

Moscow Food Co-op Monthly Board of Directors Meeting--**DRAFT**
Tuesday, May 14, 2019
Fiske Room, 1912 Center, Moscow, ID

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

New Director seated at this meeting: Isabel Barbuto

Absent: Laurene Sorensen (Co-Secretary/Treasurer)

Facilitator: Dave Sutherland

Guests: Greg Meyer, David Hall

Dave shared that as new Board President, he would like to see the Board continue their level of professionalism by raising hands and not talking over others. He reminded the Board that they can use subsidiary motions as needed.

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

Resignation (MD)

The Board received a resignation from Tim Kohler, who will be going out of the country on sabbatical for work.

Motion to accept Tim Kohler's resignation, seconded, **passed 7-0-0.**

Seating of New Board Member (BTC)

The Board officially seated new member Isabel Barbuto to fill Tim Kohler's seat, with her term ending in 2020.

Banking Resolution (MD)

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

Draft Minutes (MD)

Motion to approve the April 2019 minutes, seconded, **passed 8-0-0.**

GENERAL MANAGER FYI REPORT

General Manager FYI
May 6, 2019
No action needed

SALES

- We recruited 69 new owners in April compared to 94 in April 2018.

MARKETING

- Events:
 - Food and Mood - Amino Acids class did not get much attendance, with 6 out of 8 registered at class.
 - Wine Tasting and Pairing did not hit registration targets and was postponed until May.
 - Since two classes underperformed, we implemented more in-store signage and more attractive pricing.
 - Zero-Waste Cooking was well attended, with 14 out of 18 registered. Class was popular, and included some non-owners who left very satisfied.
 - Healthy Eating on a Budget had 8 out of 16 in attendance, with the 8 that were missing including mostly folks who signed up more than three months ago. Due to this, we will likely not be making class tickets available more than one month in advance in the future.
 - Food For Thought had 48 attendants, and Director John De Graaf had a great time meeting our owners and shoppers when he visited.
 - Marketing and other Co-op staff worked hard to create a successful Annual Meeting! We are really happy with the outcome. :-)
- FLOWER:
 - Total participating: 141
- During the month of April, our guests contributed \$740.00 to the Dime in Time program by bringing in reusable cups and bags, bringing us to a total of 12575 individual donations so far.
- Upcoming campus promotions:
 - Official materials and an SOP were drafted for the refer-a-friend program at the Co-op on Campus, which will launch this May.
 - Marketing coupons were created and delivered to Alisa for campus promotion.
- Around the store:
 - We finalized the “Join our Team and Upcoming Events” bulletin board at the front of the store between the two bathrooms. These hold 8.5x11” event posters, job

openings, and information about working at the Co-op. This is an ongoing bulletin board with consistent updates required by the Marketing team and HR Manager (she prints a Word doc with the open jobs.)

- The Marketing Department worked closely with the Ops team and Store Manager this month to implement the first Fresh Flyer, which was a resounding success and has been a great way to drive sales using collaboration within the Co-op's teams.
- The Marketing Department also ordered several new Mercantile products including a new Miir tumbler, and working with a local artist on new Co-op branded canvas reusable bags. We also started offering the reusable bulk bags!
- We completed a Bulk section update by adding the green signage behind the bulk bins themselves. It looks really great and bright!
- We also reorganized the front end. It's much more clean and streamlined now and has updated signage and usability. We've heard great feedback from staff and customers!
- Media Coverage:
 - The Co-op received 12 positive media placements in April and 0 negative. (Compare to 6 positive and 0 negative in March, a 100% increase)
 - Combined impressions for April for print and online from these placements was 291,081 (compare to 212,824 in March, a 137% increase)

PHYSICAL PLANT

- Bakery Project:
 - The wall was demolished last week.
 - We will be resurfacing the concrete floor.
 - We're doing a preliminary walk-through with the Health Department on Friday, May 10.
- We have two bids out for repairing the archway between the downtown receiving area and cardboard baler room.
- 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.
- We are installing a mini-split A/C unit in the Co-op on Campus.

Additional updates from Melinda:

- The Bakery walk-through with the Health Department went well.
- We are negotiating the price of a new walk-in cooler for the Bakery.
- There has been an overwhelming positive response to our Trex recycling program.
- Bulk greens are coming soon to the Produce department!

Recommendations from the Board:

- Post near the Trex recycling about the importance of reducing plastic use.
- Merchandise new cloth bags near the bulk greens.
- Upgrade the scale in Produce to a digital one.
- Make a catchy sign for the bulk area that explains how to get containers' tare weight.

BRIEF ANNOUNCEMENTS AND ACTION ITEM FOLLOW-UP

Board Action Items – 5.14.2019

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.

DONE

- ✓ Idgi and Dave will look at the CBLD library for information on good owner number goals.
- ✓ Dave will talk to Melinda regarding CCMA attendance.
- ✓ Willow will email the heart activity final count.
- ✓ Carol will contact Tim to share the Board's recommendation regarding resigning.
- ✓ Willow will let Idgi know that she was approved to join the Nominations & Elections Committee.
- ✓ Policy & Bylaw will review Policy C4.
- ✓ Policy & Bylaw will review Policy C1.

CONFIRM AGENDA

The agenda stands as is.

BUSINESS AGENDA

New Board Member Document Signing (SI)

Isabel signed the Potential Conflict of Interest and Code of Conduct forms.

Committee Assignments (MD)

Isabel will join the Strategic Visioning Committee. The committee structure discussed at April's meeting will otherwise remain the same.

Strategic Visioning Committee (AT)

The Strategic Visioning Committee met for the first time since reviving the Committee. They will be focusing on a 5 to 10-year vision for the Co-op and will update their charter.

At the meeting, the Committee discussed Ends, Vision, Strategic Plan, and Operating Plan, and how they all fit together.

Policy C1 Draft (MD)

The Board discussed the Committee's changes to Policy C1.

Motion to accept Policy C1: Governing Style as amended, seconded, **passed 8-0-0.**

Policy C4 Draft (MD)

The Board went over the Committee's changes to Policy C4; they mostly struck redundant words and embellishments.

Motion to accept Policy C4: Board Meetings as amended, seconded, **passed 8-0-0.**

Committees: Reports (SI)

- Nominations & Elections – The Committee will meet next week.
- Policy & Bylaw – The Committee met and made changes to two policies that were previously discussed.
- Owner Engagement – The Committee welcomed Mark and Alice, had a recap of the Annual Meeting, and reviewed their self-evaluation. They also discussed the upcoming forum on organics. If the Board has any ideas for speakers, those can be sent to Cheyne. The Committee began a discussion of the Cooperative Community Fund and continued discussing topic prompts.

- Executive Committee – Dave, Carol, and Melinda had a call with Todd to go over Dave’s role as new President.
- Strategic Visioning Committee – Committee work was shared earlier.

BOARD ASSIGNMENTS AND MEETING REVIEW

eNewsletter and Community News writing

June 10: Tips for reducing plastic use—Alice

July 10: Bakery update—Dave

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

September 10: Eating local—Isabel

Meeting Evaluation

The meeting went well, but it’s important to remember to watch the time allowed for committee reports.

Upcoming dates to remember:

June Board meeting: June 11

June work session: June 18

*Notes taken by Willow Venzke
Meeting adjourned at 7:55 p.m.*

Signature of the Board President

Date