North Star Farm Tour Board of Directors Meeting Minutes -- UNAPPROVED

MAY 9, 2021 -- 7:30-9 via Zoom

WELCOME: President Smith

A Quorum was present with Smith, Wustenberg, Wiegrefe & Pauley at 7:45 p.m.

Review of Policy 4.0 Norms resulted in a motion by Smith to add a statement that the norms are to be read aloud before each board and committee meeting and will remain a living document subject to frequent amendment. A mention of the new policy will be added to the ByLaws at the 2021 Annual Meeting to ensure that the culture of the organization is built around those active norms. Second by Wustenberg. Motion passed unanimously.

Smith reported that a letter of resignation was received from Pete Beurskens that he and his wife have decided to streamline their farm operation and end memberships in a number of organizations including NSFT. She thanked him for their participation over the past several years. The board seat will remain open at this time.

TREASURER REPORT: Wiegrefe

The Treasurer’s Report was reviewed (see attached). Motion by Wustenberg to approve treasurer report. Second by Pauley. Motion passed unanimously.

The update on SADG payments and commitment letters raised attention as only two emails have been received to date from Prairie Plum Farm and Berryhill Farm. It was discussed to reach out for high-touch conversations with other members to check in and talk about board initiatives that are designed to support their farm.

SECRETARY REPORT: Wustenberg

The Secretary’s minutes of 4-11-2021 was presented for approval. Motion by Pauley to approve. Second by Smith. Motion passed unanimously.

DEVELOPMENT COMMITTEE REPORT: Workman

The recent Website Survey results were reviewed by Workman in detail along with his interpretation of the data. There was a significant amount of “maybe” expressed by farmers about developing a farm site on the NSFT site as well as accessing Cost Share funds at MDA. Pauley will talk with website consultant Alison Cromie about model websites to help farmers envision possibilities and construct possible tiers of web page design with cost estimates.

Workman will open conversation with Enactus to create a business plan for our website and its revenue potential for NSFT.

PROMOTION COMMITTEE REPORT: Pauley

The NSFT Website Survey showed an appetite for the calendar and e-commerce features, but also hesitancy for in-person events yet this fall. Perhaps the e-commerce portal should be the priority over the calendar for 2021. During the three-to-five weeks of e-commerce construction Promotions will work on how to distinguish items available through our catalog from other similar items available elsewhere. By early fall it can be operational. A “low fidelity calendar” can be created for manual input of a limited number of events.

Motion by Wustenberg. Second by Smith. Passed unanimously.

The costs associated with the e-commerce construction should be about $3,500.

EDUCATION COMMITTEE REPORT: (Chair Vacancy)

● Sock Project update: Wiegrefe

To date 64 lbs of fiber have been pledged from members. Four members are not interested. Four need to make their intentions known. Bentz knows a source for potential fiber that could meet criteria for the project.

● UMASH update: For about six weeks there has been a list of possible projects with UMASH to be funded from the Emerging Issues part of their CDC Outreach Grant. Wustenberg moved that a conversation happen to ask if we can delay these collaborations into the fall of 2021 due to capacity concerns. Smith seconded. Motion passed unanimously.

● AG in the classroom update: Sue Knott wants to feature the Farm2Fashion project for a 5th Grade Curriculum on diversity. We are excited to accept involvement in this project.

EXECUTIVE COMMITTEE REPORT: Smith

● UMASH Webinar from 4.22.21: Wustenberg reported that a recent webinar with Dr. Michael Osterholm included his belief that the emergence of many variants in the Covid-19 novel coronavirus puts us “in the first four minutes of the first inning of this ballgame.” In other words, we are wise to hold firm against public events for the foreseeable future.

NEW BUSINESS: None

OLD BUSINESS : None

NEXT MEETING : June 13, 2021 7:30 p.m.

ADJOURN: 9:54 p.m. Smith Moved Adjournment

Respectfully Submitted,

Wendy Wustenberg, Secretary