

Moscow Food Co-op Monthly Board of Directors Meeting
Tuesday, June 11, 2019
Fiske Room, 1912 Center, Moscow, ID

Present: Melinda Schab (GM), Dave Sutherland (President), Carol McFarland (Vice President), Cheyne Mayer (Co-Secretary/Treasurer), Laurene Sorensen (Co-Secretary/Treasurer), Rob Ely, Alice Ma, Mark Thorne, Isabel Barbuto, Willow Venzke (Board Admin)

Absent: Ken Hart

Facilitator: Dave Sutherland

Guest: Greg Meyer

Eight of nine Directors present; a quorum is reached.

OWNER FORUM

Owner Forum is a time for the Board to listen to owner comments. The Board will, if requested, follow up by e-mail after the meeting.

There were no owners present who wished to speak.

CONSENT AGENDA

Draft Minutes (MD)

Motion to approve the May 2019 minutes, seconded, **passed 7-0-1.**

Banking Resolution (MD)

Motion to accept the banking resolution as written, **passed 8-0-0.**

GENERAL MANAGER FYI REPORT

OWNERS

- There were 69 new owners in April 2019.

MARKETING

- Events:
 - Food and Mood - Addictive foods class had 9 attendants and received great reviews in the evaluation. Isabel has one class left in this series, scheduled for Saturday, June 15. This "Rest and Digest" class is on stress reduction and meditation.
 - Wine Tasting and Pairing brought in 11 guests, several of whom have already signed up for the next class in this series. Prices were adjusted down for the remaining classes, as the \$10/\$5 scale was much more enticing to shoppers and was still financially solvent anyway.
 - Healthy Eating on a Budget had its store tour on May 11, which was attended by 9 students, one of whom became an owner and joined the FLOWER program immediately after class

- FLOWER:
 - Total participating: 144
- During the month of April, our guests contributed \$516.90 to the Dime in Time program by bringing in reusable cups and bags, bringing us to a total of 18,073 individual donations as of May 28.
- Around the store:
 - Some demos we held this month were:
 - Doma coffee
 - Tieton Ciderworks
 - Oregon Country Beef
 - Co-op deli's new Acai smoothie bowls
 - We sent our representative at NPR on some national and regional Co-op statistics to better convey our message to everyone who listens in. We're aiming to truly exemplify the impact co-ops have in the world, especially for the upcoming October Co-op Month.
 - The Marketing department has secured a smoothie bike event at the kickoff date of the Moscow Middle School's summer lunch program.
 - The Marketing department is working on a sponsorship with the Pullman Farmers Market regarding their KERNEL program (Kids Eat Right, Nutrition and Exercise for Life.) We will be working to develop programming for various Pullman Farmers Market events.
 - We have reignited the conversation surrounding our Food for Thought film series after losing our sponsor funding. The research surrounding movie screenings will continue into the summer before our next Food for Thought committee meeting.
 - We have updated the food bank, Dime in Time and ReCORK fixture at the front of the store! Take a look at new signage, a new fixture, and the way it's all cleanly organized.
 - We drafted a new letter to local businesses to gauge interest in the Local Business Partner Program and began curating a list of businesses to reach out to. We will begin outreach in June.
 - The Moscow Food Co-op worked closely with the Tuesday Community Market as we approach the beginning of their season. We put the call out for market volunteers and discussed tabling/outreach opportunities for the Moscow Food Co-op to attend; we'll be there twice monthly this summer.
 - The Marketing department completed a full Wine department signage/tag remodel. The new tags and signage are currently being implemented.
 - The Marketing department attended Marketing Matters and returned full of ideas and plans! We will be moving forward with some new promotions, some new interior design projects, and providing even more information and expertise to the Co-op!
 - We installed a new "Everyone Welcome!" sign at the front of the store. The Marketing department is aiming to design the store with even more people in mind,

and convey the message that the Co-op is open to non-owners and all community members immediately upon entering the space.

- The Marketing department worked with Prepared Foods to update our existing special order menu and create a new sandwich special order menu. Watch for those to roll out soon!
- Media Coverage:
 - The Co-op received 6 positive media placements in May and 0 negative. (Compare to 2 positive and 0 negative in May 2018)
 - Combined impressions for April for print and online from these placements was 169,795 (compare to 96,405 in May 2018)
 - The Co-op was not featured in any “Get out and Do it” articles in the Moscow-Pullman Daily News this month. We will follow up with our contacts and see if our events are not newsworthy, etc. for reasoning. However, the Marketing department does not believe this to have a negative impact on Co-op reputation or public relations.
 - We sent out a press release on May 1 regarding our Trex boxes at the front of the store, and one on May 3 detailing upcoming regular events. We also sent one out for a Food and Mood class on April 29, which was not included in the previous Marketing update.

