

**BOARD OF DIRECTORS' MEETING MINUTES**  
*Tuesday November 15, 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, Corey Reitz, and Jason Whyte. There was an excused absence for Reid McGrath. Also present in a non-voting capacity were Sandra Blythe-Perry, Todd McPherson, and Allison Taggart.

**CONSENT AGENDA**

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

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

**Development/Marketing.....Todd McPherson**  
**See Report**

**Programs..... Allison Taggart**  
**See Report**

**Communications Report.....Donna Wintz**  
**See Report**

**Volunteer Coordinator.....Tara Magana**

**Treasurer.....Jeffrey Alm**  
 Jeff Alm reviewed October 2022 Financial Statements. The Directors had no questions regarding the October 2022 Financial Statements.

*A motion was made to accept October 2022 Financial Statements by Jason Whyte and seconded by Corey Reitz. Vote was unanimous by all Board Directors in attendance.*

**AGENDA DISCUSSION:**

• **Food Market Communication Plan**

Allison discussed with the directors communication thoughts, why change is needed due to decrease funding, for limited access scheduled to begin January 2023 to send to program participants. Adaptation to message will go out to donors and volunteers. Allison will send document to all directors to review. Please send comments to Sandra

**IFCS Food Market Communication Message |**

What is the change?

- Patrons of The Market at IFCS will be required to cut back on the number of visits to just once per month.
- IFCS will increase the amount and variety of grocery products each household receives.

### Why is the change needed?

- Over the past two years, we've transformed from an emergency food provider to a weekly supplier of groceries for those in need - an allotment of food from the pantry as a permanent item in many household budgets.
- The number of individuals seeking help continues to increase
- The types of products requested continue to include fresh produce, fresh dairy, frozen meat, and toiletries.
- Money granted to IFCS from local, state, and private supporters in 2023 will not cover the \$30,000 monthly cost to stock and operate The Market with unlimited availability to the community.
- Grant funding and monetary donations to purchase food are decreasing just as the need reaches an all-time high and product donation of items most needed have not kept pace.
- Pandemic aid allowed IFCS to serve all low-income earners and those on fixed budgets regardless of their residence and regardless of the number of visits to The Market.

### Who is going to be affected by the change?

- Market participants and neighboring hunger relief programs

### When will the change take effect?

- January 3, 2023
- We hope to look back at this decision as a temporary shift or pause while our advocacy efforts for returned levels of grant funding returned levels of monetary donor support and returned levels of direct aid to households has time to resonate and spark action.

### **Dear IFCS Market Participant:**

Beginning January 3, 2023, households will be limited to one visit per month for food, diapers, and toiletry items.

What once was a place for emergency food has become a weekly staple for many seeking affordable groceries. In the past two years, The Market at IFCS has supplied a growing average of 5,000 individuals monthly with fresh food at a cost of \$30,000 a month. Unfortunately, funding from grants, monetary support, and donations of fresh produce, fresh dairy, and frozen meat have not kept pace with the rising demand. The Market must place limits on the number of visits monthly to ensure adequate amounts of high-quality, nutrient foods remain available to our community in need.

Shoppers requesting additional food assistance will be given information to connect with local service providers. All who utilize The Market at IFCS will be encouraged to apply to the Supplemental Nutrition Assistance Program (SNAP). Those receiving SNAP will be encouraged to increase their benefit by shopping at participating Double Up Food Bucks program locations. If further emergency food assistance is needed, connections to neighboring pantries will be provided.

How can you help?

Ensure your household has applied to all applicable hunger relief programs. Be sure to spread the need for cash donations to purchase fresh foods to stock the market. Leverage your experience to bring awareness to the need for no-cost food options in our community.

- **Community Boost – Digital Marketing Updates**

- Community Boost has set a donation bar that shows on the IFCS website. Some really great features have been setup, with more participants signing up for emails. Google Ads campaign will be launched shortly. Review 1<sup>st</sup> Transition Meeting.

- **Video Part**

1: <https://drive.google.com/file/d/1JulFrwz9bSgoJvxmSg20wxAx0JwFQexP/view?usp=sharing>

- **Video Part**

2: <https://drive.google.com/file/d/1sJQxHEvh7gS2O4Y0P5xvAbROfAwsHTIG/view?usp=sharing>

- **Media contact discussion**

- Donna Wintz gave an overview of the year-end Community Update that to help with year-end fundraising, emphasizing that IFCS is at a Critical Crossroads - Call for donations <https://heyzine.com/flip-book/616ce05a4b.html>
- Donna mentioned she would like the Boards help to partnering with some news media that would sponsor a day or weekend, or segment of news, promoting IFCS. Providing fact sheet about the need of the Food Market. If Directors know anyone in media to get word out so that IFCS could get more coverage.

- **Nibbles & Sips Event- Sponsorships and Procurement**

Todd McPherson mentioned that everyone knows someone that could possibly help us with Nibbles & Sips. Suggestions from Todd include getting corporate season tickets, connections to customers. Todd continues to recruit food and wine vendors. We are always hoping that those who commit does not backout prior to event.

- **Nibbles & Sips Event – 5 Items**

Todd McPherson reviewed form for director to list procurement options for Nibbles & Sips. These are suggestions how people can help. Please send people to me if they have further questions.

**2023 Nibbles and Sips Procurement Tally Sheet sand Prospect List**

Goal to Acquire Five Items from the below categories, referrals to Todd that secure items)

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| <ul style="list-style-type: none"> <li>● Invite and get Individuals and Couples to purchase tickets</li> <li>○</li> <li>○</li> <li>○</li> <li>○</li> <li>○</li> </ul> | <ul style="list-style-type: none"> <li>● Silent and Live Auction items</li> <li>○</li> <li>○</li> <li>○</li> <li>○</li> <li>○</li> </ul> |
| <ul style="list-style-type: none"> <li>● Sponsor or Table Solicitation</li> <li>○</li> <li>○</li> <li>○</li> <li>○</li> </ul>   | <ul style="list-style-type: none"> <li>● Restaurant Sample Vendor Referral</li> <li>○</li> <li>○</li> <li>○</li> </ul>                   |
| <ul style="list-style-type: none"> <li>● Balloon Items (\$25+ value)</li> <li>○</li> <li>○</li> </ul>   | <ul style="list-style-type: none"> <li>○</li> <li>○</li> </ul>   |

- **Board Thank You Calls**

Todd McPherson reviewed spreadsheet of donor names and sample script for making phone calls, ideas to spur callers on, or sample email if you are not able to connect with caller. Todd asked directors to please make any notes to share from your conversations. Sandra suggested if calls are made before year-end Community Update hits mails boxes, just after Thanksgiving, the reception to phone calls are positive and may increase Colorado Gives Day, December 6, 2022, donations.

***GENERAL ORDERS***

The next Board of Directors Meeting is scheduled for January 24, 2023.

**ADJOURNMENT** - Meeting was adjourned at 5:05 p.m.