



2020 Annual Meeting Q&A

Questions Submitted Prior to Meeting

- *Question: Does HFC have a potential location for the store?*
 - Answer: No, we are still assessing the characteristics and optimal location for our store. The market study will provide much needed insight on the characteristics of a potential location. Once we have more information the siting committee will begin working on this item.
- *Does the Board coordinate with the City of Hillsboro?*
 - Yes, we've met with the City's economic development group, however we would like to build an even stronger relationship with the City as local government is an important resource for the Co-op's continued development. We intend to integrate relationship-building with City leadership into our volunteer program, and welcome any new volunteers interested in helping out in this way.
- *Where is HFC on FCI's road map leading towards opening day?*
 - We're continuing our business operations, executing the market study and continuing to build the ownership base.
- *What is the status of the Market Study?*
 - The market study is underway right now. We're in progress with the vendor who will be looking for a safe time to come out to Oregon to do the field work.
- *What is the status of the Feasibility Study?*
 - The preliminary feasibility study has been created, but we need more information and refinement. Any volunteers with relevant experience would be really especially helpful in moving this analysis further.
- *When will we hire staff?*
 - We will hire staff once we've selected a location. The general manager will be the first position we hire onto payroll for the business.
- *Who manages our social media presence and strategy?*
 - Outreach Team members Karen and Molly both help with our social media strategy. From coming up with our messages to posting them on facebook and distributing our newsletter, a strong social media presence is key to building our ownership base.
- *Can you provide a detailed timeline for opening?*

- It's hard to provide a detailed timeline to opening because it's dependent on the number of owners who join and the rate at which they join. Our goal right now is to continue building the ownership and working on the next steps in our development plan.
- *Will there be food collection and donation of leftover produce?*
 - This is a great idea! Our general manager will help us develop processes like these once the store is operating. Sustainability and conservation are core values for our food coop.
- *Will HFC carry bulk items and owner discounts on bulk essentials?*
 - Bulk is something for which the whole Co-op team is excited! Although we don't have specific details about bulk food items, we hope to offer these at discounts similar to those offered by other cooperative food stores.

Questions/Comments Submitted During Meeting

- *Great to hear the success with Katie. How do we leverage what she did, what we learned to be able to catalyze member growth going forward?*
 - We have recently engaged with Katie on a hiring plan for an Outreach Coordinator and we intend to use her expertise to help train the new Outreach Coordinator.
- *Who did you hire to do a market study?*
 - G2G Research Group
- *Is there a possibility of having a small flyer (not the brochure) added to the packaging when someone buys something at the market? So, interested vendors could pass them out.*
 - We would have to ask the market manager, it's a great idea that we can bring to the Outreach Team. We have received a grant from TSWCD - the TWIG grant - which gives us \$750 to allocate towards an outreach flyer that has a focus on conservation which could be used in some capacity at the farmers' market.
- *Is there an update on potential locations once we launch? Is Block 67 a potential option, any change in their interest in including us there?*
 - We currently do not have a location tWe are hoping for some more information on the best location from the results of the market study. We still maintain the intention and hope to be located within one mile of the city center. The Block 67 project is at a "reset" point right now as they are switching contractors. We like this location and have

highlighted it as a potential site. We will continue to monitor the process of the Block 67 project as things develop.

- *Have you hired/selected a broker? There is a member-owner interested in volunteering her time. Will you be filling the VP position?*
 - Paul had started engaging the regional brokers, but didn't find a great fit. Once formed, the Site Selection Committee will take on the task of finding a broker.
 - Once we on-board the new directors, we may reshuffle some of the board positions to give others opportunities to have different roles and we do hope to refill the Vice President position.
- *There are open source and free CRMs, although there would likely still be hosting costs. a quick google search found civicrm.org (as an example)*
 - CRM stands for Client Relationship Management software.
 - We have been looking at options like Zoho
 - We would like a CRM that interacts with Mail Chimp and our current google sheet of owners/customer base.
- *Tim Orling: Remind us how to get a yard sign.*
 - We send out a survey periodically about getting yard signs.
 - Email info@hillsborofood.coop to ask for a sign. The cost to HFC is \$10 a sign.
- *How many people voted? And how does that compare to previous years? Was it up with online voting? And do you intend to keep that option in the future?*
 - We received 101 votes this election cycle three times more than the previous year. We will definitely consider using online voting moving forward for easy voting and participation.

Open Q&A

- Merchandise
- Mary thanking everyone on the board - thanks for the Astoria Coop update, is there a way to meet with those board members and discuss their successes/failures and learn from them? Thanks for the Hillsboro Market drive-through and having Co-op items, having people there (dressed up with signs) but could we have volunteers there thanking everyone/being present at the market? Plus 1 thought of the owners, would it be possible to relaunch the +1 for 2021, who can the owners invite to add significant numbers?
 - Astoria Board Chair - Matt, been in contact
 - Silverton Board contact as well.
- Tim: Shout out to Azure Standard for having an HFC drop!

- Dale: Yard signs have been the number one thing that have brought people to the booth! Tim: Continue early campaigns (brochures)