



Board of Director's meeting April 21st, 2016

Present: Mary Ann Haxton, Albert Judd, Zizi Vlaun, Rick Meagher, GM Emmy Andersson

Minutes from the last BOD meeting were approved after changing "marketing" to "member engagement".

Minutes from the Spring Owner Meeting were approved after correcting the spelling of "Easton".

Some discussion was had about the open Board seats. We need to diligently keep our eyes and minds open for potential members. Some possibilities are Nancy Watson, Lisa Moore, Adam Barril, and Megan Blaney. Rick will check with SCORE for ideas as well as check in with Adam. In addition, we have specific needs on the Board, such as an accountant and an attorney. Although full BOD membership may be preferred, enlisting the help of such professionals even in an advisory role would benefit the organization. A couple people identified in this respect are Ed Damon, cpa, and Martha Maclain, Esq.

BP2 GOVERNING STYLE: A discussion was had regarding the BOD's governing style. Generally speaking we seem to be doing ok (in compliance). Sometimes we do mention specific sales strategies that are not relevant or helpful, and are the GM's responsibility.

BP7 BOARD MEMBER'S CODE OF ETHICS & CONDUCT: We had some discussion about the code of ethics. Additionally, all BOD members need to independently review BP7 and send an email to Mary Ann affirming agreement.

B-GM6 RESOLVING A GRIEVANCE: Albert is working on a report, but as far as anyone knows we did not have a grievance last year so we expect to be in compliance.

B-GM3 DELEGATION TO THE GENERAL MANAGER: Albert is working on this report as well. He brought up the question; is the BOD doing a good job following up with management? For instance, we understood that the GM was out of compliance with the need to maintain an Operations Manual in January (knowing that it should have been completed well before the new GM started), but we set no follow up expectations. Albert's report to follow.

ENDS: A short discussion was had regarding changing/ combining the ENDS policies. Further discussion is required.

CHARRETTE: We discussed the planning meeting and potential invites for the next step. We agreed that we would like to have a variety of people, by age, etc, participating, including those that have felt disenfranchised from the co-op in the past. Albert offered to help gather contact information. Mike Newsome has agreed to facilitate. Out of Mike's available dates, we agreed to focus on May 12th or 16th from 5:30-7:30 at CEBE. We need to identify those potential invitees that we have a personal relationship with and reach out to them, first via mail/ email, then a follow-up call or in person contact. Communication should be about how exciting things are at the co-op! And how we need their help to get the co-op to the next level and be a better, more valuable part of the community! We should convey that the charrette is "To build a foundation to solicit new member-owners, engage existing member-owners, and create community partnerships". We should let them know the dates, the three questions, and that it will be only two hours. Don't forget how exciting it is!

MP4 FINANCIAL PLANNING AND BUDGETING: Emmy has distributed her report demonstrating compliance. We reviewed P&L and Budget Sheets. Emmy explained how \$1400 of out Frontier dividends were added to our equity. She will ask our accountant about how to properly record this in our records.



MP5 FINANCIAL CONDITION AND ACTIVITIES: Emmy has distributed her report demonstrating compliance. In addition, she explained how although our sales are above budget, they are not yet at her personal goal to increase sales 25% above last year (23.6%). Also, she is contemplating hiring a new staff to help with some prepared food as well as staff overlap time. It would start at about 8 hours per week.

MP9 COMMUNICATION AND SUPPORT TO THE BOARD: Emmy has distributed her report highlighting current activities. The new POS is still being worked on. The credit card machine has arrived, but needs to be set up by tech support. She is hopeful that the new agent may be able to assist the co-op in negotiating a lower rate with the credit card companies. The new system should be up and running by mid-May. Another exciting item is new insulation will be installed in the basement. This is being done with leftover grant/ rebate money from the cooler and heat pumps. We need volunteers to help move stuff away from basement walls for the installation. BOD training was mentioned, but we agreed to revisit in June.

-Minutes submitted for review by Rick Meagher

There are some upcoming events at SCORE that we may want to consider attending:

Upcoming Events

[April Marketing Roundtable - Who is Your Ideal Customer?](#)

Thursday April 28, 2016 from 8:00 AM to 9:00 AM EDT

The better question might be " who doesn't need marketing?" Every business, large or small, needs to continually market its products and services to flourish. Are you willing to invest an hour a month to become better at marketing? The April session: Finding your ideal customer

Norway Town Office

[Small Business Marketing - What Works in the River Valley?](#)

Tuesday May 10, 2016 from 7:30 AM to 9:00 AM EDT

Combination of presentation materials on good marketing practices and Round Table participant discussion of what works in the River Valley and beyond.

Hotel Rumford

[May Marketing Roundtable - Competitive Analysis](#)

Thursday May 26, 2016 from 8:00 AM to 9:00 AM EDT

The better question might be " who doesn't need marketing?" Every business, large or small, needs to continually market its products and services to flourish. Are you willing to invest an hour a month to become better at marketing? The May session: Competitive analysis

Norway Town Office

[EventSpot](#) by [Constant Contact](#)

Recent Events

SCORE recently held a Crowdfunding workshop put on by Demerbox™ of Portland to share information about their Kickstarter experience in raising funds. If you would like to see this presentation, please go to our [YouTube video](#)