

Sustainable Berea Board of Directors - Meeting Minutes

Date: June 1, 2010, 6:30pm

Present: Richard, Cheyenne, Laurel, Peter, Becky, Pam & Stephanie

Regrets: Eddie, Bruce, George, Kent, Mark, Bryce

	AGENDA ITEM	NOTES & DISCUSSION	FOLLOW UP/ACTIONS
1	Review Agenda	<ul style="list-style-type: none"> Reviewed, additions made & approved 	
2	Review Feb 18 Minutes	<ul style="list-style-type: none"> Reviewed, approved with following corrections: Edible Yards Committee's "Project Party" (instead of "Garden Party") and reference to the BAC "Garden Tour" 	<ul style="list-style-type: none"> Laurel to send updated version to Becky to post on website
3	Marketing Plan	<p>Michael Matthews offered his design skills to help with the SB branding:</p> <ul style="list-style-type: none"> proposed a simplified logo that is more of an icon than a picture and can be easily reproduced in black & white. Logo also needs to stand alone without name, although name layout should be consistent. After some discussion, directors present voted on a preferred design (Richard proposed, Peter seconded) We'll officially roll out the new logo & branding for the potluck 	<ul style="list-style-type: none"> Michael to send digital copies of the new logo to Cheyenne for distribution to entire board Michael to put together an identification package with some design guidelines, a color palette, and a font selection Michael will follow up with Jim and Becky to work on website & newsletter designs Board to discuss our marketing needs & budget availability
4	Marketing/ Communications committee	<ul style="list-style-type: none"> All for the newsletter are completed; goal to have it completed by mid-June We'll use the old logo for now & wait for the complete design package before using the new one Discussed proposed length of newsletter (currently 5 letter-sized pages, folded) and expressed concern about wasting paper. As a compromise we proposed posting a pdf on the website, e-notice to our entire list, a post-card ad to all paid members and produce 50 copies for distribution around town. 	<ul style="list-style-type: none"> Becky to follow up with committee Cheyenne to provide additional info to Becky Laurel to confirm Seed Saving Workshop details.
5	Local Economy	<ul style="list-style-type: none"> Peter to meet with BALLE contingent to assist with planning presentation to local merchants 	<ul style="list-style-type: none"> Peter will follow-up with group
6	Pot luck	<ul style="list-style-type: none"> Committee to meet tomorrow Fund-raising starting: Cheyenne distributed sponsorship guidelines. Pam developed a recipe template for next local cookbook #2 	<ul style="list-style-type: none"> Cheyenne to follow up with Committee Pam to provide recipe template to Becky to post on the website

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7	Old Business	<ul style="list-style-type: none"> • KY Foothills Development Grant: Stephanie & Pam have started working on the project <ul style="list-style-type: none"> ◦ Stephanie attended seminar on management best practices ◦ Cheyenne passed around a sign-up sheet for other seminars – to fulfill our grant obligations, we need to attend 9 of the 10 sessions offered. Three of the sessions are webinars. ◦ As part of grant, SB is considered a member of UK's Non-Profit Leadership Initiative & able to take advantage of other resources for this year. More information to follow. • Pam Corely has started as our new Admin Assistant, 10 hours a week • Work Study Student available for the fall – 10 hrs/week 	<ul style="list-style-type: none"> • Cheyenne to send e-copy of grant proposal to all Directors • Each Director encouraged to sign up for one of the seminars related to the grant • Ex Comm to review Board Governance Basics (as per Stephanie's hand out) & make recommendations to Board • Cheyenne & Richard to complete paperwork for student intern • Other items deferred to next meeting
8	Treasurer's Report	<ul style="list-style-type: none"> • Budget transactions for the past month totaled an income of \$9,024 and expenses of \$8676 (including both receipt and payment of contracting services for KY Foothills Grant) • Taxes for 2009 were \$560 	
9	New Business	<ul style="list-style-type: none"> • Cheyenne will be returning to work full time with Berea College and is resigning from the Board effective Sept 1st; Bruce Gregg will take over the role of Treasurer Role and vacate the Vice-Chair's position • Due to his expanding farm, Mark will resign from the Board of Directors, effective Sept 15th. He will finish the 2011 Resilient Household Calendar and will remain available for consultation and to assist where able • Board members are invited to attend a film night & discussion of "Collapse": June 23rd 7:30 pm – Peter's house • Peter's students & Bell are developing cell phone self-guided tours of Berea with the theme of Sustainability. Peter will host a brainstorming session for actual walking tours and potential expansion to smart-phone technology. 	<ul style="list-style-type: none"> • Bruce & Cheyenne to follow up on transferring role of Treasurer • Laurel to send Film Night invitation to Board members • Other items deferred to next meeting
10	Next Meeting	<ul style="list-style-type: none"> • Ex Committee meeting June 23rd 6:30 pm – Olson's house (no dinner) • Board of Directors: Tues July 6th, 6:30 pm – Bruce Trades, Peter's Classroom, regular monthly Board meeting (6pm food) 	<ul style="list-style-type: none"> • All Directors to send agenda items to Laurel or Richard • Laurel to send agendas in advance of both meetings & book room

