South Whidbey Tilth Business Meeting  
November 21, 2019 at 6 p.m.  
Trinity Lutheran Church Annex

Board Members Present: Susan Prescott, President; Lynae Slinden, Vice-President; Anza Muenchow, Education Chair; Ed Hueneke, Finance Officer; Ida Gianopulos, Land Steward; Andréa Linton, Membership/Fundraising Chair; Kirstin Clauson, Market Chair; Leah Claire, Secretary

Volunteer facilitator Lynae Slinden called the meeting to order about 6 p.m. Prescott asked if anyone objected if she recorded the meeting. No one objected. [Note taker? Leah thinks Anza volunteered. Is that true?]

Agenda Items:
Minutes of October 17: approved with amendments to section concerning nominating committee appointments. Lynae and Andréa will serve.

Business conducted by email: Prescott requested approval of council to proceed with statewide SNAP/EBT Incentive Match Program. All were in favor.

Finance:
Via email, Ed proposed renewing a CD held by US Bank; there were no objections and he renewed the CD for 9 months at 1.85%

Budget 2020: the draft budget was presented to the council and preliminarily approved, but will be approved after a planning meeting. A planning meeting was proposed, and the board voted to meet on Sunday, January 12 at 10am at Anza’s farm (for a half day?)

Whidbey Telephone grant: Prescott reported the donated wifi and voicemail service is for October 2019 and April to October 2020. She proposed we take the option of free vacation mode for the WiFi from late November to April 1 when we’ll ask it be turned on again. All approved

Status of Bookkeeper position: The council was briefed on the bookkeeper options and voted unanimously to hire Sharon Asplund of Peritae Accounting & Tax Services.

Communication committee report: Tabled until next meeting

Fundraising letter status:
The question was raised of whether to include stamped envelopes in the annual fundraising letter; the board decided in favor. Final comments on content due Friday night, October 18. Mailing work party is scheduled for December 1 at 2 p.m. at Stevie Linton’s home.

Giving Tree ornaments: Paula willing to prepare seed packets and arrange seed-filling party, due by December 5. Ida and Anza have seeds to contribute. Meeting planned for Wednesday night at Paula and Janet’s, 6 to 7:309 p.m.
Grant proposals for staffing & farm stand: Prescott reported on Farm Stand fundraising. She completed and mailed proposal to Tulalip Cares, requesting $5,000. She is anxiously awaiting response from the Morris Family Foundation of Langley for $3,000. Whidbey Island Foundation rejected proposal to expand the landscaping and entrance design. She proposed sending a similar request to the Humanlinks Foundation, due January 18. No one objected. Anza proposed a meeting at Tilth to discuss needs and grants. She will email.

Nominating Committee Report – Prescott & Andréa reported they had reviewed the membership list and passed around a list of targeted people who Andréa and Lynae would contact about filling open positions and pinpointing specific officer duties to be filled. They will also cultivate some likely candidates to serve on committees and consider for the council in 2021.

Membership and Development: Tabled

Market:
Cleanup: Kirstin reported she did most of the tidying and putting things away. FRed helped with stage and table storage. Ida took in the trash. David did the recycling and will do grease trap. Kitchen is clean.
Tokens: Kirstin intends to have SNAP tokens ready by next season using Epsy. Prescott reported she has completed the reregistration for Tilth to be a Supplemental Nutrition Assistance Program (SNAP) retailer. Copies are in Secretary’s Corporate Minute book and Market file cabinet.
Meeting with Health department: see Lynae’s notes.
Solicitation policy: market committee hasn’t met yet
Mural status and funding: Prescott and artist Cherri Forrest raised $520 via Network for Good via Facebook, to be matched $500 by Hand in Hand. Many council members are uncomfortable with the extent of the project and requested a meeting with Cherri for December’s business meeting. Prescott will invite her. She reported she had spoken to Cherri per the discussion in October and explained the need to sunset the project this year. [Later Kirstin reviewed all the available minutes noting the Heart Mural project and emailed her findings to all.]

Land Stewardship:
The formation of a volunteer group of Tilth’s community gardeners was proposed, there was no one opposed.

Education report:

Tilth Annual Holiday party: Anza and Marc have invited Tilth members and their guests to celebrate with a white elephant raffle and potluck, Friday, December 27 from 4:30 to 8:30 p.m. Prescott will coordinate carpools for those who don’t drive after dark.

Facilitator for December 19 meeting: Andréa volunteered
Adjournment: approximately 7:55 p.m.
Look at why we communicate, for example:

- keep members informed
- share knowledge and information
- become a resource of information for the community
- inspire action
- get new members and renew memberships
- get grants and donations
- ...

And then look at ways we do that (including how people participate for those who want to):

- Website
- Stored information (our knowledge base)
- Email, letters
- Blogging
- Facebook and other social media
- Tilth newsletters
- Local news publications
- ...

Possible outcomes from this committee:

- Requirements for each of our communication tools (including website requirements that can inform the new website design)
- Procedures to help ensure that our communication is professional and timely
- Recommendations to improve and unify our communication structure – how the tools we use work together
- Ongoing tasks – getting the approved structures up and running and how to keep them running

Tilth communication processes:

- Copy editing and scheduling
- Distribution – who can do this- mailing list control
- Photo credits
- Website stewardship
- ...

Tilth Website Requirements:

- Descriptive text with photos
- Event calendar – with links to more info (including photos)
- Accept donations
- Other purchases (coffee, education registration)
- Membership renewal (have we considered a monthly donation model?)
- Templates with good design
● Blogging/comments
● Integration with newsletter
● Integration with email
● Farm stand bulletins – growers post when they put fresh items out. Stays up for a week.
● Projects where volunteers are needed – members-only page? Do we need other stuff for members only?
● ...