

December 1, 2013
Minutes of the Board of Boulder Food Rescue
10 am to 12:15 pm
Norlin Library, CU Boulder

Present: Kyle, Xavier, Nora, Hana, Rhonda, Michael, P.D. (observer)

1) The board welcomed new member Michael with a finger pointing dance (note: Nora/Quinn danced on the table)

2) Hana reported on his bike trip from the Northeast to Great Lakes to Upper Peninsula to the Dakotas to Wyoming to Colorado to Utah to AZ to San Diego. Miles ridden: 5,500. Dollars spent: 0

3) Kyle went over the BFR budget and projected expenditures (see attached spreadsheets). Generally good news. BFR spent/made \$5,000 above budget. Money in the bank as of 1/1/2014 is \$37,578 with another \$9,000 in donations projected by Jan 1.

Hana reported on success in obtaining (on 3rd try) \$5,000 grant from Anschutz Foundation

The goal is to retain 50% of next year's budget of \$57-\$60k in reserve.

Nora reported on a fundraising strategy meeting held with Amy Rosenbaum of the Cultivation Center at the Hub. Amy is donating 4-6 hours to help BFR.

Key points:

BFR has no fundraising strategic plan and should make one--how many large donors, how many small, dollar targets, etc.

Meanwhile continue with individual donor campaign until BFR is ready to be guided by Strategic Campaign

4) Kyle reported on plans for Food Rescue Colorado (FRC) and chapters. (See attached memo from Kyle.) He discussed a two-year incubator period. He has registered a web handle for Colorado Springs Food Rescue at gandhi.net. Caleb can provide technical support for chapters seeking to set up web sites on Word Press.

COlo Springs is doing well with organization, events and fundraising. An official from Colorado College has joined the board and been very helpful with activities and fundraising. At this point the fundraising is ahead of activities to spend on.

In Denver Steve Kadich is enthusiastic about FRC (he may join the board?). He knows the president of COlo Health Foundation and has offered to broker a meeting. FRC should form a board of 7-10 in first year.

The board should consist of a working board to run the organization and an advisory board to offer specific expertise (legal, web, etc)

What will FRC do?

- Oversee other FRs as chapters
- Get seed money to do consulting work through Social Ventures (??)
- Plan a regional Food Forward conference aimed at educating/recruiting college students and encourage formation of new FRs (this could morph into a national conference)
- Advocate for food waste/recovery issues. The org Food Recovery has received national publicity for such activities

QUestions/general discussion

- How many chapters can a FRC executive director support?
- How much control over accounting and activities does FRC have over chapters?
- What is the barrier for entry for chapters?
- HOW to foster independence for chapters?
- Will BFR eventually report to FRC?

Nora: HOW exceptional was our start up? Will other FRs be able to replicate the passion and put the amount of time in?

Discussion of training. Nora did a grant workshop to support development. Feels that other volunteers can be trained to assume high-level tasks

Discussion of whether each chapter has to operate at the standard set by BFR?

Michael: It will be hard to replicate the passion of BFR

Kyle: Staff support is essential for starting up chapters

Kyle: Is there value with 30 chapters if they only do two grocery stores pickups each?

Michael: THIS can be valuable to spread the word about the mission beyond a few communities

5) How does BFR measure effectiveness?

Kyle: We're catching up to Feeding America.

FA: \$1 = 9 meals

BFR: \$1 = 7 meals

Community Food Share: \$1 = 4 meals

6) Discussion of granting seed money to FRC

Rhonda: Does FRC pay BFR back?

Discussion of how much to fund FRC lands on \$15k to leave 52% in reserve for BFR budget

Kyle recuses himself. Board votes unanimously to fund FRC at \$15k for 6-12 months. Kyle is voted as ED with responsibility to raise matching funds for his compensation and/or operating expenses

Proposed that first imbursement (\$5k) goes directly to Kyle until FRC can incorporate as 501 c 3

Kyle returns, board applauds.

7) Fundraising

- Holiday appeal
- Use photo of Xavier riding bike uphill barefoot
- 300-400 letters will go out
- Xavier and NOra/Q will write letters to those who have never donated to BFR
- Kyle to develop special letter to go to 5-10 people
- Thank people before you cash check. Kyle: "I'll be writing thank you notes like crazy"

Ideas from Rhonda:

- Contact Earth Balance to list BFR for corporate donations
- Find contact at Google
- Miragen
- Use INVST connections
- Hit up friend of Nora's mom who gave \$\$ (\$1,000?)

Other ideas:

- Use Facebook
- Tabling/handouts at BFR pickup sites
- Do own version of Colorado Gives Day (and get ready for Dec 2014)

Michael will contact friend at Rally Software and County Commissioner Elise Jones

8) Kyle-Hanna transitions

Both want to work in December

Compensation idea for Hana: Buy here a \$500 computer in lieu of salary

Get computer donated and also pay Hana \$500?

Michael: It is within budget to pay both in December?

Kyle: Yes

Meeting adjourned. December meeting date TBA.