

HFC Board of Directors' Quarterly Owner Update

First Quarter 2021 (January - March)



648 member-owners strong!

Last Quarter's Board Progress.

- The contract with our Outreach & Volunteer coordinator, Roberta Sommer, was renewed for another six months. Roberta's first six months included an onboarding process followed by work that led to a large influx of volunteers and a successful fundraiser season.
- 32 owners registered and attended our virtual Market Study Information Sessions which allowed us to share information and answer questions about our recently completed market study.

Key Next Step Initiatives

- **2021 Annual Meeting and Elections.** Thank you to everyone who applied to join the board! We are excited about the enthusiasm of our board applicants, and it is a pleasure for us to introduce them to you in our Voter's Guide! We are continuing work planning for the Annual Meeting and election. If you have not yet received an email with the Voter's Guide and a link to register for Annual Meeting, please email info@hillsborofood.coop.
- **Onboarding new board members.** We anticipate having a number of new faces on the board after elections, and we look forward to getting to know them and connecting them to projects that will move HFC forward to opening day.

Message from the Board President

Our business has continued to grow throughout the pandemic. This can be seen not only through ownership growth trends which have continued to be steady, but also with our business' organizational capacity. Volunteer recruitment has been steadily growing since contracting Roberta, our Volunteer and Outreach Coordinator. We're optimistic that our business strategy to use a paid coordinator will provide even more returns this summer with in-person markets and new volunteer expertise.

I'm excited at the prospect of potentially adding several new board members. There are five candidates the board is recommending for election at our annual meeting in May, and they will add fresh energy to the board. We have two board members, Kimberly Culbertson and Sarah Nachtigal, who will be leaving the board this year at the end of their term. The volunteer time and support from these board members has been great, and we will miss them both!

I want to close out my message this month by recognizing our local producers as well. These folks continue the tradition of crafting, producing and growing things for our community. Spring is a great time to sign up for CSA programs, and other up-front investment models to help them create a predictable source of income. As HFC grows, I hope we get the opportunity to collaborate more with these partners, and can't wait for the day to feature their goods on our store shelves.

Stay safe and thank you for being part of our small business,

A handwritten signature in blue ink, appearing to read 'Brandon Iwasaki', with a long horizontal flourish extending to the right.

Brandon Iwasaki
Board of Directors, President