North Star Farm Tour Board Meeting

June 13, 2021 7:30-9 pm via Zoom

WELCOME : President Smith welcomed Brett Pauley, Sue Wiegrefe, Jack Workman & Wendy Wustenberg and lead the monthly reading of the 2021 norms document.

TREASURER REPORT: Wiegrefe presented the Treasurer’s Report with a balance of $2, 780.62. Wustenberg moved, Pauley seconded approval. Passed unanimously. SADG payments have been distributed as commitment letters have been received. There are 8 outstanding memberships.

Regarding the membership status of Jack Workman, Wustenberg moved to extend a nonpaying membership to Jack for 2021 out of respect for his significant contributions of in-kind expertise at St. Thomas and entrust the Development Committee with recommending categories of membership for next year and beyond. Pauley seconded, motion passed unanimously.

SECRETARY REPORT: Wustenberg presented the secretary’s minutes of May 9, 2021.

There being no additions or corrections, Pauley moved, Wiegrefe seconded. Motion passed unanimously.

DEVELOPMENT COMMITTEE REPORT: Workman anticipates development of a revenue sheet for farms to predict the likelihood of return-on-investment.

PROMOTION COMMITTEE REPORT: Pauley reported that a hypothetical model of revenue and assumptions was prepared by Alison Cromie for the new website. There are many business decisions that attach to the building of an e-commerce portal. Weekly meetings will begin on a set schedule to ensure the work remains on schedule. The cost will be about $3500. A calendar with basic features (no reservations and payment) can be done cheaply.

The failed 2020 SADG Grant will be entered into Google Docs where it can be modified as decisions are made and ultimately submit to Brian Erickson at the MDA Cost-Share Program for review and, hopefully, approval. For the purpose of efficient conversation it was generally agreed that the Promotion Committee will function as a committee of the whole.

EDUCATION COMMITTEE REPORT:

Sock Project update: Wiegrefe reported that there were a number of opt-outs this year. Jessica Anderson is working on promotions, Wiegrefe is working on logistics of fiber processing, and currently we are 28 pounds of fiber short to be submitted to the mill with a call still to be made to Theresa Bentz. The Sock Committee is encouraged to think about how to promote the socks on the new website and develop a system for shipping.

NEW BUSINESS: There was no new business.

OLD BUSINESS: Wustenberg recommended a meeting with Jack Workman as a senior at University of St. Thomas to further our entrepreneurial work on business planning and consider how to best work with ENACTUS members. The board concurred but did not take action.

Pauley will create a message about the cancellation of the 2021 Farm Tour for the website to eliminate potential confusion.

NEXT MEETING: July 11, 2021 at 7:30 p.m.

ADJOURN at 9:44 p.m.