

Board of Directors  
October 14-15, 2016  
Bethany UMC

Present: Randy Beardsworth, Andrew Benjamin, Ken Bradford, Wallace Bruce, Harriet Bryan, Kyle Bullock, Cooper Davidson, Tom Green, Steve Jennings, Bill Moore, Joyce Moorman, David Moseley, Steve Nailor, Barbara Perrone, Ida Powell, Hughey Reynolds, Robert Spencer, Cliff Steger, Ann Vest

Absent: Rev. Scott Davis, Hasbrouck Hughes, Bill Kuecker, Julie Taylor

Staff Present: Kassie Berger, D'Lynn Burgess, Stella Carson, Mike Hickcox, Jeannie Hunter, Lynette Johnson, Debbie Jones, Marian Kelly, Kelsey King, Bill Leach, Andy Lemmon, Barbara Lipford, Wade Mays, Sandi Newman, Meg Spears-Newsome, Barbara Sayles, Renee Scott, Jenny Trevey, Suzanne Wright,

Staff Absent: Michael Binger, Rachael Lee, Sarah Ramey

The meeting was opened with prayer by Ida Powell and the meeting was called to order at 8:40am.

Wallace Bruce made a motion that the spring board minutes be approved as written. Steve Jennings seconded and the vote passed unanimously.

Ida made a motion that the fall executive committee minutes be approved as written. Wallace Bruce seconded and the vote passed unanimously.

EXECUTIVE DIRECTOR REPORT: (Mike Waldmann)

Financially SoSA is in good shape. In a typical October/December we bring in a little over \$800K. We will end the year in the black if this holds true. Alternative Christmas Card program is typically \$100K per year, and Giving Tuesday typically brings in \$80K in one day.

Programs: SoSA staff is at this meeting to give their Regional Office reports. Overall, the programs are ahead of last year. Potato and Produce Project is down a little from last year due to a lot of rain affecting farmers.

*Tennessee: Jeannie Duncan, Dir. and Kelsey King, Program Coordinator*

2016 has been a hard year for farmers. It has been a very rainy and hot summer so the food has been rotting. We have been focusing on farmer's markets and received about 500 pounds in August. There are 116 farmers markets in Tennessee that Kelsey is going to contact. The Natural Resource Defense Council's goal is to reduce food waste by 50% by 2020. Jeannie is focusing on faith communities about reducing food waste.

*Alabama: Suzanne Wright, Director*

Alabama is 29% ahead of last year's pounds, and 60% ahead of last year's events. There is so much opportunity in Alabama. In Birmingham we are meeting with a group about making a compost program in the city for what can't be distributed. South Alabama is rich in farms so we have an area coordinator there now. As a child her family relied on the Salvation Army for food so it's nice to come full circle. The primary crop is peaches in the summer, along with sweet potatoes and some greens. Ann Vest commented that she enjoyed the compost idea, and when the details get worked out we should keep notes in case we decide to replicate the idea in other areas.

Farmer's Markets:

SoSA is able to give farmers exposure in our newsletter, and sometimes there are press releases. We abide with the farmer's wishes as the amount of publicity and recognition they receive. The food poundage received from farmers markets is sometimes a small amount of a large variety, and sometimes a large amount. It is not uncommon to receive about 800 pounds of produce per week in the Alabama area. Right now Alabama has volunteers who pick up produce weekly from one agency each week. Tennessee also gets about 800 pounds per week from farmer's markets. The key is having volunteers who are reliable to pick up produce. This enables us to get more people involved in the ministry so staff doesn't get tied up with markets rather than gleaning.

*Mississippi: Bill Leach, Dir. and Andy Lemmon, Program Coordinator*

Andy Lemmon was hired as program coordinator for the Mississippi office. He shares the enthusiasm and energy for the program that we had prior with Jackie Usey. Mississippi is 30% ahead of last year at 2.3M pounds of food, and events are up 200% over last year. Volunteers are up 98%. Andy started working for SoSA in March, and there was a month of solid rain so he worked on contacting volunteers and supporters during that time. When the rain stopped we had blueberries, sweet potatoes, watermelons, and corn to glean. Andy made a lot of partnerships, including cooking classes to teach people how to make food of their pumpkins. Bator Rouge was flooded and lost all their electronics and food. SoSA was able to send three truckloads of food into New Orleans and Baton Rouge.

