

## **SRFC BOARD OF DIRECTORS MEETING**

December 19, 2017

### **MINUTES**

**Board Meeting Commenced:** 6:12 p.m.

**Present:** Larry, John, Deb, Rich, Meg, Andy, Abigail, Anthony, Colleen (prospective board member), Jen, Jeremy

**Absent:** Michael (adv.)

### **PRELIMINARIES**

**Ends:** read by Deb

**Ground Rules/Guest Rules:** read by Andy & Abigail

### **AGENDA REVIEW**

Two items were added to the discussion agenda: certification of voting results for board members and discussion of audit.

### **VOTING AGENDA**

- A. Meeting Minutes - October, November**
- B. GM Monitoring Report: B1 Financial Condition**
- C. GM Monitoring Report: B10 Logistical Support**
- D. NY Health Act Endorsement**

Andy moved to approve all items on the voting agenda. Deb seconded. Larry asked for clarification of the NY Health Act Endorsement, and if the board was voting to approve the endorsement or voting to adopt the endorsement policy. Meg explained that the endorsement policy had already been approved at a previous board meeting, and that the board still needs to vote to sign the NY Health Act petition. All agreed that the board can explicitly demonstrate that the NY Health Act will benefit the co-op. All voted in favor. Jeremy will sign the petition on behalf of the co-op.

### **GM FYI REPORT**

- A. Owner Update:** 8 new members in November.
- B. Staff Updates:** No staff updates.

- C. Marketing/Advertising Update:** Completed the rebranding process, now moving into phase two, which is working with messaging and creating a story for the brand. There are three areas of focus for this: redesigning the New Leaf to be more story-focused in order to garner more interest in the New Leaf and the co-op in general; developing a communications strategy and standardizing the way we talk about the co-op; and creating a new website. This process is an ongoing expense, as Damien is being kept on retainer to do basic ad work and other marketing tasks. This will help us attract new business and help us with communication around relocation efforts.
- D. Major Expenditures:** The new produce cooler was installed. This should help bring the produce margin up, which is a goal for the rest of this year.
- E. Special Events/Things of Note:** In the next couple of months, the co-op's mortgages will need to be re-negotiated, so Jeremy will be bringing a proposal to the board in the near future after doing more research about what our best options are.
- F. Financial Reporting:** Margins are good and the produce margin is up. Fixed assets are up with the new fixtures and reinvestment in the store (new shelves, coolers, roof, etc.)

## DISCUSSION AGENDA

- A. Annual Fall Meeting Minutes:** 48 members were in attendance when called to order, but 52 actually attended. Spring meeting attendance needs to be worked on. Announcement of an expansion could drive attendance to the spring meeting.
- B. Certify Election Results:** The ballots were counted by Andy, Deb, Meg and Jeremy. 51 valid ballots were cast, one was unable to be validated because there was no member number written on it. John was voted in by 51 votes, Abigail by 49, Michael by 49, and Rich by 48. Andy moved to certify and confirm election results, seconded by Meg, no discussion or abstentions, all in favor.
- C. Audit:** There were no deficiencies found, there were areas of potential improvement described in the audit, and Larry asked Jeremy how he plans to respond to or improve on those things.
- D. Board Reflection:** Board members discussed what they think the board did well this year, areas for improvement, and things they would like to focus on going forward. John appreciated the restructuring of board meetings that allowed for a streamlined process for getting things done. He thought the board could have focused more on getting members engaged, motivated and participating. Going forward, he would like to see the development of a quality onboarding process for new directors. Jeremy added that he would also like to create onboarding for regular members as well, such as new member classes. Andy also appreciated streamlined meetings. In the future he would like to see even more streamlining and productivity in meetings, a stricter timeline, potentially shortening meetings, and change the location of the

meetings to be closer to the store as most board members live in that neighborhood. Meg said that she was happy about the creation and adoption of the endorsements policy. Going forward she would like to improve onboarding and recruitment efforts, increasing engagement with members, and improving board meeting attendance. Deb said that she would like the board to keep in mind that old board members are good resources and great to have on board committees, and Jeremy would like to see the board develop a revised ends policy at the upcoming retreat.

**Adjourned:** 7:36 p.m.