

Willowsford Conservancy
Meeting of the Board of Trustees
January 19, 2017

Attending: Richard Dibella, Stanley Settle, Mark Trostle, Stacey Kessinger, Kelly Hernandez, Trustees, Iris Gestram, Executive Director, Mike Snow, Director of Farm Operations

- Call to Order
 - Call to order at 5:06 pm
- Approval of Agenda
 - Mark Trostle requested to add the NOVEC easement North of Grassland Grove to the agenda
- Minutes (November 15, 2016)
 - Mark Trostle moved to approve the minutes from November 15, 2016. Motion passed 5-0
- Reports
 - Iris reported that the Conservancy hired a Conservancy Ranger III, Mark Ahlijanian, effective January 16, 2017
 - Iris provided a Deer Management Program update; 25 deer have been taken to date. It was noted that there is a greater success rate when firearms are used. The deer management task force will review the past season and make recommendations for the upcoming season.
 - Iris reported that the Conservancy budget was approved by written consent on 12-20-16.
 - i. Per Kelly's request, Mike Snow explained the difference between farm operating expenses and production expenses
 - Mark reported that amendments to the governing documents were adopted by the board by written resolution, on 12-8-16.
- Farm Business
 - The board discussed the Grant Farm infrastructure plan as it relates to farm operations:
 - i. The Grant Farm infrastructure needed, the timing, location and budget surrounding it: Farm Market, Tractor and Packing Sheds, and Farm Housing
 - ii. The Board discussed the concept behind the planned farm livestock operation in The Greens and the need for the additional farm housing.
 - iii. The board discussed the market analysis proposal for the Grant Farm Market, the reason for its need in order to create a viable and profitable farm market, and the logistics for location and completion.

- iv. The board discussed the planned farm house and additional buildings for the Grant, the design concept, and utilities and expenses that relate to them.
 - The board discussed the profitability point for the farm and the infrastructure needed to support that goal and how it relates to the current farm infrastructure. Mike addressed questions regarding the capital expenditures needed to support the farm's profitability.
 - The Board discussed the market research proposal and the scope of the work offered as it relates to the Grant Farm Market and the current Grange Market. The board recommended that the farm ask for specific deliverables and additional focus groups included in the price.
 - Mark Trostle moved to approve the market research proposal based on the above referenced discussion. Motion passed 5-0.
- Conservancy 2017 Business Plan
 - The board discussed the business plan.
 - The board discussed the timing of the Conservancy branding and website creation in conjunction with the timing of an annual meeting.
 - The board discussed the growth for the Conservancy and how it relates to community growth along with the Conservancy's desire to create additional partnerships with non-profits to help support the breadth of programming in the future.
 - The board discussed holding an annual meeting, include the purpose, date, location(s) and agenda for the meeting(s). Rick suggested that Iris provide a draft agenda to the board either at the next meeting or via email to focus on the branding and the Conservancy's vision for the community.
 - The board requested a three-year budget projection to include the income stream, expenses, and net income. Iris will share a greater level of detail on the 2017 budget with new trustee Kelly Hernandez prior to the next meeting.
 - Mark Trostle moved to approve the business plan as presented with the understanding that additional detail will be provided. Motion passed 5-0.
- Other
 - The board discussed the proposed NOVEC easement in the Greens along Lightridge Farm Road for the proposed compensation of \$16,500.
 - Stan made a motion to grant a standard easement with NOVEC per their agreement. Motion passes 4-0-1.
- Next Meeting Date
 - March 16, 2017, 5:00-6:30 pm
- Meeting adjourned at 7:06pm