

All Things Local Working Group Draft Minutes

Amethyst Farm
September 20, 2012

Attending: John White, Bernard Brennan, Tina Clarke, and John Gerber (recording).
Regrets from Michelle Parrish and Robin Luberoff who could not attend.

- A. The meeting began at 7:15pm by building an agenda.
- Tina's report on Bylaws
 - Tina's update on a conversation with M. Docter
 - John W's Watrobas follow up
 - John W's survey project
 - All Things Community event plans
 - Outreach stuff
 - Direction and next steps
- B. Tina reported that Robin will work on the bylaws based on prototypes provided by someone Tina knows. We should also look at the bylaws from local cooperatives.
- C. Tina met with Michael Docter who is very interested in cooperating with ATL. We need a location and a business plan by November 5 if we want to invite the winter market (which currently pays \$440/month) into ATL. Tina suggested that we just need to open a store quickly.
- D. John W. connected with Martha at Watrobas who is reluctant to rent for less than a year and has not been helpful in providing information we require. They are also considering creating a convenience store at this location.
- E. John W. reported that the survey will be ready to go out in a week or so. John asked who is on the list of producers and marketers that will receive the survey. We need to look at the list. John G. will ask Jeremy and Emily to share with us the lists.
- F. *All Things Community* is scheduled for October 13. During the Open Space format, everyone will have the opportunity to create action groups around anything that interests them. Bernard and perhaps others will speak on All Things Local at the event.
- G. Tina reported on several outreach efforts. She has been talking about three ideas:
- Neighborhood house parties after October 13
 - Farm parties in the future
 - Outreach to organizations in town
- Tina offered to draft a set of talking points for us to do outreach.
- H. Next steps discussion
1. John W. said we should develop a business plan before we do anything else including
 2. Bernard said he would be a better outreach person once there is "something to join"
 3. John T. agreed that a realistic time frame needs to be discussed and agreed upon

4. Tina suggested that the attitude with which we approach this project should be more organic and open to creativity rather than one of control.
5. Tina asked that we work on a business plan. We need to:
 - Decide what it means to be a member
 - We need to get members
 - We need to rent a building
 - We need to do it!
6. John W. would like to be cautious and develop a business plan before we do a lot of outreach. Tina agreed that we need to get started. The first step is to develop a business plan. Bernard asked if there are other components of the strategic planning process that are missing. John T. felt that creating a business plan is a necessary step. Bernard felt that we need a business plan as a tool to allow us to interact with the people and organizations that use this as their language.
7. Tina asked for the components of a business plan. Here are a few:
 - Market analysis
 - Organizational description
 - Organization and management
 - Marketing plan
 - Service or product line
 - Financial projections
8. John W. and John T. will meet with John Waite to begin working on a business plan.
9. John T. asked about location. John W. wondered if there was a possibility of cooperating with the River Valley Market and finding space together.
10. John T. volunteered to contact Phil Sweeney.
11. A conversation followed about other locations. The question arose about going beyond Amherst. This question was not answered.
12. John T. wondered again when we would like to open. Bernard hopes for 6 months to a year. Others agreed that we need to be opportunistic.

Action Items (to do)

1. John T. will contact Phil Sweeney
2. Jeremy will provide a list of farmers for the survey
3. Michelle will provide a list of crafters for the survey
4. Tina will provide Michelle with additional crafter addresses from Franklin County
5. Michelle will explore the term "cottage food"
6. Tina will contact Jessica to see if LR has a producer contract form
7. John G. will recreate the LR documents for ATL including the changes we approved
8. John T. and John W. will begin working on business plan
9. Bernard will talk with Gordie Thorne
10. Tina will draft a membership brochure

The meeting adjourned with a sense of accomplishment at 9:03pm.

The next meeting is scheduled for Thursday,
October 4 at 7:00pm.