

# NFC General Manager Report

GM: Caryl Guisinger

January 30, 2014

## Completed:

- Paid 2013 Sales and Use Tax; 2013 Property taxes (in full) for Wolbach building; Q4 Payroll Taxes
- Application for Unemployment Insurance Tax Account number, per Oelkers; tax rate 1.68%: ¼ hour
- January 9<sup>th</sup> Bookkeeping Duties jointly with training from Lanette: 3 ½ hours
- January 23<sup>rd</sup> Bookkeeping Duties: 1 ½ hours
- Secretary of State Biennial Reporting: ¾ hour
- January newsletter, including complimentary member database that tracks key statistics (see Updates): 5 hours
- Created new member letter (see numbers in Updates): ¾ hour
  - Sent out 68 new member letters in January: 5 hours
- Secured Truck Signage and Paint quotes (needs board action): 1 hour
- Documented assets (with detailed descriptions and pictures) in the Wolbach building: 4 ½ hours
- Registered for Exhibitor booth for the NSAS Conference (includes annual membership) and sourced NFC display: ½ hour

## Updates:

- **Lincoln Food Shed (LFS) Working Group:** This group is just ramping up. The January meeting was devoted to brainstorming as a group as to how they would like the LFS to look and kick off working groups in supporting areas. Many ideas were floated, but most prominently was their desire to develop Lincoln into the “Healthiest City” in the nation. The mayor is fully on-board with support. The main thrust is for Lincoln to grow as much of their own food as possible with edible landscapes, greenhouses, commercial kitchens, food hubs, education, etc. I am part of the team investigating best practices and contacts of food distribution and warehousing systems. (Meeting/Research: 2 ½ hours)
- **MailChimp Stats** (January newsletter): Locating a newsletter format that provided readership statistics was very high on my list in re-vamping the NFC newsletter. MailChimp is a free marketing tool (up to 2000 subscribers, 12,000 sends per month). The only cost – at this time – is a required \$3 validation check that validates proper rendition on various browsers and mobile devices. I spent quite a bit of time sourcing unique, open-sourced graphics. I would like permission to subscribe to a low-cost graphics site or ask for a small graphics budget, say \$15/month. By keeping pictures fresh, I feel it will attract positive attention to the articles. I have considered asking for farm-related pictures, but our producers have enough on their plates. And I feel that non-professional photos would not be as attractive. - (Overall time for research, layouts, January issue: 16 ½ hours)
  - January stats (<https://us3.admin.mailchimp.com/reports/summary?id=288477>):
    - Recipients: 1691
    - Open Rate: 30.7% or 480.....(industry avg: 23.7%)
    - Total Opens: 826
    - Click rate: 10.8% or 169.....(industry avg. 3.7%)
    - Bounced: 127 (automatically de-listed)
    - Unsubscribed: 18
    - Highest accessed article: “How Much is Too Much for Eggs”: 81 opens
- **Membership**.....(goal: send out welcome letter within 48 hours of notification)
  - **November/December:** averaged .5 member per day
  - **January:** total new members to date: 68; average 2 per day; increase of 300%
    - 6 new producers signed up in January

- **Liquidation of Wolbach assets/building:** (18 ¼ hours)
  - The building has been cleared of almost all of the FROGS items.
  - The shelving is currently posted on Craigslist in Omaha, Lincoln, and Grand Island. Even though I have had a few contacts about the shelving units, they are not yet moving. Considering taking a “OBO” approach.
  - All but one of the coolers are working, although they are very old. I had not had any luck with refrigeration re-sellers in a multi-state region (Nebraska, Illinois, Michigan, Texas). I have one more possible resource – a Facebook Antique/Junkette site. If no movement there, will consider selling them for scrap metal.
  - I have not addressed selling the ceiling tile yet. Will do so as the coolers and shelving moves out to free up working space below the tiles.
  - Insurance on the building is paid on a monthly basis (\$120/month)
  - NFC will be responsible, at the very minimum, for pro-rated 2014 property taxes
  - I have not yet approached “gifting” Wolbach village with the building.
- **NFC Trailer:** Ben Gotschall is currently storing the NFC trailer. For his usage of the trailer last September and October, he paid NFC \$124.80. At this time, the trailer is being stored on Ben's property. He said that he would be glad to transport the trailer to the Farmers Union in Lincoln when it is needed for NFC delivery/pick up days.
- **NFC Annual Conference** (2 ½ hours)
  - **Possible venues:** Fontenelle Forest Nature Center – requires sponsorship (Todd Rivers, Wise Oven Bakery), no cost for facility **or** Lied Lodge – Steinhart Lodge (see pics 1, 2, 23, 24, 32, 28, 56, 57 on <http://www.liedlodge.org/conferences/weddingpictures.cfm>) seats 150 w/AV set up; gift tree tubes; no contact yet regarding costs
  - **Possible Keynote:** Tim Rinne? Urban gardening, food security, visionary of Lincoln's Hawleys Hamlet
  - **Possible Dates:** ???
  - **Possible Attendees:** ~75 Omaha area and Lincoln voting members in good standing + non-voting members
- **Rules Committee** (7 ¾ hours)
  - New Board 1) Contact List, 2) Minutes, and 3) Resolutions/Motions on site under NFC Operations, Board
  - Currently in process of sifting through old emails and minutes for resolutions/motions to add to listing
  - Findings as of 1/25/14:
    - Board Quorum: majority of 10 (Exec. Committee + voting board); therefore quorum = 6
    - Numbers:
      - Voting members in good standing: 101 / 205 total
      - Non-voting members in good standing: 147 / 547 total
      - Visitors: 105 / 701 total
    - Member Quorum: 10%; therefore, quorum = 10 voting members
- **Revenue Report**

◦ Jan. 23	88 orders	\$5,177.60
◦ Jan. 9	92 orders	\$6,987.36
◦ Dec. 19	86 orders	\$6,862.79
◦ Dec 5	69 orders	\$4,327.17
◦ Nov. 21	120 orders	\$10,369.99
◦ Oct. 31	88 orders	\$7,459.18
◦ Oct. 17	75 orders	\$5,219.76
◦ Oct 3	90 orders	\$7,015.43
◦ Sept. 19	74 orders	\$4,145.26
◦ Sept. 5	103 orders	\$8,006.82
◦ Aug. 22	68 orders	\$6,371.42
◦ Aug 8	110 orders	\$7,127.77
◦ July 25	78 orders	\$4,331.25