

Co-op Board Minutes

August 16, 2016

6:00 pm-8:30 pm at the Community Center

6:00 Check-in

Present: Sarah, Bob, Gail, Joseph, Nancy, Jeannine. Giordano absent due to a last minute emergency.

6:05 Link Report

6:15 Strategic Conversation

The Link report and the Strategic Conversation were combined into a single agenda topic.

Jeannine reported on MC's ideas and plans to increase sales:

Improving social media presence (Front Porch Forum, Twitter, Facebook); perhaps have one person to handle the media. Perhaps Lorraine who does newsletter includes social media.

Improve/replace/painting signage

The Open flag has been replaced.

Talk about making the sign on Main St more visible and signage that faces people driving in from the east.

Pricing of staple items (in accordance with strategic plan) to attract shoppers

Re-evaluating discount programs through various vendors

Three areas to focus growth:

Produce

Deli (add an additional cooler)

Drinks

MC may request funding from capital funds for new cooler and for produce display.

Other ideas: upgrade candy shelf/gift area-increase holiday sales/register area/counter top/potential of discount day on supplements/more member workers

Sales August is up 2.7 percent over last August.

Recent break in: August 1. Popped window, alarm went off; took off. Nothing was taken. Should we reinforce window? Building committee will address.

MC will schedule meeting with Joseph and Gail to discuss issues that will lead to decision (that comes back to Board) as to whether or not to file losses from December burglary with Victims Advocate.

6:45 Consent Agenda: July minutes

Monitoring Reports:

B5. Report approved. (Joseph: MC needs to create an explicit/broader interpretation of “customer safety” beyond physical facility. Look at food safety issues.

B1 Report approved and on time. Non compliance in two areas noted. Plan for compliance accepted. (Bob: cause for concern as Co-op is not financially healthy due to slowed sales and decreased profit; increase sales preferable to cutting staff. Giordano (who could not attend) sent email with concern about Co-op finances and that Board and MC are not addressing. Links noted that more working volunteers would also be helpful.

\$500 cost overrun security system. Approved for payment from Restricted Funds.

6:50 Board Monitoring: C5 Code of Conduct (delay to next meeting)

C6 Officer (delay to next meeting)

C7 Committee Principles - in compliance (considering that there are also hybrid committees charged to do the work of the board as well as address some other priorities outside specific board realm. There will be appropriate representation of MC when committee charge falls within MC domain. The Charter for the new committees should reflect the hybrid nature of the committees. The charters for the committees will be kept on the website in the Governance section.

7:00 Concerns from Strategic Planning Process

Karla resigned from Board., and there was a discussion of why she was deciding to move on.

7:30 Committee updates

Old Home Days-September 17th (MC will get a truck for the parade. Communications Committee will have cart. Board members and Communications Committee will be at table at Rec Center, and MC will prepare samples and handouts for the table and cart.

7:40 Strategic Plan next steps

August 26 Public Forum-- We will plan the agenda for this forum at a separate meeting Monday, 27th at 7:00 pm at the Community Center.

Committees--need to populate committees with Board/MC/committee reps--can do so once get feedback from public forum.

8:15 Link Evaluation--will be circulate Link job responsibilities by email and discuss at next meeting.

8:25 Check-out

(postponed to September: appointment of vice president, discussion of by-law amendment on notification of members, C6, C7, Link evaluation)