PHYSICAL PLANT

- End of semester/school year turnover has been high (as is usual for this time of year). We’ve been steadily hiring for the past month and there are lots of new faces to welcome.
- Bakery Project:
 - We’re securing bids for the plumbing work.
 - We will be resurfacing the concrete floor next week.
 - We’re securing multiple bids for refrigeration equipment.
- We’re obtaining quotes for painting the exterior of the downtown location.
- It is possible that we will need to have our parking lot resurfaced sometime this summer. Stay tuned.

BRIEF ANNOUNCEMENTS AND ACTION ITEM FOLLOW-UP

BOARD Action Items – 6.11.2019

Owner Engagement (*internal action items kept separately*)

Nominations and Elections (*internal action items kept separately*)

Policy & Bylaw (*internal action items kept separately*)

1. Policy & Bylaw will look for Board references to “Strategic Plan” throughout the policies.
2. Policy & Bylaw will create job descriptions for Executive Committee positions.

Executive Committee (*internal action items kept separately*)

1. The Executive Committee will investigate how to evaluate GM compensation.
2. The new Executive Committee will take on continuing education.
3. The new Executive Committee will review Policy D5.
4. The Executive Committee will draft a statement regarding the Board's commitment to workplace excellence.

General

1. The Board will discuss employee health insurance coverage in September 2019.
2. Melinda will get the health inspector's contact information from Kerry and share it with the Board.

Action: Policy & Bylaw will create a draft of the Board's Mission Statement.

CONFIRM AGENDA

The agenda stands as is.

BUSINESS AGENDA

GM Monitoring Reports (MD)

Policy B1: Financial Condition and Activities

The Board discussed Melinda's written report on the Co-op's financial condition. Melinda shared that managers and staff are working hard and there has been good sales growth. It was noted that growth could also be measured in ways that aren't monetary.

Action: The Executive Committee will look at the historical number of owners.

Motion to accept Policy B1: Financial Condition and Activities, with acknowledgement of noncompliance, seconded, **passed 8-0-0.**

Policy B3: Asset Protection

A few items were clarified:

- Wegner CPAs only come on site when we have a full audit.
- Personnel documents need to be kept for 7 years. They are in a locked filing cabinet in a locked room.
- The Co-op will begin using Paycom for HR and payroll in July. It is a paperless system, and will replace both Orbital Shift and Kronos.

Motion to accept Policy B3: Asset Protection, with acknowledgement of noncompliance, seconded, **passed 8-0-0.**

Policy B5: Treatment of Customers

The Board discussed Melinda's report on the treatment of customers.

- Customer survey comments are regularly positive.
- Survey and comment card observations and complaints are opportunities to improve.
- It's important to validate customers when they want to be heard.

Motion to accept Policy B5: Treatment of Customers, seconded, passed 8-0-0.

Policy B7: Communication to the Board

Motion to accept Policy B7: Communication to the Board, seconded, passed 8-0-0.

Policy B9: Emergency GM Succession

Motion to accept Policy B9: Emergency GM Succession, seconded, passed 8-0-0.

7 p.m.: Rob Ely left the meeting.

Board Monitoring Reports (MD)

Policy C5: Directors' Code of Conduct

The Board discussed the current system of anonymous comments on policy monitoring surveys.

Action: Policy & Bylaw will reevaluate the policy monitoring survey process.

Action: Policy & Bylaw will review Policy C5 for monitorability.

Action: The Board will discuss internal Board policy monitoring at a future executive session.

Call to vote, passed 8-0-0.

Policy C6: Officers' Roles

Action: Policy & Bylaw will review Policy C6 for monitorability, looking specifically at survey question 12.

Call to vote, passed 8-0-0.

Committees: Reports (SI)

- Nominations & Elections – Action: The Nominations & Elections committee will create an SOP for filling a Board vacancy and will get help from Policy & Bylaw if needed.
- Policy & Bylaw – Has not met.

- Owner Engagement – The committee met and discussed the upcoming organics forum, a rubric for determining finalists for the Co-op Community Fund grant, and topic prompts.
- Executive Committee – The committee will meet on Monday, and is working on study & engagement. Melinda and Dave bought books at CCMA to share with the Board: “The Grocery Story”.
- Strategic Visioning Committee – Has not met.

BOARD ASSIGNMENTS AND MEETING REVIEW

eNewsletter and Community News writing

July 10: Bakery update—Dave

August 10: Tips for donating food on the Palouse—Cheyne

September 10: Eating local—Isabel

October 10: Co-op Month—Ken

Meeting Evaluation

The meeting went well!

Upcoming dates to remember:

No Board meetings in July or August.

September Board meeting: September 10

Notes taken by Willow Venzke

Meeting adjourned at 8:25 p.m.

Executive Session

The Board worked on updating the Ends policy.

Signature of the Board President

Date