*Florida: Barbara Sayles, Dir. and Kassie Berger, Program Coordinator*

Kassie is our newest staff member hired as our Florida program coordinator. She went to a small school and was leading a service event which was gleaning corn. After graduation and traveling she has come full-circle to be employed by SoSA. Florida is celebrating having gleaning satellites in every pocket of Florida. Farmers have their farm hands help us glean so we get around 7-8 truckloads at a time. As we started corn season Hurricane Matthew came in so hopefully when we return home we will be able to get back into the fields. There is definitely food out there to be gleaned. We have a good relationship with the Southeast Produce Council which has led us to food donations as well as monetary donations. This year we have gleaned a little over 3 million pounds and our major gleaning season is October through June. We have citrus, cabbage and broccoli to glean in North Florida.

*Georgia: Sandi Newman*

Sandi was previously our North Florida part-time gleaning coordinator so when she moved to Georgia we kept her to build relationships in Georgia. There are a lot of volunteers in Atlanta, but not many farms. Most of their

farms have CSA contracts. Hopefully the volunteers in that area can be used for making pickups from farmers markets. There is a new food hub in Clayton that we are currently working with. We try to work with volunteers from smaller organizations who can take the food back with them. We work with the extension office for recipes and classes with hands-on experience to help people learn how to use the produce we provide such as butternut squash. We would like to hire 1-2 area coordinators when it's best determined where to locate them. Tom Green commented that the educational part is great. People need to know how to use and prepare the food they're given. It also expands their knowledge about nutrition.

*North Carolina: Meg Spears-Newsome, Program Coordinator*

(Michael Binger, NC Director, is unable to be with us today due to his home being in the flood plain of North Carolina during Hurricane Matthew) Yam Jam began in 1992 as a large gleaning event the first weekend of October, however it has grown to an event that takes four weekends. It has expanded into South Carolina with potato drops. We are getting rival colleges together to see who can bag a truckload of potatoes the fastest. In order to keep from driving so much to do field gleaning we use part time gleaning coordinators throughout the state (currently 8). We have gleaned 3.3 Million pounds of produce with 6,000 volunteers this year.

Potato & Produce Project (Marian Kelly, Potato and Produce Project Director)

The Potato Project first began in Virginia, and through word of mouth its popularity has grown into other states. We now have people calling saying they want to give us food/potatoes. We had no idea what we were starting. White potatoes have had a fairly normal year. Sweet potatoes out of North Carolina did get hit hard. 40%-50% of the crop has been damaged by all the water from Hurricane Mathew. It depends upon how quickly they can get the potatoes out of the ground and dried as to the results. George Wooten, our very first load of sweet potato provider, is also the provider of the load of sweet potatoes we will be bagging at tomorrow's potato drop. People have been very generous with their produce and donors have been our backbone. Everyone working together has helped it all happen.

Meals For Millions (Wade Mays, Mission Advancement)

Steve Nailor is new to our Board of Directors, but not new to SoSA. He has been instrumental in the success of Meals for Millions. Since 2010, his District has provided 5.6 million servings of food to the hungry. Since 2010 they have raised \$111,518 for SoSA. They are the third highest conference in the top 10. (Plaque presented) Each year Meals for Millions contributes about \$150K annually as well as many hours of volunteer time. Steve Nailor passed out Potato Pins and said it is important to have one mission and do it well within your district.

Transition: (Mike Waldmann)

Lynette's transition to Executive Director is coming along well. Betty Easter has been hired for the Church Development position that Lynette was previously doing. Lynette is training Betty and all is going well.

PERSONNEL: (Wallace Bruce in Hasbrouck's absence)

The Personnel committee recommends a salary pool for 2017 to be an increase of 3% over year 2016. Also note that there is never greater than a 3:1 ratio between the highest and lowest paid full-time staff salaries. Bob Spencer seconded the motion and the vote was approved unanimously.

