

## Soil Born Farms Board Meeting June 24, 2014 5.30 pm Sacramento Food Bank

Present: George Cook, Sara Minnehan, Shawn Harrison, Blake Young, Janet Zeller, Maxine Clark, Paul Cultrera, Mica Bennett, Kurt Spartaro, Brian Sehnert

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### Action items

*Board:* Send to Janet names of 1) organizations you have/will contact for underwriting the Equinox; 2) list of 3-10 people you will bring to the farm. *Shawn:* send the draft master plan to the board. *Janet:* compile the underwriting list.

Next board meeting will be at the ranch.

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### 1. Financial update – Shawn

- Shawn presented a summary on revenue. He will do a more detailed breakdown on individual donations later
- Actuals versus projected
  - Corporate - Original projection was \$60,000 so coming close to projection. Actual 34500 from corporate, but one was for 30,000 (targeted from Citibank to site renovations – will use to retire long-term debt/build assets).
  - Individuals - On the individual side, smaller donations – behind projection and last year. This is the biggest red flag – 7,500 to date against 149,000 for year. A lot does come in at the end of the year.
  - Events – hit right on Day on the Farm. Equinox, have 6500 so far but projection is \$60,000. If underwriting reaches 20000 will be good. ATT, Union Bank, Well unconfirmed, SMUD, American River Bank. BofA. Other revenue events – Lions project 10000 and potential revenue from music event.
  - At a high-level, things look ok. Revenue a little above projections; expenses are under control. But there are issues at the end of the year that has to be watched. CDF grant being reapplied for that will hurt in 2015 if we don't get it. We are starting to cut back on expenses. We have tapped the line of credit – just 50000 of 150000 line of credit and doing well for receivables. We will receive a big grant from CA Endowment in the fall. A key question then will be – do we want to retire some debt and will we get the 2015 grants.
  - Produce sales good also.
  - They proceeded with new hires, but held back on some so put pressure on remaining staff.
- Events - Janet
  - Focus on Saturdays At The Farm- good time to bring people out to the farm. There is staff to interact with. A tour schedule is being developed – Janet and Shaw are inviting specific groups in order to have a definite list of tours, not just an open-ended schedule.
  - Summer day camp kicked off
  - Tomato jubilee is coming up
  - Growing Together program is starting – Shannon Hardwick will lead a teacher training in July. Received some funding from Jay Chenier's office
- Music event – Blake

- Foodstock – sat on the idea for many years, but brought it up this year, bringing it up to Susan Savage of Raley Field who loved idea. The event will publicize the partnership with Soil Born and the Food Bank. They expect 2500 for pig roast on the field with bands. Will have displays on the Food Bank and Soil Born. \$40 adults. Sept 14<sup>th</sup> – 1 week before Equinox. The blue grass band (Mindex) and pig roast will lead into a 45 minute intermission before Wonder Bread 5, which is a cover- party- fun band. Will spend about 5,000 and have \$1,500 sponsorships. They want 25 sponsors and have about 15 already. They are targeting income of \$15,000-\$30,000 based on 2000 attendees. Would like to incubate it at Raley Field and then move to the farm.
- Board role in addressing individual donation issue is to pay dues, bring people to the farm, Suggest Equinox underwriter.

## 2. Development Plan

- Janet would like a list of who you will reach out to for Equinox so we don't duplicate: Companies already covered are American River Bank, Comcast, BofA, Wells Fargo, Union Bank, the Clarks, SMUD, Western Health (sustaining underwriter), Sutter Health, Raleys, Golden 1, Accenture (Blake will follow up with Sara), Butien-Jones.
  - Pitch is on website under 'support our work.'
  - Once Janet has the comprehensive list, then she will organize a list of additional contacts and ask folks to help contact them.
- Planting seed with board now about cultivation donors (Shawn) – adopt a school is now full so they want to shift to adopt-a-farmer. It costs about \$5,000 for each apprentice (wage and food costs, not staffing or facilities). If you know some organization that has a small foundation that might have interest, Shawn wants to talk to these them. Blake says establishing criteria for who is underwritten is important.
- Janet handed out flyers on Volunteering which is important for bring people in.

## 3. Water

- Got a curtailment notice. Shawn reached out to some folks and got clearance for a riparian right for water. So the advice right now is to pump. Still a little gray – State could curtail, river could run out. But out of the woods for now.
- Report water use each year to the county. Can pump 5-600 gallons per minute, more than enough for needs. Share a water right with River Bend Park
- Reached out to Aerojet for assessing aquifer.
- It has become clear that we do not have many options if the riparian source runs out.
- Know they have a good aquifer, but has perchlorate – still lower aquifer that is clean. So well could be drilled, but would be expensive
- Kurt talked to farm with solar powered irrigation pump who said he got extra water rights because of it.
- Next big bullet – no water in winter. Think they will be ok for the summer.
- Can use municipal system – but after a couple of months, Golden State water system would come knocking and probably shut them down.

#### **4. Site development**

- American River Parkway – must follow their rules, State, County, City of Rancho Cordova for permits. If anyone along the line is unhappy they can really hold things up.
- For getting a plan done, have to go to all these folks. Then to build something, has to go to all these and more. And each project must be done separately. We need to pull together a task force. If we did the process the way currently set up, it would take all Shawn's life, so the process has to be changed. Nothing else exists that is like this, so no other example
- We have to be prepared when we pull together the taskforce to have the right folks there – and have the process in service of the American River parkway. Just found out we were accepted with Carter's house, Rebuilding Together, Lowes. Got call today that we've been accepted on very advanced timeline with 4 renovations and outdoor playscape. The only way this can happen is if we convince national organization to move the date because we won't be able to get the permits all in place by the current date. It is a half million dollars. We missed out on an opportunity with AIA to build cabins for apprentices.
- We have to do it right, but there has to be a better way to do it right. Blake has connected them with Tina Thomas, one of the best land-use attorneys.
- Blake said having to juggle way too much above his head without adequate legal representation.
- We have positioned ourselves well within the parkway community. No one thinks we are not above board and we have to be very careful of protecting this place.
- The desired result is to get the master plan approved and then each of the projects would require only an environmental approval and a permit from Rancho Cordova instead of going through all the committees again.
- Shawn will meet Rob Leonard and Rob Natoli in July. Sit down with Tina for guidance. Larger gathering will come in stage
- Janet has a commitment from Gov Brown and the 1st lady to come to the farm and wants to be sure the timing is strategic.
- Looking at this more as opportunity to get the farm on people's radar. It can open up the potential for various bond funding.

#### **5. Schoolhouse renovation had major step to going forward with Brian's effort.**

- Had a Rebuilding together event. Started with Brian's connections with the Green group. Was a lot of work, but got an impressive number of volunteers (70-75) and made a major improvement for very little money. Did air-infiltration tests, filled gaps, improved ventilation, picked colors, carpets – will be healthier place for everybody.

#### **6. Other infrastructure (Shawn) - All final permits signed off on ADA paths and bathrooms, outdoor kitchen, outdoor classroom. Lots of compliments on the kitchen. All nicely integrated and establishes a space**

#### **7. If it sounds like gloom and doom – it isn't. Plans outlined in January are coming into fruition. There is interest and resources are coming through – just have to be ready.**