

November 2010
Board of Directors Meeting Minutes
Syracuse Real Food Cooperative
 22 November 2010 ~ 6:00 - 9:00 pm
 721 University Ave, Suite 120, Syracuse

Item #	Time	Topic	Leader	Outcome	Related Documents
Business Meeting					
1	2	Preliminaries <ul style="list-style-type: none"> • Distribute Meals • Agenda Review • Task Review • Q&A with the GM 	Travis Georgette Tine Travis		
2	2	Call Meeting to Order Welcome new board member Accept October minutes	Georgette	Accepted	SRFC_2009-10M.pdf
3	2	Monitoring Reports <ul style="list-style-type: none"> • GM Policy B3 – Financial 	Georgette	Accepted	
4	2	Store Report & Expansion Update	Travis	Presentation	
5	3	Committee & General updates (time 5 – 7 min each) <ul style="list-style-type: none"> • Treasurer's Report • Bylaws Committee 	Walley Vanessa	Presentation Presentation	
6	3	Debrief annual meeting CBL 101 Jan 8 – Vermont Date for spring meeting Pre-planning for spring meeting Committee to revise B7	Georgette	Discussion	
7	3	Business Meeting Adjourned	Georgette		
BREAK					
Executive Session					
8	3	Plan for board development	Georgette	Discussion	Suggested readings: "Demystifying PG" by Linda Stier; "Best Practices in Owner Relations" by Marilyn; others?
9	3	Meeting Review	Georgette	Discussion	
10	3	Meeting Adjourned	Georgette		

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Board Members Present: Walley Francis, Georgette Nicolaides, Vanessa Marquez, Jamie White, Dan Sanders, Julie Longmore

Guests: Travis Hance

Excused: Mary Anne Fiedler, Chris Fowler

1 Preliminaries

- Distribute Meals
- Agenda Review
- Task Review
- Q&A with the GM
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2 Georgette Called the Meeting to Order at 6:27pm.

- Welcome of new board members: Julie Longmore, Dan Sanders, Jamie White
- The November 10 Minutes were accepted as compliant.
(Motion: Walley, Second: Vanessa) [Unanimous]

3 GM Monitoring Report - Policy B3 - Financial was accepted as compliant.

(Motion: Walley, Second: Vanessa) [Unanimous]

4 Store Report & Expansion Update

- One new hire, Casey is a cashier
- No departing staff this month
- October sales were 4.88% below last year, a tough month for us. November to date is about 2% below last year.
- While our average basket is about a dollar higher than last year, our customer count is down 100 per week.
- We are discontinuing WRVO underwriting to invest some llars is a print campaign in the New Times and Post Standard.
- Working with CE last month was as valuable as ever, we are working this quarter on a new strategy to have administrative staff providing more support to sales staff.
- Tops is spending significant dollars on capital improvements in their store in Peter's plaza, and they have improved their produce operations. This is a threat we are watching very closely.
- We sold 15 more organic turkeys this year, bringing our total to 30. We have to place our order in March, so increased demand means we sold out. Missed opportunity.
- Our gift displays will go up this weekend, check them out.
- Accountant's review is done, the accountant wants board action. Put it in next month's minutes for approval.

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5 Annual Meeting

- No controversy, no attendance
- Need someone to keep us on track and time
- It's really important to have a shared visual
- The location seemed disconnected from Coop
- Disappointed with the lack of people attending
- The meeting ran ok, but we may want a smaller venue
- It needs to be more of an event to promote.
- Not sure of that was the right time of day
- This year we had to split the cost between 2 meetings compared to last year
- Should we publish board meetings in paper?

Date and pre planning for spring meeting

- We have enough time to get a keynote speaker: Nancy Lorraine Hoffman, Maureen Knapp, Allison Hart*, Andy Maxwell, Other Coops (*prime candidate)
- Date: May 12th around 7pm
- Food, speaker, gift basket come out of the Governance Budget
- We should make it educational, display of our food in the store. Have some samples and give-aways
- Press release
- Have displays of other community groups
- Sub-Committee for Spring Meeting

CBL101 January 8 in Vermont

- Suggestion to go and visit other Coops on the way to Vermont with board. January 7 and 8
- Georgette will send a formal email about the weekend to board

Revise B7

- B7 needs to be better defined
- The sub-committee will come up with more specific guidelines; they will come up with their own charter.
- Sub-committee: Georgette, Travis, Vanessa and Jamie)

7 Business Meeting Adjourned

BREAK

8 Plan of Board Development

- We will have a mailbox in the office with monthly literature
- Every meeting the board will discuss the literature for about 10-20 minutes
- Board development consulting is available. The new board members will be linked to that

9 Meeting Review

10 Meeting Adjourned at 8:03.

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Task List:

- Send email to board about CBL101 weekend (Georgette)

Bike Rack:

Policy Revision & Additions–

- Newsletter Editorial Policy & Advertising Policy
- D5.2 Board members to review and disclose conflicts of interest annually
- Review CDSCC template for policy recommendations & suggestion