

# HFC Board of Directors' Quarterly Owner Update

Second Quarter 2020 (April - June)



583 member-owners strong!

## Last Quarter's Board Progress

- Despite complications due to COVID-19, the Board conducted a successful, well-attended annual meeting and elections.
- The Board in coordination with the Outreach Team launched a search for an Outreach and Volunteer Coordinator. By working with a contractor who dedicates their skills to HFC, we anticipate increased owner growth and work completed as we grow our team of volunteers.
- The Market Study was concluded by the Contractor during the second quarter, amidst the current global pandemic. Analysis revealed positive news for our business. Additional next steps regarding the Market Study are provided below. Please note that the Board is following Market Study [messaging best practice guidance provided by FCI](#).
- At the May board meeting, the Board welcomed three new members: Jennifer Lundman, Shaun Starr, and Molly Winslow Hanson. You can learn more about all of the board members at [our website](#).

## Key Next Step Initiatives

- **Market Study messaging event.** Within the third calendar quarter, the Board will share the results of the Market Study to the ownership base. The forum and specific date for sharing this information has yet to be determined. Keep an eye out for more details on this via email.
- **Onboard Outreach and Volunteer Coordinator.** The Board of Directors went through an interview and hiring process for the coordinator. Welcome to the team, Roberta Sommer! We will be beginning an onboarding process soon and get her off and running during the next quarter.

## Message from the Board President

The second quarter presented our business with new challenges and opportunities, while navigating the COVID-19 pandemic. We've been able to move many of our interactions and meetings to a digital format. For many, like myself, this forum is only a partial replacement from the face-to-face interactions. We sorely missed our presence at the Hillsboro Farmers Market and are glad that the pedestrian option reopened in June. The market serves as an important outreach space for our brand and meeting shoppers that tend to share similar values to a cooperative grocery store like ours.

I also want to highlight the message from HFC on our businesses Pursuit of Justice. The statement was a part of our last newsletter. If you haven't had the chance to read it yet, I strongly encourage you to find it in your email. There is a strong nexus between this pursuit and the Seven Cooperative Principles.

As we continue through the next quarter, and the many unknowns facing our society, we hope you agree with the importance of food cooperatives in the context of these major society and world issues. Getting involved as a HFC volunteer is a great way to show support and contribute to improving these issues within our community.

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