*Fair Labor Standards Act:* (Mike Waldmann)

The Department of Labor is instituting a change to the rules that define exempt and non-exempt employees from overtime compensation. This rule change sets a new threshold of approximately \$47,500 for exempt status. These changes will force SoSA to reclassify about 18 employees as not exempt from overtime compensation. Mike has researched many options for implementing this rule change with the overall objective of making sure that SoSA employees did not receive a reduction in compensation in the process.

Three options were 1) Raise everyone to the \$47.5K level, which would add \$200K to our budget; 2) move employees to part-time and hire more people, thus cutting benefits; or 3) Convert those affected to an hourly wage taking into account anticipated hours worked beyond 40 hours per week. Mike chose option #3 so that no employee is making less than their current salary. The overtime will be applied on a weekly basis, paid in the week the overtime occurs, work hours will be recorded, etc. A regular week's schedule will be defined for each person based on their job duties.

There are lawsuits to delay the implementation of this beginning December 1. We don't know the outcome so we are pressing ahead as if this will pass. The draft policy has been through review by legal services. Notes on the page are from a Human Resources Professional from a large corporation that Bill Kuecker works with, not from a legal consultant. Time off can be given in advance if overtime is anticipated. Ken Bradford added that the organization he works for does not allow any more than 40/hr week without approval by the Executive Director.

A motion was made by the Personnel Committee to accept the policy as written and to include it as part of SoSA's Personnel Policy Manual. David Moseley seconded and the vote was approved unanimously.

FINANCE COMMITTEE: (Wallace Bruce)

SoSA should break even for the year 2016. The 2017 budget sheets are before you (*see attachment A*). The Finance committee recommends approval of the 2017 budget of \$2,747,200. Robert Spencer seconded the motion and the vote was approved unanimously.

*Housing Allowance:* After discussion, Randy Beardsworth moved that \$18,000 be eligible for clergy staff to claim as housing allowance for the year 2018. Bill Moore seconded, and the vote passed unanimously.

DEVELOPMENT COMMITTEE: (Steve Jennings)

Board members are reminded to contribute financially to SoSA as they are able. We currently have received \$21,800 financial support from our board members this year. Thank You! Many of you give at the end of the year through the Alternative Christmas Card program. Please remember this program when doing your Christmas shopping this year. Also, if you contribute to SoSA through your church or the Advance Special, please let Brenda know at [Brenda@endhunger.org](mailto:Brenda@endhunger.org)

*Ambassadors/Askers/Advocates:* One way for board members to support SoSA is to use the note cards provided by the SoSA office to write thank you notes to major donors in your area. If you prefer, you can make thank you phone calls instead if their number is available. You can also speak on behalf of SoSA at churches in your area. If

you are interested in any of these please contact Lynette and let her know so note cards can be sent to you, along with a list of donors from your area. The board member website also has a page that will help you tell a quick story of SoSA and some facts/figures to those you may come in contact with.

*Communications:* The development committee has been working with Mike Hickcox to make the newsletter focus on reflecting from the farmer to the recipient's plate. We need some stories from people who receive the fresh produce so don't be afraid to ask agencies if they have any recipients that would be willing to answer a few basic questions like "How often do you get fresh produce? What do you think when you get a butternut squash with recipes on how to cook it?" Having the story to tell is the Development part, and how to tell the story is the Marketing part. Working together to tell how someone's heart and life are changed through what SoSA does will help promote what we do.

MARKETING COMMITTEE (Mike Waldmann in Bill Kuecker's absence)

*Email marketing campaign:* Bill has accepted a new job and is moving from Richmond to Missouri, and is unable to be with us today. We did an email marketing campaign and used a professional email distributor. We received an email list for specific states based on those who had volunteered with nonprofits, those who had contributed to nonprofits, and those with faith-based interests. We sent three different interest letters via email focusing on certain themes. We only received about six completed responses and suspected that our results were not accurate. We tried again on our own and still had a low response rate. The campaign email was a brief email with a "click here to learn more" and three landing pages on the SoSA website. We will put this research on hold for now. Cassie Berger has a background in this field and suggested creating our own email list. Andrew Benjamin suggested email lists from Annual Conference if they were available. If anyone has access to email lists of people you think would be interested in SoSA please let Mike Hickcox know [sosapr@endhunger.org](mailto:sosapr@endhunger.org). We do already have emails of the Virginia United Methodists, North Carolina United Methodists, and the District Superintendents.

