

Board of Directors Meeting
Wednesday, August 6, 2014

5:30-7:30pm

Sacramento Food Bank & Family Services

Oak Park - Main Campus (conference room upstairs)

3333 Third Ave.

Sacramento, CA 95817

Present: Maxine Clark, Paul Cultrera, Kurt Spataro, Dr. Max, Brian Senhert, Mica Bennett, George Cook, Shawn Harrison, Blake Young, Janet Zeller. **Notes:** Mica

Announcements

Kurt talked to Pat McClain who committed 5K to the Equinox. Good work Kurt
Shawn, Blake and Janet are working on

Approve Minutes

June 24, 2014 (posted on website in BOD section and attached here). Corrections will be made to the following spellings:
CDFA, Schenirer, Boutin (look at the list Janet sent with agenda), Don Notolli

Blake moved to approve minutes, motion was seconded and it passed.

Action items:

- Make agreed underwriters contacts (see list below)
 - Sell Equinox tickets
 - Next Board of Directors meeting Wed. Oct. 1, 5:30-7:30pm
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Master Plan- Shawn

Master Plan process and Rebuilding Together update - eventful month. Highlights are:

- Soil Born is the first agency on parkway required to do master plan and it coincides with the update of parkway plan of 2008. Our master plan is required for a fee waiver. The plan and approval process has been expedited due to Building Together opportunity.
 - The plan consists of a narrative that follows a format the county wanted. It describes the existing Soil Born elements, but the desired additions are the meat. Graphics, including maps, accompany the narrative. The plan was reviewed first by the American River Parkway Advisory Committee (ARPAC), then Parks Commission (board appointed group). There is an initial vetting and then public testimony. These have raised two primary issues:
 - Since this master plan is the 1st, it is precedent setting. Therefore, people wanted more narrative, especially around commercial activities within the ARPW. There were unhappy parties and negotiation was required to agree on satisfactory descriptions.
 - Amendments were also required for the lease and original master plan document. Amendment to lease includes a clause defining our commercial activities. The group was fine with SBF activities; the concern was what if SNF left – then if the language was too broad it could create precedence for the new group expanding commercial activity. There seems to be general consensus that all the things SBF does and may want to do are okay. SBF may need special permit for big events that could impact the traffic flow of the parkway, but we do that already. On the other hand, for example, trying to turn it into a big processing facility for many farms would not fly under the new language

- Next steps in the process: back to ARPAC this month which will review the lease and master plan changes. Then it goes back to the Parks Commission on August 28th. This was not the original timeline which appeared much extended and would not make some important dates. But the county saw the necessity of the expediting and got Don Nottoli out.
- The plan covers the entire 55-acre site, including all the interpretive activities around food, health and the environment, the environmental features, and public access points, and also defines the developed recreation land use on the American River Ranch (ARR). The narrative mentions the activities and then goes into the infrastructure needed for the activities
- Neat thing about the process is that in 2005 there were a lot of question about the size of the footprint. Some stakeholders had an interest in the specific placement of the interpretive center, which was different from what Soil Born wanted. The current plan from that process has 10-acre development footprint. In the new plan, the development footprint is 7 acres with the facilities placed as SBF sees will work best.
- The plan covers the commercial kitchen, interpretive center, interpretive center parking, and staff housing (cabins instead of the current tents). The narrative explains mission of each structure and how it fits into our mission.
- A big positive is Shawn won't have to go back to supervisors for every structure, because the supervisors are approving the uses through the narrative and drawing. SBF will need to get Environmental Impact Reports (EIRS) for each structure, but not for approval of the master plan.
- Provided we make the dates in August, the Rebuilding Together project will happen changing the houses back to an office, the office back to a house, adding a playscape, renovate a couple of additional houses on Nov 5 and 6. The extent of the renovations is not yet clear. From TV network, it appears that when they renovate, they go nuts. The representatives said that up to \$500,000 of value is added in 2 to 3 days. The show identified 5 states to work in. Soil Born was only able to participate in this activity because they traded with South Carolina to move the SBF project back a month. This is supposed to be in a quarter mile of residential and a certain number of residential units included. The organization is motivated to do the renovations because it becomes a show.
- There is a scope of work that SBF has proposed, don't know if it will be accepted.
- Master plan done at the end of this month, but it is a living document. There will be other supporting documents. It will be is a fund raising tool for SBF. SBF will break it down into smaller pieces and start fund raising for each. They will start with architectural drawing. The kitchen comes first.
- Board congratulated Shawn for hard work. The process went smoothly due to Shawn's network and trust built up over the years.
- Janet said this is pretty much nothing short of a miracle, catapult SBF years ahead and raising its national profile so that SBF can embark on national fundraising.
- Board asked if Shawn need any help from the Board. Shawn said not at this moment.
- Maxine Clark mentioned the value of having a lot of before and after pictures?.

