos to the officers and staff for this.
- Jeff Hebert made a motion to increase the Program Manager position hours from 20 hours/week to 32 hours/week retroactive to September 1st. The Program Manager hours from September 1st-14th will be paid with IFM funds and beginning September 15th, the position will be fully funded by the CDBG grant. Jim Schroeder seconded the motion. The motion was approved with all in favor.

Fund Development - Phil Alonso

Treat Street

- Revenue for the event was \$12,400 but expenses exceeded this by approximately \$1,000 (Food, Supplies, Permits, Fees \$8,000; IFM Staff Time \$3,200; Hola Expenses \$2,200).
- Since the event required several hundred volunteer hours and yielded a net loss of approximately \$1,000, it was decided IFM would not pursue having a food booth again in the near future.
- The fairgrounds is hiring a new ED and that would put the planning for a booth next year at the last minute again. IFM would also only have use of the booth for the fair and the Draft Horse Classic.
- Jeff thanked Carmen for all the work and time spent making tamales. He also said the event could not have happened without Venus and all the hard work and extra hours she put in.

Marketing Plan for Rest of 2021

- Volunteer Scott Young, who's been working with Naomi Cabral on PR and Marketing, is now focusing on Union articles for IFM. Scott, Naomi, and Phil worked together on IFM's New Extended Distribution for Clients article. They are now working on a story about the local farmers who are part of the Good Food For All program, the latest addition to the Good Food For America program.
- **Marketing** stories are being developed for: (1) CDBG grant facility upgrades (Oct. 1st), (2) Citizens Who Care recycling project (Oct. 1st), (3) IFM Donor Newsletter (2nd week of Oct., Nov., Dec.), and (4) Donors Holiday Card for Thanksgiving.
- **Sponsor A Family** (Oct. 1st-December 31st) will have both hard copy and online copies of letters and cards for donors to send to a family member or friend saying, "a Holiday Meal has been provided in your name..." There will be Thanksgiving cards as well as Christmas cards. Twenty dollars buys the Holiday Meal plus the regular groceries for a family. There will be a mailing for Sponsor a Family along with an e-blast beginning November 1st. Naomi will have flyers and cards in the Board member mailboxes by October 8th. Naomi will send an e-mail when they are ready.
- **Marc's Matching** video for Hunger Action Month started in September. He donated \$1,000 and challenges others to do the same.
- **The Hunger Run** will be held October 30th from 7-10 a.m. at the Alta Sierra Country Club golf course and there will be in-person or virtual options. Participants can register online beginning Sept. 30th. Economy Pest Control is the first confirmed sponsor for the event.
- **Client Impact Stories** will be written the 2nd and 4th week of November about Cal Fresh clients.
- **Target Marketing** (direct appeals) will be made to churches and businesses that may be interested in sponsoring IFM.
- **IFM 2022 Calendar** sales will launch the first week of November.
- **KNCO Interviews** will be done the third or fourth week of November.
- **Thanksgiving Holiday Distribution Photos** will be sent to The Union and placed on social media the third week of November.
- **Giving Tuesday** (the 1st Tuesday of December) will feature a Facebook fundraiser and an e-blast.
- **Christmas Holiday Distribution Photos** will be sent to The Union and social media the second week of December.

Donor Acknowledgment - Naomi Cabral and Phil Alonso

- Phil shared that the goal for donor acknowledgments is within 30 days or as soon as possible. We are not there yet.
- June had 152 donations totaling \$25,781. The chart indicated a goal was set to send 121 postcards by July 16th, 5 handwritten letters by July 29th, and 96 phone calls by September 15th to acknowledge these donations.
- July had 126 donations totaling \$14,000. The chart indicated a goal was set to send 99 postcards by September 29th, 2 handwritten letters by August 23rd, and 86 phone calls by October 15th to acknowledge these donations.
- August had 301 donations totaling \$92,907. The chart indicated a goal was set to send 142 postcards by September 29th, 3 handwritten letters by September 20th, and 110 phone calls by October 15th to acknowledge these donations.
- Volunteer Karen Poskus has been doing phone calls and will soon take on more of a leadership role with the entire donor acknowledgment program.

Operations - Phil Alonso

- Phil and Venus made some tweaks and adjustments to the inside distribution line. Some volunteers were resistant at first but they now like the changes.
- Volunteer recruitment flyers will go in the Board mailboxes along with the Sponsor a Family materials. Diane Chang asked for a PDF version of the volunteer recruitment flyer since most churches do electronic bulletins now.
- In addition to the Tuesday and Thursday packing/sorting days, a new Saturday packing/sorting day is being added from 3:00 to 6:00 p.m. A volunteer (Jeff) will be the supervisor. Venus will oversee the first one or two Saturdays, but after that no paid staff will be on-site.

Partnerships - Phil Alonso

- Phil said that IFM is constantly trying to find ways to expand its reach with bags of food.
- Food Access Saturday (United Way/IFM), Hospitality House, Gold Country Senior Services, Town of Washington (Grass Valley Ladies Relief Society), and Brownsville are all partners supported by food from IFM.
- Bright Futures for Youth will be a mini distribution site with bags of ready-to-eat food and they are hosting IFM's dehydrator unit in their recently upgraded commercial kitchen.
- The School Pantry Program (formerly High School Pantry) will now include several area schools (NU, BR, Silver Springs, Sierra College, and The Hangout @ Grace Lutheran) with the possible addition of Ready Springs, Arete, Ghidotti, and others. Food is provided to students and families in need.
- **New** partnerships include Nevada County Resource Centers (non-perishable grocery bags), Salvation Army and Booth Family Transitional Housing, Ridgeline (daycare for kids with disabilities), Speedee Carts (delivers bags of food to those who can't get to IFM), and Grass Valley United Methodist Last Friday Supper.

Possible Quarterly Board Meetings - Bob Thurman

- Bob shared that the Executive Committee will be evaluating whether or not to go to quarterly Board meetings. He would like to steer the Board meeting more toward goals and initiatives and less on operational specifics.
- Deborah Wilder feels that quarterly seems like a big gap. She would also prefer the meeting start at 8:00 or 9:00 so she isn't missing so much work time.
- Jim Schroeder and Joan Denzler both prefer monthly meetings.
- Diane Chang felt it is harder to get Board members engaged with quarterly meetings.
- Tim doesn't agree with quarterly, but likes a compromise of every other month.
- Jeff felt the 1st quarter (Jan., Feb., Mar.) and the 4th quarter (Oct., Nov., Dec.) we should meet monthly because of the activities taking place. Might be able to skip some months in the summer.
- Bob said that in the past we have often skipped August and December.
- Phil loves the convenience of Zoom and suggested adding this as part of the EC discussion regarding meetings.
- Naomi likes monthly Board meetings.
- Bob said that for the remainder of this year, there will be a Board meeting in October and November but probably no meeting in December.
- He said the Executive Committee will meet and discuss the pros and cons of quarterly meetings and develop recommendations for 2022.

The next Board meeting will be by Zoom on Tuesday, October 26th, at 9:00 a.m.

Respectfully submitted,
Maxine Palmer
IFM Secretary

Carol Fegte
IFM Board Minutes Proofreader

