



Welcome!!

Plainfield Co-op Annual Meeting

President's Report

April 2017

Board of Directors

Giordano Checchi

Gail Falk

Bob Fancher

Joseph Gainza

Jean Hamilton

Sarah Phillips



The Plainfield Co-op
Summer 2013
KNOw Anonymous Food



Hours: 7 days a week 9am-5pm
Phone: 454-8579 Website: www.PlainfieldCoop.com

**The Plainfield Co-op
Newsletter**

Summer 2016

What We Could Be



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**The Plainfield Co-op
Newsletter**

Winter 2016-17

Winter Branch 1920-2016

"Co-op to the Core"



Living Connected to Land and Community

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The Plainfield Co-op

Fall 2015

Co-operating with Nature



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The past six years.....

**The Plainfield Co-op
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Spring 2017



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**The Plainfield Co-op
Newsletter**

Spring 2018

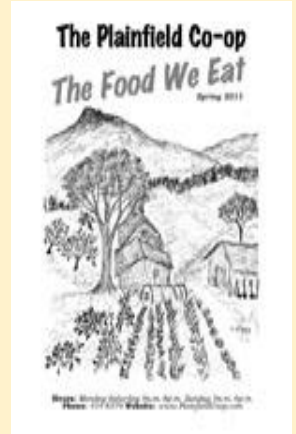


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Revised Ends

The Plainfield Co-op will

1. Distribute healthy, **affordable** food and other goods
2. Actively seek local producers and growers, and support the local and regional economy.
3. **Sustain the environment through its operations and the products it offers.**
4. Increase awareness of cooperative principles and of other cooperative businesses.
5. Foster awareness about the quality and source of our food.
6. Build connections that are essential for a vibrant community.



Point of Sale (POS) Digital register and record system



For the first time able to measure

Organic

Local and regional

Fair trade

Produced by another Co-op

Track sales by department

Social Media Expansion

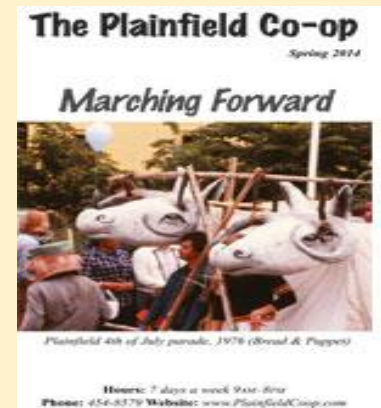
To our very wonderful newsletter, added

- New and Improved Web (Thank you, Bob!)
- Newsletter formatted for e-reading
- Facebook page and Twitter
- Presence on Plainfield People Facebook page
- Monthly e-sales flyer

Proposing a e-notice by-law change

Lots of potential and lots of opportunities for tech-savvy members:

- Redesign and reorient sales flyer
- Blogs about farmers and products
- On-line ordering
- More Facebook presence



Our Building

Completed renovations to back and accessible bathroom

Accessible ramp

Boat landing (with Friends of Winooski)

2014 toe-to-top analysis of building

New sign on Main Street

Coffee counter

Bread shelf

Spice Shelf

Boundary agreement with Town and neighbor

New beams to shore up floors

Ice dam



Board/Management Collective Partnership

Solidified our use of Policy Governance

Facilitated Retreats

New “link” system of Board/MC communication

Orientation of Board about what MC does

A work in progress!

High staff turnover as well as Board burnover

Policy Governance needs to be adapted to the needs of our organization



Actions to make us safer

2016 Financial Review

Fire Marshal inspection and new alarm and security system

Board of directors insurance

Limited insurance for working members

Flood Plain survey



From Members to Member/Owners

Adopted Equity membership

Capital Fund used only for capital expenditures

All long-term loans paid off

Last year adopted by law to authorize other co-ops to be members



Strategic Plan

Goal One. Develop a master plan for the building

Goal Two. Involve members as more than customers

Goal Three. Become more welcoming to everyone in our community

Goal Four. Address food insecurity in our community

Formally adopted in October 2015

Lacked feasibility assessment and analysis of required resources (costs and where we would get the money)

And then

Starting in Fall 2016 Declining Sales

Early warning signs in 2014

Plans made in comfort of steady growth no longer viable

Postponed Implementation of Strategic Plan

Board wrestled with its role

Staff cut back to essential hours putting many valued activities on hold and put raises on hold

Hard look at marketing, sales, merchandising, and cost controls

For the Future -- Unmet Goals

Liveable wage for staff

Food access for people on low budgets

Expanded marketing and social media competence

Of course, implementation of the Strategic Plan

And Have more fun together

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Spring 2017



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