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Oregon Tilth, Inc. is a 501(c)(3) nonprofit organization that supports and promotes biologically sound and socially equitable agriculture through education, research, advocacy, and product certification.

Oregon Tilth Board Meeting Minutes
Monday, November 30, 2015
4:00-5:00 PM

Board Members Attending:

Emma Sirois
Justin Freeman
Lynn Youngbar
Susan Schechter

Staff Attending:

Chris Schreiner
Connie Karr
Jessie Hancock-Malo
Monica Murray (taking minutes)
Renee Kempka

Members/Public Attending:

None.

2016 Operating Budget Discussion

Income Discussion

- *In Good Tilth* income consists of membership fees and ad sales. Projecting for similar ad sales revenue and slight growth in non-certified membership fees.
 - While increasing non-certified membership is part of strategic plan, fees for non-certified members are quite modest (\$30 annually for individuals). This is not expected to become a large source of income in 2016. It would require more individual donor development amongst an expanded membership base to create notable income compared to other revenue streams.
- Certification Income
 - Budget figures are informed by historical trends on certification income. They don't necessarily reflect or depend on increased outreach to prospective new clients.
 - OTCO has and will continue to do outreach by attending tradeshows, conferences, etc. In 2015, OTCO netted over 100 new clients in each department, which is notable growth compared to prior years.
 - Important consideration regarding certification income is that as existing clients' sales increase, certification fees increase. This follows uptick in organic market growth.
- Education Income
 - Education figures budgeted are less than 2015 actuals. Why?
 - Budgeted income only reflects secured funds. Historically, OT has not factored pending or planned grant proposals into income projections. If factored unsecured income, we'd also need to factor associated costs of those restricted funds (additional hires, travel costs, training / curriculum development, etc.).

- Grant for Organicology contributed to 2015 actuals; conference not occurring in 2016.
- **Action item:** Board would like periodic updates from ED on new grant efforts, awards, etc. to track progress, success rate and alignment with strategic plan.
 - Board would like to use this information to consider adjustments or course corrections to budget or strategic planning throughout the year.
 - Board would also like to have increased understanding of how much of Education budget is being met by external revenue (grants & contracts) v. supported by other OT revenue sources (certification fee support, investment portfolio quarterly withdrawals).

Expenses Discussion

- **Action item:** Board would like to understand more clearly how payroll & benefits expense line breaks out by different income streams: Farm Certification, Processing Certification, Mexico Certification, Education Program, In Good Tilth, Administrative.
- Finance department has taken steps to more clearly define two categories of expenses: Staff meetings, developments and training; and conferences, meetings and travel.
 - Historically, the line between these two expense categories has been more porous. These categories are better budgeted than in previous years, with clearer delineation between the two. 2016 figures reflect categorizing between the two more precisely to better understand nature of the actual expense and where investments in travel & meetings are being made.
 - OT staff will be attending more conferences and tradeshow in 2016 and engage in more outreach at these events.
 - 2016 budget also reflects costs for training and travel to Corvallis office for onboarding new staff hires
 - 2016 reflects travel expenses for in-person processing team training in Q1.

Reminder:

Please take two doodle polls Chris sent out via email on Nov. 24 regarding 2016 board schedule.

First poll to set dates for in-person 1.5-day meetings for May and September.

Second poll to set date of Annual Membership Meeting (in November).

Confirm Next Board Meeting

Next meeting is Tuesday, December 15th, 4-6pm PST. Approval of final budget for 2016 will be on agenda.