

## **Minutes – South Whidbey Tilth Business Meeting – December 18, 2014**

**Council Members Present:** Susan Prescott, Edward Hueneke, Tom White and Jean Nelson

**Council Members Absent:** Kirsten Clauson and Marc Wilson.

**Also present:** J.C. May

### **Call to Order**

The meeting was called to order by President Prescott at 6:47 p.m. The meeting was held at the Community Building at Trinity Lutheran Church in Freeland.

### **Announcements/Introductions**

### **Minutes**

**Motion - Motion was made and seconded to accept the November minutes as presented.**

**Motion carried.**

### **Treasurer's Report**

**CD** – The 2 CDs with Beneficial Bank that matured in November have been moved to Sustainability savings. The Sustainability savings account balance is now \$11,293.

Recommendation was made to either close or move the majority of the savings account funds to a one-year CD at .15%, but in light of the recent indication by the Federal Reserve that interest rates could be raising slowly, it was suggested that the money remain in savings and that the 2 additional CDs maturing in January and February respectively also be moved to savings. The Council will revisit investment ideas at a later date. The options for the CD maturing in May that is earmarked specifically for the Sustainability Fund will be addressed at that time.

**Motion – Motion was made and seconded to move the money from the CDs maturing in January and February to the savings account. Motion passed.**

**Bookkeeping** - Tilth bookkeeper Jeanne Celeste has asked for a \$15 per month increase in her monthly fee. Council agreed to the new fee of \$90 per month.

**Profit and Loss** – Along with several adjustments made resulting from last month's overview an adjustment was made to the Market Commissions line item in Income and Market Contract Labor in Expense reflecting the commission paid to the Market Manager. The Market Manager commission was pulled directly from the weekly vendor commission payment BEFORE the market deposit was made each week.

**Balance Sheet** – Balance in the checking account is \$8,534. There is a \$586.55 balance from the Garden Tour Grant and the Sustainability Fund is at \$14,448.34.

**2015 Budget** – Council reviewed the 2015 Annual Budget proposal presented.

**Motion – Motion was made and seconded to accept the proposed 2015 Annual Budget as presented with the change to the Accounting line item. With no opposition, motion passed.**

**Internal Audit** - John Lee has completed the informal internal audit of South Whidbey Tilth financial procedures and books. John provided Council a detailed explanation of his process. Though category dollar amounts are erratic over the past 3 years, all differences can be explained. John recommended that the 501 (c) 3 application be actively pursued in 2015. As a private response concerning the South Whidbey Tilth land, and for the purpose of covering one land payment during 2015, John has pledged \$450 to South Whidbey Tilth, if and only if, Tilth

identifies two other donors who will match his \$450. Prescott has posted this challenge in the recent Tilth newsletter and will monitor response.

**Action Item #1 – Prescott will send John a formal thank you for the work and the time he donated to complete this required audit.**

**Fundraising letter** - Edward indicated that the annual Fundraising letter has been sent out. Thank you to J.C., Marc, Gary, Prescott, Tom and Edward for folding, stuffing, and stamping. The returns are starting to come in. Edward has the deposit emails and along with accumulating data on the number of donors and new members, he will keep a count of the number of renewals that are included.

**Global Giving Market** - Nancy Waddell agreed to work the Tilth table along with her Red Cross table and reported the sale of a Tilth Market shopping bag.

**Giving Tree** - Prescott reported that she was able to pull together a Tilth seed packet ornament for the Giving Tree. Eric Conn donated enough seed for 14 packet ornaments.

**Investment** - Tom Lyon, neighbor of Prescott has offered to present various opportunities for investment of the Tilth bank assets.

**Action Item #2 – Prescott will ask Mr. Lyon how much time he would like to have and if there is any information he could provide ahead of time. Based on that conversation, Prescott will move forward with Mr. Lyon’s presentation to all or some of the Council.**

### **Education Committee**

**No report.**

### **Membership Committee**

**Annual Membership Meeting** - It was suggested that Tilth provide Lori Taylor, keynote speaker at the Annual Membership Meeting on January 15<sup>th</sup>, with a 1-year membership to Tilth along with a \$50 check for her presentation. The public is invited to hear Lori’s presentation. It was suggested that a sign or placard be made indicating that a suggested donation is welcome and that Lori will donate money received as donations to the Farm to School program in Coupeville. The needed equipment for the presentation was discussed. Trinity Lutheran Church might possibly have what is needed. Various volunteers are also needed before, during and after the meeting. Prescott passed around a sign-up sheet and promised to keep the Council informed of the progress via email. There will be door prizes awarded and a volunteer is needed to coordinate that.

**Action Item #3 – Prescott will coordinate with Lori and also inquire at the Apple User’s Group (Magic) for a possible equipment loan if needed.**

**Motion – Motion was made and seconded that Tilth give Lori Taylor \$50 for her presentation along with a 1-year membership to Tilth. Motion carried.**

### **Nominating Committee**

Council continues to search for possible Board members for the New Year.

### **Market Committee**

**Whidbey Almanac** – The price for the current Tilth advertisement in the Whidbey Almanac has been increased \$25 to \$75. The deadline is January 9. The Almanac is a yearly publication distributed to visitor centers, and real estate offices in the area. Tilth is listed for free in the farm and agriculture section, and in the past have purchased an additional ad space. Council talked about the return on any of the current advertisements and discussed possible ways to attract visitors to Tilth as well as to keep track of where they heard about us. The Market Committee will need to meet to preview all the existing marketing expenditures and come up with a budget

and marketing needs. With the deadline for the Whidbey Almanac being January 9, it was agreed to pass on the renewal of the Whidbey Almanac advertisement.

It was suggested that a copy of all market promotion material be kept.

**Action Item #4 - Tom will contact Prescott after January 1<sup>st</sup> to work on setting a date for organizing the Market Committee.**

**Action Item #5 - Prescott will bring a copy of the Cascade Second Harvest (Puget Sound Fresh) promo to the January Market Committee meeting when planned.**

**Market Manager** - The Board will look at the responsibilities now held by the Market Manager with the possibility of reassigning some of them.

**Action Item #6 - Tom will talk to some of the vendors to possible volunteer for some of the market manager tasks. Tom and Prescott will work on a strategy for hiring a new market manager.**

**Hours of Operation** - At the November Council meeting it was decided that the market dates for 2015 would be May 3rd to October 25th. It was suggested that the hours be changed to 10:30 to 2:30 during the months of June, July and August. The vendors will need to be polled about their feelings on the proposed change in hours.

**Action Item #7 - Tom will get a copy of vendor contact information from Kirsten and contact the vendors to present the proposal. Tom will make a recommendation to the Board based on the results of his poll.**

**Annual Farmers Market Conference** - There is an opportunity for a Tilth representative to attend the 2015 Annual Farmers Market Conference February 6 to 8. In the past Tilth has subsidized a portion of the expense. Tilth Council can select the workshops to be attended and the representative will then report back to the Council. The opportunity is listed in the current newsletter for anyone interested.

### **Land Stewardship**

**Pavilion Enclosure** - Pete Little is continuing to gather information concerning his recent proposal to enclose the pavilion porch for winter use. He will be prepared to present a full report at the January Council meeting.

**Energy Usage** - Prescott shared that Puget Sound Energy sent Tilth a report of last year's energy use and indicated that it was "good". It showed a graph showing our monthly usage with the highest usage June, July and August.

**Action Item #8 - Prescott and Edward will look at the current lease with Lesedi Farms to see what utilities are included in the lease amount.**

With no further business, meeting was adjourned at 8:55 pm

Respectively submitted  
Jean Nelson, Secretary