

SRFC BOARD OF DIRECTORS MEETING  
MARCH 22, 2016  
MINUTES

Board Meeting Commenced @ 6:07PM

Present: John, Abigail, Deb, Steve, Meagan, Brianna, Larry, Jeremy, Jen

Absent: Andy, Tom

**Preliminaries**

Ends: read by Deb

Ground Rules / Guest Rules: read by John

Board welcomes Jen Eldridge, an SRFC staffer of several years, who will be taking on the role of administrative assistant to the Board of Directors. Responsibilities include taking minutes, helping with preparation of Board Meeting materials, and assisting with other tasks as requested by the Board President and General Manager.

**February Minutes**

Reviewed.

Moved to accept as submitted by Abigail, 2nd by Brianna. Larry abstained; all else in favor (absent Andy, Tom).

**GM REPORTING**

A. FYI Report

- New Members: New membership was somewhat lower this month (5 new members), possibly due to the monthly member discount ending this month. Jeremy and his team are working on ways to present a new set of membership benefits, patronage refunds, and monthly member sales.
- Staff: No updates.
- Marketing/Advertising:
  - Damien created new membership brochure focused on patronage return and other member rights and benefits. Consistent with design and inline with potential rebrand.
  - Bulk signage upgrade is in place - New tags include cooking times, nutritional information, visually eye catching and consistent. Enhancing visual appeal of this department was one of the recommendations from the training with Mel, which are now being implemented. New produce tags are coming next.
- Other:
  - Rosie Deliveries - Management team is looking at how to drive online sales, how to reach out differently / beyond the existing membership, and access larger institutional groups. There is a very high rate of recurring usage once people try this program out. John commented on mobile user's interface, how to clean up or make more desirable. John also made a point that NCG facebook ads don't link to a local store or a useful directory page, so there might be a more relevant way to link facebook ads back into our co-ops brand more specifically.
  - NCG Meeting in April - Jeremy will attend; talk to other co-op GMs about their rebranding process.
  - Training in March - Key staff participated in an onsite, 2-day training with Mel Braverman. It was a very valuable and productive training. Included Finance 101

for staff; identified several areas for improvement in merchandising. Team is starting to implement takeaways and look ahead to next steps.

- Financial Report: Jeremy and his staff are gearing up for March-September, which in the past have proven to be the most challenging months for sales. There was 9.4% sales growth in February over last year. Even though labor is still a bit high - offsetting that negative with positive commitment to customer service to keep up with growing sales.

#### B. GM Monitoring Report: B6 - Staff Treatment

- Clarification: Under section 2, first bullet should read in completion: "Managers should be trained on their duties annually. Right now there are only two management staff that deal with most of the personnel issues on the staff, so these things *should be included in additional annual training*."
- Board members commented that they are pleased this report identifies areas for improvement and concrete objectives for the next year.

Moved to accept, with the clarification noted above, by Larry, 2nd by John, all else in favor (absent Andy, Tom).

### **BOARD ADMIN & PLANNING**

#### A. Board Budget

- Meg and Larry presented proposal for Governance budget for FYE 2017. Proposal includes modest increases over the 2016 budget, particularly with regard to projected increase in CBLD annual cost, an allowance for attending a conference, and having wiggle room for "just in case" consultation. Other budget categories are reduced. In keeping with recent years, budget does not include meals during board meetings, or board compensation.
- Amended by removing Admin labor line (included in overall labor budget) and increasing Board Development line to provide an allowance for travel to CBLD trainings.
- With amendments, budget increase over 2016 is approximately 7%.
- All agreed (no vote required).

#### B. Planning FYE 2016 Audit

Jeremy proposed to use Wegner again this Fall, and will obtain a cost proposal on behalf of the board.

#### C. Scheduling the GM Annual Evaluation

Meg will bring last evaluation and other relevant documents to Executive Session during the April board meeting. Evaluation will be conducted in May or July (TBD).

#### D. Upcoming Dates

3.30 New Leaf copy deadline (See Education and Outreach)

4.1 CCMA Scholarship Deadline:

Each individual responsible for applying for scholarship.

If scholarships are awarded, Meagan planning to attend; Jeremy most likely (June 9th-11th).

4.17 Permaculture Garden Work Day:

Email Frank if interested in Volunteering: [frcetera@alchemicalnursery.org](mailto:frcetera@alchemicalnursery.org)

4.18 CBLD Call:

7:30PM Abigail invited to attend. Meagan will share login info and sign in code.

4.19 Board Packet Due: April monitoring report includes D4 Officers' Roles by Deb

4.26 Next Board Meeting

5.7 Spring Meeting (See Education and Outreach)

5.30 John Craddock proposes 2nd annual Memorial Day Co-op Cookout

## **BOARD EDUCATION & OUTREACH**

### **A. Spring Meeting Plan-**

Brianna confirmed May 7th at Barry Park, needs to forward organization insurance documents. Confirmed Nick's Pizza Truck will participate, no rental fee. Will follow up with off-site beer and wine permit. Two weeks lead time is required to turn around a permit to pour and sell beverages off-site from co-op. Board discussed pre-selling beverage tickets so money can be handled separately from pouring. ID's will be checked and 21 and older will be identified with bracelets. Brianna will keep the group updated by email.

B. New Leaf Column: "Board Commentary" on the theme of running for the board during this fall's election. Assigned to John Craddock (thanks!).

### **C. Member Survey Report**

167 Completed Surveys.

Full quantitative results were reviewed by the group. Board members are encouraged to read through the comments, which have been shared electronically and are very interesting.

Upcoming newsletter will include a summary of survey results.

CORE VALUES- Supporting regional and community food networks- local farmers, producers, entrepreneurs was the top selected value.

FUTURE- Divided opinions. Most people do want to see the Co-op stay and grow within neighborhood and become more accessible. Most importantly, they want to see us pursue growth in ways that are realistic and well-researched.

MEMBER DISCOUNT- Those that read the article agreed with the discount change quite strongly. Those that didn't were much more likely to disagree, indicating that Jeremy's justification was strongly and effectively communicated.

### **D. Co-op Cafe Video - Understanding The Changing Landscape**

Viewed and discussed. We are a CORE store, more so than most other co-ops today which serve an increasing volume of mid-level shoppers. This difference is our market is unique, but it's difficult to keeping growing a base of core shoppers.

## **BOARD MONITORING**

### **A. Revised Policy D.5- D.8**

- D-5 will be revised by Meg based on group discussion, and reviewed next time
- D-6, D-8 approved as proposed
- D-7 deleted as proposed

Moved by John, 2nd by Deb, all in favor (absent Andy, Tom)

B. Board Monitoring: C Board/GM Relationship

Prepared by Meagan Weatherby

Moved to accept as submitted by Larry, 2nd by Steve, abstained by Meagan, all in favor (absent Andy, Tom)

ADJOURNED: 8:41PM