

# HFC Board of Directors' Quarterly Owner Update

Third Quarter 2021 (July - September)



**745 member-owners strong!**

## Last Quarter's Board Progress.

- In August, The students in the Portland State University MBA capstone program presented their work to members of the Board. The board found several good suggestions and takeaways in the presentation that will be helpful to implement in the Co-op business plan, such as suggestions for more targeted marketing along with embracing "local" as a key concept of the Co-op as both a mission and marketing message.
- The Site Selection committee has been meeting regularly and have been establishing a committee charter that will guide the work they are doing. The committee has begun drafting site selection criteria and have begun preliminary identification of several potential sites.
- Thanks to efforts from our Outreach Team, our ownership numbers grew by over 70 owners during this past quarter. This was largely due to our record-breaking growth of 49 owners in one month during our Sizzling Summer Promotion. Continued growth is key to having the strong owner base needed to ensure success during the upcoming capital campaign.

## Key Next Step Initiatives

- **Capital Campaign Committee.** New volunteers and participants on the board are nearly ready to assemble our strategy for a capital campaign. Interested volunteers should contact Roberta at [volunteers@hillsborofood.coop](mailto:volunteers@hillsborofood.coop).

## Message from a Board Member

Greetings! I'm happy to have now spent almost five months serving on the board. I have really enjoyed working with this group of awesome folks. I've also had the chance to meet several energetic volunteers. I am impressed by the passion everyone brings to making the opening of our Co-op a reality. I would like to take this opportunity to give a special thank you to the Outreach Team for their time and dedication in making the Sizzling Summer Promotion such a success, and for implementing the new "Owner Sponsorship" program! Current HFC members can now provide sponsorship funds that will be used to offset the cost of membership for anyone who wishes to become a HFC member but finds the equity share price to be a barrier. You can find the "Become a Sponsor" button on the HFC website under the new "For Owners" tab.

I hope you have been enjoying the final weeks of the harvest season and taking full advantage of the bountiful supply of fresh, local produce. As we near the end of farmers' market season, it might be a great time to remind friends and acquaintances that haven't yet become Co-op owners that one important aspect of the Co-op will be the opportunity to purchase local, fresh produce year-round.

As the days grow shorter and colder, I hope you will find time to gather with loved ones to share warm meals, and as we enter the season of giving, to remember those less fortunate and to give where you can.

Jennifer Hardacker  
Board of Directors