

PFR Board Meeting 4/13/23, first with only current board members, and then later including new recruits.

and

PFR Board Meeting 4/18/23 with only current board members to finalize discussion of, and voting on, new board members

Present on 4/13/23:

CURRENT BoD & AB members for 30 minutes: JCM, Erick, Melanie, Eva, Harry, Travis, Kate, Rachael, Charles, Kenny, Jody, Kim, Patrick, Melissa

AND THEN ALSO RECRUITS for another 45 minutes: Achim, Chris, Vanessa W, Vanessa P, Janis, Amy, Erika, Jace

Present on 4/18/23:

ONLY CURRENT/EXISTING BOARD MEMBERS for 17 minutes: JCM, Rachael, Melanie, Kenny, Jody, Kate, Travis, Harry

BOARD MEETING AGENDA

1. Discuss and vote on new Board/Associate Board recruits. Discussions included morals clauses, adherence with the Conflict of Interest policy in section VIII of our Bylaws, careers/projects of various recruits, and the mechanisms for removal of board members. Between the two meetings, with only current/existing Board members present, six recruits for the BoD and two recruits for the AB were discussed and ultimately voted in. Post-meeting, JCM will follow up with each new recruit for a signature on a statement agreeing to adhere to our Conflict of Interest policy.
 - a. Achim D.
 - b. Amy R.
 - c. Chris W.
 - d. Erika B.
 - e. Janis P.
 - ~~f. Matt H. (withdrawn from consideration)~~
 - g. Vanessa P. (Associate Board)
 - h. Vanessa W. (either BoD or Associate Board)
 - i. Jace F. (Associate Board)
2. New Expectations from Board Members. Per the recommendations from our pro bono consulting team at BCG, JCM ran through some recommendations and requests for all BoD members, moving forward. These included
 - a. Keeping the \$2K annual minimum in place.
 - b. Bringing more high-dollar donors to the table.
 - c. Converting past donors into *recurring* donors.
 - d. Joining and actively participating in at least one committee, including Funraising, Grants, PR/Media, and Governance.
 - e. Stepping down to the Associate Board if this feels as though it will be too much for you.
3. UPDATES TO TELL EVERYONE ABOUT:

- a. Our Impact to date: 8,949,248 single-use plastic items removed from the waste stream via PFR subsidies to 67 restaurants and 29 schools in 7 states (CA, WA, OR, MA, CT, NY, and KS). Included in the “restaurants” are a California water park and a Kansas zoo!
- b. Two summer interns hired from USC.
- c. PFR will be releasing an Annual Impact Report, starting in early 2024 (with data from 2023).
- d. We are working on a partnership with dishwasher manufacturers Hobart. Details soon.
- e. Our web site features a new intake survey for subsidy applicants.
- f. Who can translate our intake survey into another language? Spanish? Anything else?
 - i. Spanish: Amy, Kate
 - ii. French: Amy, Achim, Vanessa P
 - iii. German: Achim
- g. BCG created a raft of materials for us. All are available at the Dropbox Link sent before the meeting:
 - i. school recruitment pitch deck
 - ii. restaurant recruitment pitch deck
 - iii. donor pitch deck
 - iv. corporate partner pitch deck
 - v. internal strategy document
 - vi. list of small and medium restaurant groups/chains
 - vii. lists of LA-based and SF-based companies (for fundraising/sponsorship purposes)
 - viii. a “business case” spreadsheet that allows us to plug in data specific to a school or restaurant and demonstrate that they will save money by moving to reusables.
- h. We made a joint pitch to Indiana Pacer’s arena with Indiana-based stainless steel manufacturer Ahimsa. The Pacers passed, but we are confident in the numbers we proposed and looking for other pro sports arenas to pitch. Anyone have connections?
 - i. Kate: DC teams
 - ii. Vanessa P: Philadelphia teams
 - iii. Erika: Targeting tennis stadiums might be worthwhile too. Huge initiatives in that community now.
- i. We don’t need to meet the IRS’s “Public Test” threshold (to maintain our 501c3 status) for another two years, but at present we are falling short of it. FYI.
4. New committees will be formed via email in the week following the meeting. JCM will follow up.
5. At what fundraising benchmark do we feel comfortable raising our 3-unit franchise/chain cap? How high do we raise it?
 - a. Kenny: This might lend itself to a specific fundraising opportunity with a single donor. “We want to flip _____ chain, and you could do it with a check for \$____.”

6. Should we revisit window decals? To differentiate between truly “Plastic-Free Restaurants” and PFR subsidy recipients, should we create two different versions? Please also note that long-lasting decals are made from vinyl (aka plastic). Hmm.
 - a. Consensus/discussion: We should definitely have *something* for subsidized restaurants to help us spread the word.
 - b. Rachael: There are vendors that do small quantities...
 - c. Vanessa P: certified paper-backed magnets?
 - d. Achim: This company appears to be offering FREE plastic-free stickers:
<https://www.ecoenclose.com/plastic-free-stickers-and-labels/>
7. Let’s talk about relationship management process. How frequently do we want to reach out to our donors? What’s the fine line between reminder and annoyance with email blasts? What do our “Tiers” look like for recurring donors? For example...
 - a. JCM: I’d like Kenny to talk about recruiting recurring donors, as he’s done a great job of it already.
 - b. Kenny: small business owners are often looking to check the box for a low-stress recurring donation. I’ve been surprised at some of the people who have said Yes.
 - c. Consensus: Tiers are good, but let’s keep it simple for now.
 - d. Kate: Another organization I work with buried a staff member in work trying to keep up with promised perks. Simple is good for now.
 - e. Achim: the zero-fee Paypal donation option does not appear to allow recurring donations.
 - f. We could work towards an annual fundraiser where donors get more perks.