*Newsletter:* (Mike Hickcox, PR Director) There was a review and brief discussion about the tri-fold vs. bi-fold newsletter layout. We currently use a tri-fold newsletter which makes it difficult to find a processor who can insert the response envelope into the document without using manual labor. In the past we have had volunteers to insert the envelopes, but it is difficult to find consistent volunteers for such a large volume (20,000).

Communications: (Mike Hickcox, PR Director)

The goal of communications is finding out what people need, and how they can do it well. Then determining the best way to connect the dots to make things run as smoothly as possible, and as effectively as possible.

*Introductory DVD:* We first introduced this DVD to the Disciples of Christ Assembly in Virginia and it is compiled of several places, and introduces our ministry. We were also asked to present this at the Northern Alabama Conference in June. Jonathan Bloom is shown in the video unloading a box of potatoes at a nursing home.

*Seasonal Promotions:* Advent Book: "Do Not Be Afraid" is a devotional booklet provided during the Advent season. We solicit devotions from people all over the country. They are given a topic/theme and writing

prompts by the Church Director via email. Once the devotions are received they are formatted into booklet form, printed in-house (30,000-40,000 booklets) and distributed. An E-book is available. There is also a daily email devotion available and the information is on SoSA's facebook page. Typically for every Advent book we receive \$1 and for every Lent book we receive \$2.

*Alternative Christmas Card Program:* This program brings in approximately \$100K between November and December each year. The artist, Larry Malzahn donates his artwork for the card. Each card provides about 500 servings of fresh produce in honor of someone for a \$12 honorary gift.

*Giving Tuesday:* Giving Tuesday is the first Tuesday after Thanksgiving which is November 29<sup>th</sup> this year. On Thanksgiving day we eat in excess, black Friday we shop in excess, small business Saturday we support local businesses, and Cyber Monday we shop online in excess, so Giving Tuesday is a day to give back. Last year we had farmers donate sweet potatoes to match the dollar giving. Farmers donate 10 pounds of potatoes per \$1. They have agreed to do the same this year. To participate donors simply indicate on their check memo line that their gift is for Giving Tuesday, and all donations received on Tuesday, November 29<sup>th</sup> apply. In past years we have received between \$70,000-80,000 from this program.

#### NOMINATIONS COMMITTEE: (Ida Powell)

The nominations committee recommends for the class of 2017 the following nominees:

Jim Tongue, Shawn Kiger, David Bowen, and Sheila Carden. Coming from a committee the recommendation needs no second, and the vote was approved unanimously.

*Conference 2020 Nominees:* The nominations committee recommends the following three persons to be on the consent calendar for vote at Annual Conference for Conference Nominees, Class of 2020: Drew Colby, Bill Moore, Jim Tongue

*Officers of the Board:* The nominations committee recommends as officers of the board the following persons: Chair – Ann Vest; Vice Chair – Randy Beardsworth; and Secretary – Harriet Bryan  
Coming from a committee the recommendation needs no second, and the vote passed unanimously.

If you have any suggestions of potential board members please contact Ida [idapowell@juno.com](mailto:idapowell@juno.com)  
There is a matrix on the board member page of the SoSA website with attributes we are seeking for board members. Be sure to ask if the individual would consider being in a pool of names, so we can choose when to make them active on the board.

*Committee Assignments:* The Committee Chairs have agreed to serve their committees. Committee members can ask to be moved to a different committee by contacting Ida Powell [idapowell@juno.com](mailto:idapowell@juno.com)

#### AUDIT COMMITTEE: (Cooper Davidson)

SoSA will be using the same auditing company as previously. Although it is the same firm, they send different individuals to perform the audit each year. A senior auditor consistently does a final review and reports to the board at the spring board meeting.

**LEADERSHIP TRANSITION: (Mike Waldmann) (see attached Organizational Structure)**

In November we will implement the following responsibility division: Programs and Regional offices will report to Bill Leach, and Bill reports to Lynette. Administrative staff and programs will report to Lynette, and Lynette will report to Mike through the end of the year.

