

# HFC Board of Directors' Quarterly Owner Update

Second Quarter 2019 (April - June)



461 member-owners strong!

## Last quarter's Board progress

- In April, the Board's planning and work during the first quarter culminated in our 5th Annual Member-Owner Meeting. Content for the meeting included an update on 2018 business progress, financial update, and Board of Directors election.
- The Board hired a consultant to provide membership growth expertise to the Outreach Team. Working with the consultant helped the Outreach Team create plans focused on creating a more effective marketing approach and strategy to partner with local small businesses. Keep an eye out for the first promotion launch in July.
- The Board is reviewing grant alternatives and preparing federal approvals to ensure HFC's eligibility as new grants become available. We see a wide range of grants fitting the current investment needs of the coop for projects such as the market study, financial planning support, and business development.
- The Board enhanced it's community support by laying the groundwork for partnering opportunities with leaders of the Tualatin Valley Soil and Water Conservation District. Keep an eye out for joint tabling events and other overlapping activities with our conservation district.

## Key next step initiatives

- ***A Business Directory and new owner incentives*** that features partnering businesses supports our local economy while driving continued membership growth.
- ***Recruiting a volunteer coordinator*** to help manage and grow our currently small team of volunteers. Volunteers are a crucial piece in powering the growth of HFC until we are able to hire employees. We are seeking an experienced volunteer coordinator who can help manage and allocate critical volunteer resources where and when they are needed most.
- ***Continue funding Outreach Team initiatives*** to boost owner growth and engage our existing ownership base. Every new owner moves us forward on the development timeline, culminating with the store opening. Owner equity provides our business with much needed productive capital. Engaging our ownership base is important to help communicate the status of our business and keep owners personally invested in the development process.

## Message from the Board president

Another productive quarter has helped grow our business, define our near-term road map steps and reach new audiences. One of the themes in our current stage of business development focuses on developing internal readiness and organizational capacity (discussed further in the [FCI guide](#)). As a member of a volunteer-run organization, I find it challenging to collaborate on an intermittent basis while attempting to sustain progress on the multitude of revolving tasks.

By using web based tools to manage projects, documents, and communication we've created modern systems that help to ease collaboration and project tracking. These tools create value for the coop by creating efficiency for our teams. As our volunteer base has grown, we've confronted new sets of challenges -- such as delegating workloads across different teams and task forces. Our progress in addressing these challenges has been significant, but there is room for us to progress further.

As an example, one of the projects we're currently working on will enhance existing marketing systems with guidance from an experienced start-up board member who took [Green Top Grocery](#) to opening. Using sophisticated marketing approaches and expert guidance will help us better define our target audiences and employ strategies to convert them into owners. Bringing this expert strategy to our business will help our organizational capacity and better equip HFC for long-term success. In coming quarters, you can expect investments like this will be a point of emphasis of our Board group.

Thank you for being part of our small business,



Brandon Iwasaki  
Board of Directors, President