



MINUTES – 2016 ANNUAL MEETING

South of the Sound Community Farm Land Trust

March 18, 2016

Swede Hall, Rochester, WA

5:30 – 6:15 Membership and supporter sign-in. Local agricultural agencies and non-profits networking session. In attendance: 5 farm and food organizations plus distribution of the 2016 Farm Map and 55 members and supporters of SSCFLT.

6:15 POTLUCK DINNER

7:00 – 8:00 BUSINESS MEETING. Welcome and Introductions. SSCFLT Vice-Chair, Loretta Seppanen

1. **APPROVAL OF MINUTES** of the March 6, 2015 Annual Meeting. APPROVED.
2. **2015 ANNUAL REPORT TO THE MEMBERSHIP.** John MacLean, Chair, highlighted accomplishments in 2015. Copies of the Annual Report were available on the website and a few additional distributed to membership.
3. **FINANCIAL REPORT** - Members were asked to review the annual financial report available as part of the annual report on the website. Total income for the year, \$137,602 plus restricted assets of \$809,306 at GruB Urban Farm and Scatter Creek Farm and Conservancy and in a small acquisition fund; total expenses, \$126,289 reserves as of December 31, 2015, \$75,018.
4. **FARM LAND ACQUISITION UPDATE.** Farmers growing groups or renting facilities at Scatter Creek Farm and Conservancy provided an update on their land. Mary Ann Swain, Director of Farmland Preservation, summarized progress on the status update on Oyster Bay Farm which was awarded Conservation Futures funding in 2015.
5. **MEMBERSHIP, OUTREACH AND DEVELOPMENT COMMITTEE:** Loretta Seppanen, committee chair, introduced Annie Shattuck who will take the position of Director of Development and Administration starting April 1, 2016
6. **ELECTION OF 2016 BOARD:** A slate of nominations was presented to the membership and was approved. Lisa Breckenridge, Planner, Nisqually Indian Tribe; Marcie Cleaver, ranger; Russ Fox, founding board member; Al Josphehy, Department of Ecology; and John MacLean, Energy Efficiency Finance Corp. were elected as new Directors. Marcie Cleaver, rancher; Russ Fox and John MacLean were elected for a new three year term.

Continuing members of the Board previously elected in 2014 or 2015 are Colin Barricklow, Stephen Hallstrom, Jennifer Holderman, Loretta Seppanen and Aaron Varadi .

Thanks were acknowledged to outgoing 2016 Board members Steve Scheurelle, Ben Dryfoos-Guss and Jim McGinn.

7. **FARMS FOREVER: A DINNER FOR THE BENEFIT OF FARMLAND PRESERVATION:** Loretta Seppanen described plans for the October 8, 2016 Farms Forever event and called for volunteers.
8. **Membership input –small group discussions and report back:**
How can we better share what SSCFLT offers with Farmland Owners?
Direct Mail, Table or events at farm supply stores, Fliers in public places, County Insurance, Befriend farmers who know farmers, Make presentation at Unitarian Church, Offer scholarships to high school seniors, Essay contest on SSCFLT model & farmland preservation, Farm Bureau, Create a slogan or jingle (song), Be

interviewed on local TV or radio, Article in Thurston Talks and the Olympian, Identify farmers and make contact with them, Outreach to farm map farm owners, Hold succession planning events in partnership with Farm Bureau/WSU Extension/Conservation Districts, Get good at communicating our value proposition, Hold other events that would appeal to farmers, Clearly demonstrate the need for farmland preservation and the money will follow, Partner with Group Health Foundation which is about to receive a huge donation, Articles in trade magazines, Billboards, Lawn Signs, Farm Signs, Grange Hall Meetings (get on the agenda), Information booths (Farmers Market, Fairs, other events), Make presentations to the Bar Association/Accountants Association/Rotary/Kiwanis/Lions.

How do you best receive information?

NPR/KPLU/KUOW/KAOS emails, event tables, Word of mouth, Facebook, Instagram, e-newsletters, Articles in other organizations newsletters, Capital Press, Conservation District.

In what way can you help with this communication work in 2016?

Carry a “packaged” message, Share on social media, Volunteer to do tabling, Create a jingle, Kirsop: host a brunch for transitioning farmers to see farmland trust model in action, Make connections with other learning institutions (eg. Evergreen).

Meeting adjourned at 8:10 pm.