Bill Leach ~ I'm looking forward to learning from each other and working closer together with the regional offices. We each have so many talents and gifts and can accomplish much.

Lynette ~ With a Bachelors Degree in Religion, and a Masters Degree in Christian Education I served 18 years as a church educator in South Carolina, Virginia, and Maryland. I also served eight years as a magazine editor and Art Director. I read about SoSA in a HOH article in a Methodist teaching magazine and knew I wanted to work there. In 2010 I applied for a position at SoSA and did not get that position, but was offered the Tennessee Regional Director's position. I accepted, moved my family to Tennessee, and a year later directed the Alabama office also. After a year I moved back to Virginia as the Director of Church relations. My house in Virginia never sold throughout those transitions, and I was able to move back into my home. I'm grateful for the support of the board and impressed with how much the staff accomplishes.

**RECOGNITION OF BOARD MEMBERS:**

Mike offered his gratitude to Hasbrouck and to Wallace for serving on the board. They have both been very helpful, offered wise advice, and been instrumental in the transition process. Mike presented them with framed artwork of "The Gleaners" signed by all the SoSA Staff.

**UPCOMING MEETING DATES:**

Spring Executive Committee	April 21, 2017 (conference call)
<b>Spring Board Meeting</b>	<b>TBD (there will be a doodle survey emailed to determine a date)</b>
Fall Executive Committee	September 15, 2017 (conference call)
Fall Board Meeting	October 13, 2017 in Big Island
Spring Executive Committee	April 20, 2018?
Spring Board Meeting	May 25, 2018?
Fall Executive Committee	September 14, 2018?
Fall Board Meeting	October 13, 2018 in Big Island

The meeting was adjourned at 2:10 p.m.

Respectfully submitted,



Brenda Patterson  
Secretary to the Board

Attachment A: 2017 Budget

2017 Budget

	<u>2017 Expenses</u>		<u>Summary</u>
Potato Project	\$430,563	Program	\$2,188,566
Harvest of Hope	\$115,331	Admin/Fundraising	<u>\$558,634</u>
Other Programs	\$403,020		\$2,747,200
Development	\$268,648	<u>Summary</u>	
Administration	\$289,986	Non-personnel related	\$1,070,157
		Personnel/tax/health etc.	\$1,637,223
Gleaning Programs (ROs, HRA, VAglean)	<u>\$1,239,653</u>	Insurance/depreciation etc.	<u>\$39,820</u>
<b>TOTAL BUDGETED EXPENSES</b>	<b><u>\$2,747,200</u></b>		<b><u>\$2,747,200</u></b>

Source	<u>2017 INCOME Plan</u>								12 mos.	
	BI	NC	FL	AL	MS	GA	TN	TOTAL	2015 Actual	SEP15 to AUG16
Churches	326,000	80,000	40,000	50,000	28,100	30,000	32,300	586,400	513,771	507,124
MFM	145,000	11,000	3,000	1,500	500	5,000	1,700	167,700	154,842	152,128
St. Andrew Club	69,100	1,200	4,000	2,000	2,000	3,000	1,900	83,200	79,759	76,625
Foundations	377,000	93,000	110,000	130,000	67,600	85,000	145,200	1,007,800	824,570	944,274
Major Donors	253,300	195,000	40,000	15,000	6,700	10,000	10,900	530,900	591,415	643,772
Individuals	197,500	29,000	18,000	8,000	6,000	12,500	10,300	281,300	257,268	262,578
CFC	32,000	3,000	0	0	0	0	0	35,000	51,021	30,780
Registrations (HoH)	33,100	9,300	1,500	3,800	0	3,000	2,200	52,900	35,305	20,565
Other	0	0	500	0	0	1,500		2,000	115	0
<b>TOTAL</b>	<b>\$1,433,000</b>	<b>\$421,500</b>	<b>\$217,000</b>	<b>\$210,300</b>	<b>\$110,900</b>	<b>\$150,000</b>	<b>\$204,500</b>	<b>\$2,747,200</b>	2,508,066	2,637,846

MFM = Meals for Millions

CFC = Combined Federal Campaign & United Way

HoH = Harvest of Hope

Income Plan - Expense Plan: \$0