

# Fare Share Co-op Board Meeting

AGENDA, October 25th, 2016 2:00p – 4:00p, The Commons

## 7 m Introductions, Review Agenda, *make adjustments*

9-27-16 Minutes

Time Keeper: Lisa Present: Mary Ann, Emmy, Albert, Lisa, Zizi, Rick J. Rick M.

- Add non-profit fair, Vision statement, members went from 500 to 300 people in good standing. New computer system does not have pop-up for dues, Emmy working on it so staff can know.

## 15m Monitoring the General Manager

### MP 4: Quarterly Financial Planning and Budget

- Decent, over budget, discounts were \$2355 in September. Discuss more in finance meeting about strategy around pricing and discount structure. Add to November BOD meeting to phase from discounts to patronage discounts within two years. (Mary Ann)
- Under budget on many, lots of changes, changed 4.4 PG statement. Lisa to copy Zizi when she sends to Emmy. (Lisa)
- Emmy will send CFNE report from Jeanie Wells to the board after she has gone through it. (Emmy)

### MP 5: Monthly Financial Condition and Activities

#### August P&L Budget vs Actual

- Payroll is still in limits, sales are on budget
- Increase sales by 15%
- August was a better month than September
- Fundraising plans need to be submitted to finance committee.
- Goal to function without fundraising—co-operative retail business, additional programming needs to be supported by additional fundraising.
- BOD needs to propose fundraising, yardsale, holiday dinner, add two more things, Fare Share Follies raised about \$2000, builds community too.

### MP 9: Communication and Support to the Board

### MP 11: Community Relations

- Report from Jeannie Wells has 3 major things: 1. Store reset 2. Focus on store and core business 3. Clarify vision and image. To improve and strengthen store we would build on retail environment. Suggested modest reno plan. Make sure operational system supports bottom line.
- Three focus areas for rest of money (\$660). Emmy will contact one of three people at her consulting firm for either store reset, to restructure member discounts, or to work on branding, identity.
- Recommendation is to simplify and focus message, mission statement and earn our support instead of asking for it. (Emmy)
- Doing well with working with CEBE, non-profit fair, mosaic brings quality of life, Carol and Zizi painted building, Thank you to Pat Sherman for helping to paint, as well.
- Lisa to ask Nikki to give thank yous to Carol and Pat. Has Walker Shattenberg been thanked for electrical? (Lisa)
- Working with Café Nomad on ordering, business to business
- Head Start program with CC, ordering through FSC
- Yardsale reaches out to community
- Foothills Food Fest brought a lot of people in the store, wine and food tastings.

- Doing good but we can do more.
- Rick J said finishing up growing season, harvest is abundant, Hannaford is promoting local farmers. We should be able to say that we purchased from local vendors. We're a food co-op and it would be good to be able to have a list of vendors that are local and that we can market and make a connection with, highlighting farmers on banners in the store. (Emmy & Zizi)
  - Need to set goals for this, with a plan for making it happen (Emmy & Zizi)
  - Highlight it in member meetings and on the website (Emmy & Zizi)
- Add Relations Goal #4 on MP12 (Lisa)
- Rick M – Saw post about ReVSION at FSC for solar – we should and have approached local companies.

**5m Monitoring the Board**

- Lisa to bug people about Reports. (Lisa)
- When Agenda comes out, check it. (BOD)
- Include whole PG in report so that it's easier for whole BOD to understand it. (BOD)

**15m BP 10: Member / Owner Engagement – Albert**

- Overall we are engaging member households
- 331 in good standing (~200 not paid dues)
- Can we get numbers on How many people are engaged? How many are buying? (Emmy)
  - POS will be fixed to prompt system to have staff ask/know if people have paid dues and can get discount. Emmy will clean this up. A lot of work and should be done asap. (Emmy)
  - Could volunteer do it? Could we ask Trish? (Emmy)
- What is engagement? Shopping, coming to meetings, coming to events.
- Hearth Tenders give report monthly with # new members and when orientations are. (Rick M.)
- Create a committee for member engagement. Already have Hearth Tenders as a committee.
- Rick M said he'd continue as a Heart Tender, orientations scheduled, works with Katey, make FB events, Food Club.
  - Orientation is currently not required
  - Zizi to make sign of when next orientation is in store that can be changed. (Zizi)
- Not in compliance – What is plan to become in compliance? Time frame? But are in compliance with the spirit of it. Getting a check minus on it. (Mary Ann)
- Hearth Tender liaison should do this report
- BOD discounts – not to track but needs to
  - Zizi to give Emmy # hours Carol worked, yard sale, Rockie, etc. (Zizi)

**5m B-GM 2: Accountability of the General Manager – Rick Meagher**

- In compliance
- Emmy doing great job, took on difficult situation, bringing things into compliance.
- Rick to send electronic to Zizi (Rick M.)

**5m BP 6: Secretary's Role – Rick Jackson**

- In compliance

**5m Discussion with Albert about his store on main street: BP 7.11 & 7.19**

- Board determined that there is a conflict of interest and Albert resigned from board.

**5m Board Nominations Process - Mary Ann, Zizi**

- Question about altering board term requirement? (BOD for next meeting?)

**15m Discussion of and updates from committees:**

- Finance (new mtg date: \_\_\_\_\_) Met today, budget will not be ready for owner meeting (Mary Ann)
- Hearth Tenders (10-10-16 orientation) – (Rick M.)
- Non-Profit - Fair Rick J will work with Emmy on non-profit fair kids (Rick J.)

10m Indiegogo Campaign closed– Zizi, Lisa, Mary Ann

**10m Fall Member/ owner meeting – November 12<sup>th</sup>**

- Agenda to be posted and emailed by Friday, October 21<sup>st</sup>. (Zizi- DONE)
- Add Vision Statement draft from Lisa (copies to share) (Zizi)
- Zizi to send intro idea to everyone on email (Zizi)
- Tickets and posters at meeting. (Zizi)

**10m Board Fundraising –**

Holiday Dinner coordinators, met

**5m CDI services: available as of October 1<sup>st</sup>**

Survey, board training, retreat, patronage dividends transition

**Fall Membership Meeting – November 12<sup>th</sup>, 3–4:30pm, The Commons**

**Next regular Board meeting – November 22<sup>nd</sup>, 2–4pm, The Commons**

**Parking Lot Items:**

Decide about next Charrette date and invite list, facilitator

**Next PG Reports**

- Rick M BP 5
- Rick J BGM
- Emmy MP 5,9,13

**10m Review of meeting: check in from all board members**

**Adjourn 4:10pm**

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