Fundraising/ Events– Janet and Blake

- FoodstockBlake
 - The event is September 14th. Blake has posters
 - Things are moving forward. It is a bluegrass and pig roast festival. Pretty easy-going event to raise awareness of the Food Bank/SBF partnership. They will do a little deal on the grass about what the distributions of proceeds will look like. They rented 2 spits and 20 chefs will cook.
 - People are already buying tickets like crazy. They picked Sunday for 1st annual, but will probably move to Saturday as momentum picks up in the future. They are keeping expectations low for now – just building a foundation for talking about local food and restaurants.
 - Given that it is a first time event, they are not trying for a ton of media focus though Raley Field is doing a good job.
 - Tickets \$40 with both bands and all you can eat. Can buy at Raley Field and the Food Bank. Tickets are \$50 through Raley Field due to the Ticket Master charges.
- Equinox underwriting update, progress, tickets, board assignments
 - The Equinox is six days after Foodstock on Sept 20th at the farm on Hurley way
 - Right now Janet needs to finalize underwriters for next round of printed materials.

- Board members should think of restaurants and especially wineries. The ones who have participated always want to come back which is a good sign.
- Tradition is to ask board to sell tickets at \$60 each. Don't take if you won't sell because if they sell out Janet has to get unsold tickets back and that has been rocky. Had 800 people last year.
- The event is already on social media. Tickets available now at the website. Paul requested that the Co-op have some tickets, because people ask.
- The board should make people aware not as the time is generally a busy 2 weeks in Sacramento, so start getting this locked in on people's schedules now.
- The list of underwriters and potential underwrites follow, along with name of people who will contact the potential underwriters
 - Keri Thomas – Sutter Health Foundation, Shawn and Dr. Max will tag team. Sandy Look is assistant
 - AT&T is committed, but check has not come through so Sara will follow up
 - Raley's interested. Janet will follow through.
 - Lionakis – giving in-kind
 - 5 Star bank – Shawn will call James
 - Ascent – Brian
 - Otto Construction – Brian
 - Macias - Paul and Kurt will tag team
 - Mountain People – Paul
 - Sacramento Association of Realtors – Blake
 - VSP – SBF will keep trying
 - Mercy – call Blake's Kelly
 - Scott Thomas – George
 - Target (?)
 - Austin Murphy – George
 - Sierra Nevada – George, Janet
 - SMUD said no....
 - Genovese, Burford and Brothers – Dr. Max
- Carol Little would like to bring her Soroptimists to the farm. She is working on a school abandoning a kitchen and they could take anything they want. SBF should look. Kurt will look. The FB wants if not SBF
- Dr. Max asked for if an email was available that had the case for why to support the event and requirements already put together, so that if this did exist it there was no need to reinvent the wheel. Janet will send an email with the forms and requirements.
- Bring People to the Farm update and progress
 - Ramping up the activities – they are having community events. The next one is Aug. 20 with a Permaculture speaker – water focus. Really geared for to kids to be in youth garden. He is a well known teacher with a course he will teach over the 6 months. He is a cream of crop instructor.
- They are starting Senior Day at the Farm- first Wednesday of the month
 - Walk on the river, socializing, lets cultivators reach out. This was successful at the Co-op.
- Event update (eliminating/downsizing several events)-Janet
 - When looking at the whole year and turning full attention to fundraising, they don't want to add a lot of events. So the Barn Dance will turn into an enhanced Tomato Jubilee featuring squash.
 - December 5th event canceled (founders reception)
 - Donor appreciation is the heirloom tomato distribution that Maxine is doing
 - Nov 15th – is volunteer appreciate combined with the half day board meeting

Committee Reports (development, finance, executive, schoolhouse improvement)

- Retirement plan update – Paul
 - He and Blake negotiated a 401K plan to kick in October. It available to all employees, but has no employer match except for the co-directors as explained below. The participant makes an commitment for an annual amount that is paid in 26 payments (to match the every 2 week mandated pay periods). For the co-directors, they will receive a bonus that was set at 4% based on their performance evaluation. This percent will be reviewed annually. The bonus is paid in arrears. While in theory the co-directors could do anything they

want, but they have committed putting it into plan and it will actually fund the plan so there is something for the other employees to pay into. This payment represents salary which is paid in the amount the board decides their performance merits and then gives to them for the 401K.

- Shawn is super-excited to have this in place. This is something an employer should offer and this plan with Placer Summit seems right direction to start with.

Co-Director and Committee Updates

Janet: School-house is great. Also, the last 2 years have seen a concerted effort to improve Farm Stand. This year they were able to send a post card to residents in a local zip code. It has been Great to see new faces every week and people from all walks of life at the farm stand.

Finance committee: Shawn asked to turn a \$50,000 construction loan into a 4- to 5-year loan. The rationale is that we are using our cash to pay for long term investments, so would rather spread it out if the payment is keeping SBF strapped for cash. He said hopefully we won't need to use it, but depending on our fund-raising he would like to have the option if needed. The committee asked Shawn to get more information.

Meeting adjourned