

BOARD OF DIRECTORS' MEETING MINUTES
Tuesday August 30, 2022
4:00-5:30 p.m.

ROLL CALL: The meeting began at 4:02 p.m. Those in attendance via Zoom were and Jeff Alm, Jason Whyte, Corey Reitz, Ana Hernandez, and Reid McGrath. There were no excused absences. Also present in a non-voting capacity were Sandra Blythe-Perry, Todd McPherson, Donna Wintz, and Allison Taggart

CONSENT AGENDA

A motion was made to approve the Consent Agenda by Jason Whyte and seconded by Ana Hernandez. Vote was unanimous by all Board Directors in attendance.

Interim President.....Jeff Alm
No report

Executive Director.....Sandra Blythe-Perry
See Report

Sandra reviewed the FY 2022-2023 Draft Budget with the Directors. After some discussion, a motion was made and seconded to accept Draft Budget.

A motion was made to accept FY 2022-2023 Draft Budget by Jason Whyte and seconded by Corey Reitz. Vote was unanimous by all Board Directors in attendance.

Treasurer.....Jeffrey Alm

A motion was made to accept July 2022 Financial Statement by Jason Whyte and seconded by Ana Hernandez. Vote was unanimous by all Board Directors in attendance.

Development and Marketing.....Todd McPherson
See Report

Todd McPherson and Donna Wintz met with Jordan Shuler with Community Boost regarding their digital marketing platform. Donna introduced Jordan. Jordan Shuler presented a proposal and strategy to grown IFCS’ reach to gain new donors using their digital marketing platform. Jordan outlined how a Google Ad Grant could benefit IFCS’ digital marketing approach. She discussed the marketing funnel Awareness (learning about IFCS), Engagement (email subscriber, social flow), Consideration (onboard), Investment (first donation) and Retention(repeat supporter, visionary donor). Google ad grants, \$10,000 per month, provides Awareness, does not necessarily bring donations. Jordan showed that there are over 50,000 searches for what IFCS does, and the organization is not showing up. Todd mentioned, How do we step out, take some risks, particularly for end of year giving? The cost would be \$1,950 per month for an initial 4 months, \$2,950 if we wanted to add Facebook ad spend, for optimization for ad testing, scaling, making them more effective. After much discussion, the Directors agreed to move forward with Community Boost.

Programs..... Allison Taggart
See Report

Allison presented today ideas moving forward for the IFCS Market. She mentioned the following questions, How do we build a sustainable Food Market? How much money do we spend on food, this year, next year and in the future? What does IFCS really need and what the donor buys? Donations and variety of donations not keeping up with the need, as a result, this is why we need to purchase food. Next year, we are budgeted to spend \$380,882 in food procurement \$176,882 cash purchase, \$118,320 in-kind government TEFAP, and other donations valued at \$85,000, free items. Because of limited grant funding, we need to move from serving 1,317 to 816 households per month, \$30,000 moving to \$14,000 per month. **The staff will need messaging as to why we will have to reduce number of visitors to IFCS, both in the budget and our capacity.** The proposal to match the budget is to move families to come once per month. At that usage rate, we would spend \$14,000 per month, a change from spending \$30,000 per month for 1,317 households, an average of spending of \$23 per household. To limit services is a big decision and we have to have a good reason. Reality is we will run out of food, as grant dollars are dramatically decreasing. Currently, 62%, the majority access services once per month. Proposed plan would be visits one per month or a compromised plan would be once per week, however, numbers don't add up to budget, spending \$27,000 per month.

Food Market Budget Comparison

DRAFT 2022-2023 PRODUCT PROCUREMENT			
Total	Purchased	In-Kind: Government Programs	In-Kind: Other
\$380,882	\$176,882	\$118,320	\$85,680

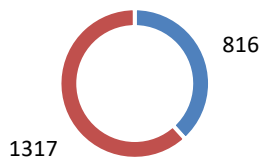
Purchased food is food sourced from companies that charge for the product.

In-Kind: Government Programs is TEFAP product.

In-Kind: Other Donated product from individuals, organizations, and producers as well as grocery rescue.

Visual Side-by-Side Comparison

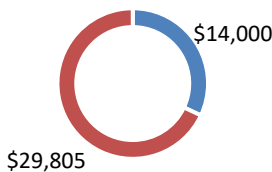
Proposed Monthly Usage
816 Households Monthly



- 2022-2023 Proposed Monthly Average
- 2021-2022 Monthly Average

**A reduction of 38%*

Proposed Monthly Budget
\$14,000 Purchased Food Monthly



- 2022-2023 Proposed Monthly Average
- 2021-2022 Monthly Average

**A reduction of 47%*

Marketed Message

In an effort to ensure all who have come to rely on IFCS' Free Food Market, the organization is limiting participation per household to once a week as a way to supplement foods purchased at grocery stores.



Current Operation Details

- Eligibility:
 - Self disclosed household demographics, benefits received and income.
- Service Area:
 - Anyone who travels to the IFCS Food Market or partnering organizations.
 - On average, 60% Arapahoe County and 40% City and County of Denver.
- Usage:
 - Unlimited usage limited to once a day and encouraged once a week or as needed.
 - On average, 62% visit 1x a month, 32% visit 2-4x a month, and 5% in excess of 5x
- Service Received:
 - Pre-assembled assortment of shelf-stable, meat, dairy and produce when available.
 - Limited client choice options; mainly produce.
- Budget:
 - Average monthly spending totaled \$29,805 for a five-month span of March – July 2022; \$357,000 yearly
 - This is an average of \$22 per household

Proposed Sustainability Plan Details

- Eligibility:
 - Self disclosed household demographics, benefits received and income.
- Service Area:
 - Anyone who travels to the IFCS Food Market or partnering organizations.
- Usage:
 - **Limited usage to once a month per household**
 - **A defined period, the first of every month through the last.**
- Service Received:
 - Pre-assembled assortment; Limited client choice options; mainly produce.
- Budget:
 - **Average monthly spending limited to \$14,000; yearly \$168,000**
 - **Average total for 62% of current households (816): \$17.15**

Proposed Compromise Plan Details

- Eligibility:
 - Self disclosed household demographics, benefits received and income.
- Service Area:
 - Anyone who travels to the IFCS Food Market or partnering organizations.
- Usage:
 - **Limited usage to once a week per household**
 - **A defined period, regardless of month, Monday 8:30 am – Friday 3:00 pm.**
- Service Received:
 - Pre-assembled assortment of shelf-stable, meat, dairy and produce when available.
 - Limited client choice options; mainly produce.
- Budget:
 - **Average monthly spending limited to \$27,421; yearly \$329,052**
 - **Average total for 92% of current households (1,277): \$21.47**

One suggestion to mitigate spending is limit visitors by geography, or based on number of times. Decision needs to be made in the next four months, as bulk of funding will end. The Directors will revisit these options at a future meeting.

Communications Report.....Donna Wintz
See Report

GENERAL ORDERS

The next Board of Directors Meeting is scheduled for September 27, 2022, at 4:00 pm.

ADJOURNMENT - Meeting was adjourned at 5:45 p.m.