

Alfalfa House Members Council Meeting - minutes

Date: 24 October 2017

Time: 7pm

Location: Meeting Space, 8-10 Brown Street, Newtown

Facilitator: Katherine Lustig

Minutes: Matt McMillan

Timekeeper: David Winterton

Meeting opened at: 7:06pm

Acknowledgement of Country: Before we begin the meeting, I would like to acknowledge and pay respect to the traditional owners, both past and present, of the land we occupy and upon which we meet — the Gadigal people of the Eora Nation. It is also upon their ancestral lands that Alfalfa House is built.

1. Attendance and Apologies

Attendance: Katherine Lustig, Jonny Green, Matt McMillan, David Winterton, Catherine O'Keefe, Maurice Cabrera, Susan Thi Lan Phong Hu, Stevie Bee

Apologies: Renata Field, Bruce Diekman, Julia Gove, Yue Ajioka, Lucy Williams Moore, Janne King

Absent:

2. Approval of Agenda

That the agenda be approved.

Moved: Jonny Green. Seconded: Catherine O'keefe. Carried by consensus.

3. Consent Agenda

3.1. Adoption of Previous Minutes

That the minutes of the September 2017 meeting be adopted.

3.2. New Members and Cancellations

That members with the following membership numbers: 12559 to 12627 with 3 skipped/blank records (12567, 12595, 12602) be accepted as new members.

That members with the following membership numbers be cancelled: 1560, 2898, 3169, 3270, 3375, 3523, 3898, 4321, 4706, 4787, 4866, 5212, 5222, 5240, 5241, 5886, 5888, 5967, 6339, 6472, 6587, 6968, 7189, 7549, 7651, 8111, 8293, 8308, 8340, 8385, 8402, 8403, 8525, 8702, 8773, 8792, 8836, 8978, 9029, 9092, 9179, 9195, 9311, 9416, 9449, 9627, 9732, 9859, 10099, 10202, 10213, 10244, 10275, 10289, 10306, 10316, 10328, 10342, 10383, 10450, 10474, 10505, 10522, 10541, 10610, 10617, 10664, 10713, 10719, 10774, 10786, 10838, 10851, 10876, 10888, 10906, 10907, 10913, 10915, 10916, 10923, 10931, 10938, 10940, 10942, 10946, 10949, 10958, 10959, 10965

3.3. Out-of-session Decisions/Proposals

That the AGM take place on Sunday 19th November 2017, from 6:30pm, at Seaview Street Hall, 107 Crystal St, Petersham.

That the resignation of Victoria Taylor from the Members' Council be accepted.

3.4. Reports from Working Groups

3.4.1. Governance

NIL

3.4.2. Premises Solutions, Shop Development and Affordability

NIL

3.4.3. Sustainability

NIL

3.4.4. Volunteer Engagement

NIL

3.4.5. Community Outreach

NIL

3.4.6. Staff Liaison

NIL

3.4.7. Marketing

Susie Hollott has resigned from convenor of the MWG. A replacement is being sought out from the existing MWG working group.

Fanny Ronkainen joined the MWG in September and recently attended a workshop with Google for Not-for-profits. Below is a summary of the workshop:

Here are a few key-points from the seminar yesterday (16 Oct):

- With Ad grants the organisation gets up to \$10,000 (USD) to use for ads per month
- For the ads to work as effectively as they can it's important that they're structured well, with a clear goal, a relevant page that they land on when they click on the link/ad, relevant keywords etc. It's not only about the money you put in that will determine how well placed your ad is!
- Adwords (google ads) could for us, AH, be structured in different campaigns such as: Volunteering, Groceries and Produce and under-groups could be Volunteering-Gardening, Groceries-Skin care, Produce-Organic fresh produce. These are then turned into ads which means it's very targeted and will have its on set of keywords to attract different people for different product/services.
- You can target the ad to get different outcomes such as, increased; foot traffic, website clicks, sign ups to volunteering, phone calls to the shop etc.

- YouTube is the 2nd biggest search engine after google. You can also have ads as an overlay on youtube videos!
- YouTube videos should be under 2.34min and be; relatable, consistent, trendy (if possible), educational, entertaining however maybe not all at once, focus them!

- G suite is great to use for storing and collecting data (ex. via google drive or forms, which we're already using a bit), everyone in the organisation can have their email under G suite and can also chat to each other in the chat function,
- Other tools we could make use of: Google maps, making sure the opening hours, ph # etc is up to date

- For the ads to work it takes practice and consistency, just like physical training ;)

Next thing I'll do is:

- Think about how we can structure social media and marketing in a better way
- Contact people to see who wants to be involved/who is doing what
- Setting us up with Ad grants!!

3.4.8. Website

NIL

3.5. Staffing (appointments and resignations)

That Alfalfa House accept the resignations of Lucy Williams Moore (last day 17 November) and Julia Gove (last day 21 October). Julia will continue as a casual staff member.

