



618 Kensington Road
Syracuse, New York 13210

—
syracuse.coop
—

P: 315-472-1385
F: 315-422-9021
contactus@syracuse.coop

April CBLD phone call-
Phases for Retreat follow-up and progress
Member Engagement proposal AK RM followup conversation post phone call

JC Call to order 6:10PM
JC move to waive preliminaries
Motion to move min- AK 2nd 4 approved one abstention (JC, AH, AK, Deb) (CM abstain)

Board Monitoring Reports
b. D1 (Colleen)
c. D8 (Governance Investment)
d. D6 (Committee Principles) John Motions to approve- Deb 2nd – no discussion- all in favor
Rich abstained
Meg – moved

Jeremy waiting on more staff survey prior to B4 monitoring report / staff treatment

FYI Report –
Working on accountability and code of conduct “Circle of Reasonability” – useful management tool

Creating a positive workplace culture ie staff shout-outs, positive reviews posted in public

c. Marketing / Advertising Update – Jen has really stepped into that roll and more responsibility in that realm continuing to grow that position.

Special order posts have been getting good engagement

New Leaf- Spring- Member appreciation weekend sales and plant sales- Member weekend Mother's Day Weekend flash sale door buster, beer tasting

d. Monthly margins- expansion in Deli Ready-to-eat, and cutting the cheese

e. Key Indicators – Quick ration and days cash currently out of compliance. Working on building cash.

Sales up 3.4% to end of March, growth in customer count and average sale amount up.

Discussion Agenda- Postpone B, C
Board Evaluation Results
Strengthen board staff connections, cultivating board staff

Improvements- onboarding, successful recruitment efforts however no queue, continuing to cultivate relation

Discussion- transform ethereal concepts into tangible, manageable tasks

CBLD call reviewed Retreat Follow-up breaking out notes into phases 02/2019 Retreat Folder, Notes, Action Items
Who are our members now, who could/ would they be if we shift out of this neighborhood

Is it worth it to review an equity plan, tiered equity program?

Of project sites we are considering, should we consider grants based on location and needs, however very time consuming to manage

Feasibility questionnaire- a great task to do - Jeremy would like to send out as a Survey Monkey in order to prioritize our focus. Need to discuss these before making any serious moves on any project.

Member Capital Campaign- 6 week intensive campaign for raising money

Do we have the resources to raise the funds

If we are raising capital for a store outside the Westcott neighborhood which is outside our primary constituency, will we get the financial support we need to make the decision to move forward on this project.

Without raising a certain amount of money, the option to expand is not viable

Very important question begins with How much can we raise from our current active membership? 1800 active members \$400 from each member

New people to join as membership fees, plus equity

AK do we have information on all of the neighborhoods, organizations, foundations, that could be activated or engaged

Jeremy will update form that had all options and pros and cons

D Member Engagement Committee Charter

Building

Giving members a chance to create feedback on the spot, get involved with ideas, community facebook group,

CG- Adopt a block / siloed event - Co-op Paint and Sip - volunteering outside of the shop for the community but part of a tribe.

Charter starts it, committee that is active and then ideas get added as a living document

E By- Laws Update / Spring Meeting Plan

May 22nd Wednesday Evening 6-8PM

Presentation and communication strategies for member engagement

F Customer Survey in progress, ends today 4/23

G Plan FYE19 Audit

Wagner doing again this year, up for a bid on maximum timeline to offer bid next year

H Schedule GM Annual Evaluation

Next May have draft, finalize by June- Meg will start the process

I Finalize BOD Budget FYE

Utilize meals budget slightly \$350/ year

Reimbursements for hosting meetings at home is permitted

Jeremy update GL, Meg update changes

Colleen motion, Alicia 2nd – no discussion all in favor

Executive Session

After researching of PFL further leaving to discretion of GM to extend to other staff pursuant of Board governance

Moved by JC 2nd Rich no discussion- all in favor

Adjourned 8:23