3.6. Deferred Matters / Business Arising

Item	When expected	Status
Catherine: Provide contact details to Maurice for Bass Floors		Closed
Maurice: Confirm with FTD if there will be shelf space for groceries to be put at the till to make checkout easier.	This was included in the Shop Development proposal presented at Aug MC	Closed
Maurice: Ensure that freezer running costs are included in the costed proposal.	This was included in the Shop Development proposal presented at Aug MC	Closed
Marketing Working Group: Present alternative sign wording to MC for approval.		Closed
Victoria: Investigate specific case of member organisation which has a single membership number used by multiple staff for shopping.		Email to MC - 26.9.17. Proposed - checking numbers on membership number, then no further action
Community Outreach Working Group: Review opportunity to bring in an organisational membership / subscription fee for corporates and not-for-profits, and bring a proposal back to MC.		Open

Maurice will work with Catherine, Jonny and Finance working group to add details to Shop Strategy document. VWG will add the detail to the volunteer engagement strategy.	Catherine, Jonny and Maurice met on 16 Oct and agreed the next steps on the Shop Strategy process.	In progress
Vanessa to get figures on the return on shelf space to Catherine (Shop Development).	Vanessa working on providing shelf space comparison	In-progress
Katherine: Collate a set of questions for Shop Development		Open

3.7. Purchasing Policy (Catherine)

Proposal: That Alfalfa House adopts the [Purchasing Policy](#).

That the Consent Agenda Items be approved.

Moved: Matt McMillan. Seconded: David Winterton. Carried by consensus.

4. Finance

September 2017 Treasurer's Report

https://drive.google.com/open?id=1J3PcodrGvG9BkkKpEfxw2R9i9kPE0iSOaYO_hM4hE4

September 2017 Dashboard

<https://drive.google.com/open?id=0B2CzrZkqx6HpMy1VczRxOE1BazA>

Proposal: The FWG is recommending that we stop our investigation into the approximately \$20K of unidentified losses incurred during the period of April 2014 through June 2015 (and accumulated in the balance sheet in the line item: Clearing Account - Cash), subject to a final consultation with our solicitor.

Moved: Jonathan Green. Seconded: Katherine Lustig. Carried by consensus.

5. Manager's Report

[Manager's report](#)

Going forward, Workplace Health and Safety incident reports won't be part of the Manager's Report, but as a separate item in the MC meeting agenda.

6. Workplace Health and Safety

See Manager's Report for the WHS report this month.

Katherine noted that there was another incident of something being broken in the shop. MC's feeling is that they would like to see staff responding more urgently to incidents.

Maurice advised he would be conducting a full review of OH&S.

Catherine asked if someone breaks something, who pays for it?

Maurice advised that, in most cases, the customer offers to pay for it. But with every incident, it comes down to judgment.

Stevie said there should be a sign that says, "Breakages must be paid for."

Johnny quoted from the Breakages and Spills policy: A sign with the words 'Alfalfa House appreciates any donation for any spills and breakages.' is to be placed prominently in the shop. ... When a spill or breakage occurs, the value of the item at cost price is to be entered as stock loss. If a spill is caused by a shopper, Alfalfa House has no expectation that they will pay for the stock loss. However, if a shopper offers to make a payment for the stock loss, it is to be gratefully accepted and entered as part of the shopper's invoice.

Katherine noted that the description in the Manager's Report of the WHS incident in which she was involved was not accurate. In particular, it did not mention that there was broken glass mixed up with honey on the floor for half an hour, nor that there was broken glass left in the sink, making the incident appear less concerning than it really was.

7. Financial Statement

Proposal: That the [Financial Statement](#) for the year 2016-17 be approved.

Amended proposal: That the Financial Statement for the year 2016-17 be approved, pending addition of a note to the expense line item showing that \$4,500 was spent from a grant received in the FY 2015-16.

Amended proposal moved: Jonathan Green. Seconded: Matt McMillan. Carried by consensus.

8. Not-For-Profit Self Assessment (Matt)

Proposal: That the [Self-governance checklist for not-for-profit organisations](#), completed by the Finance WG, be signed and executed.

Matt will bring a hard copy of the completed checklist, to be signed by the MC, and subsequently held on the organisation's premises.

Maurice advised it would be sorted with a new POS.

Action items from the checklist "Planned actions" in the document's summary:

ACTION ITEM: Review office-holder handover checklist.

ACTION ITEM: Review possibly installing video recording of cash handling areas.

ACTION ITEM: Implement a policy of not self checking out.

Moved: Matt McMillan. Seconded: Catherine O'Keefe. Carried by consensus.

9. Food Grant

That the food grant application from Angel Street Permaculture be approved.

<https://docs.google.com/spreadsheets/d/1dlaReQKQbj4V-QpT92neDcAcLthVcrdQktTBLg54-Y/edit#gid=0>

Moved: Jonathan Green. Seconded: Catherine O'Keefe. Carried by consensus.

Meeting closed at: 8:52pm

Post-meeting check-in

Next meeting date: 28 November 2017