



618 Kensington Road
Syracuse, New York 13210

syracuse.coop

P: 315-472-1385

F: 315-422-9021

contactus@syracuse.coop

SCM BOARD OF DIRECTORS MEETING

September 28, 2021

MINUTES

Board Meeting Commenced: 6:07 pm

Location: remote - Zoom

Present: Gabby (until 7p), Katie, Colleen, Meg, Michael, Rich, Jeremy, Jen, Elisabeth (guest), Marcelle (guest)

Absent: Abigail, Noreen

PRELIMINARIES

Ends: Waived

Ground Rules/Guest Rules: Waived

INTRODUCTIONS

The board and guests introduced themselves, and board members answered questions from Elisabeth and Marcelle about the board. The board explained the policy governance model of the board, answered questions about board diversity, discussed member engagement efforts, and potentially expanding the number of seats on the board.

AGENDA REVIEW

Meg reviewed the agenda and important upcoming dates. Board monitoring reports are postponed to the next meeting. Executive session will be conducted by email.

VOTING AGENDA

August Minutes: Colleen moved to accept the August minutes, seconded by Rich, no discussion. All members voted in favor.

GM Monitoring Report B.5: Management Continuity: Jeremy would like to include Scott and Gabe in his presentation of the B.5 monitoring report. Meg gave an overview of the report and its purpose. It will be discussed more in depth at the next board meeting.

New Members: Rich moved to accept the new members listed in the FYI report, seconded by Katie. Discussion: Are the new members students or new neighborhood people? Jeremy responded that it is a mix of both. All members voted in favor of accepting the new members.

GM FYI REPORT

Kensington Updates: Customer count, average basket, and sales are down over last year, but still up compared to pre-pandemic numbers. Rolling 52-week sales are up 2.35%.

Salina Updates: Shop Small Sundays and the Downtown Living Tour have been helpful with driving traffic to the store. The Salina store had its best sales day yet this past weekend. The customer count has been growing, the average basket is static, and sales for the 12-week period have grown. The week of August 15 was our best sales week so far.

Marketing Updates: Jeremy reviewed recent social media and e-newsletter stats, current advertising campaigns, and events. The Westcott Cultural Fair this year was our most successful in terms of sandwiches & drinks sold.

General Updates:

- Jeremy shared an update on the CX (customer experience) Survey rollout.

- Double Up Food Bucks is set up for the store and Jeremy is waiting on the contract.
- Jeremy is working with Zach from ECHO on a new cooler installation and facade renovation for the Kensington store. This would be an opportunity to make the store wheelchair accessible.
- Jeremy explained some of UNFI's new policies. Due to labor & product shortages there will be mandatory product smoothing applied to our orders, so we will only receive a percentage of cases ordered. Currently it is 90%, but it will likely get worse in the coming weeks. This will likely impact our sales. We will also be suspending the Special Order program, as we are not able to guarantee we will be able to receive the items ordered. There will be communication about this included in the upcoming e-newsletter. Colleen asked if vendors at the Salt City Market use our purchasing for their own supplies? Jeremy responded that some vendors do but they should be able to get what they need in store. We will try to maintain ordering relationships with local businesses when we can.
- We will start charging for bags due to rising supplier costs.

Financial Updates: We were generally stable on indicators at the end of August. Sales at Salina are below targets but consistently growing.

DISCUSSION AGENDA

COI Declarations: none

Board Retreat Planning: Meg reviewed the draft agenda for the board retreat, which will be focused on community outreach. Meg also mentioned that a second or follow-up retreat can be scheduled if board members want to delve into the topics or other topics further.

Annual Meeting Plans: The New Leaf is in progress, and that will be the official notice to members about this year's Annual Meeting. The deadline for the meeting packet will be November 1, and will be posted to the website a week in advance of the meeting. Members can register through Zoom and will be notified via the e-newsletter as well. Meg suggested using Eventbrite for meeting registration because you can send out automated meeting reminders. Ballots will be available both digitally and in store on paper. Board members discussed doing something fun, like Co-op trivia, at the start of the meeting.

Committee Reports:

- **Member Engagement Committee:** Katie will be helping Gabby transition into the chair of the Member Engagement Committee. Member engagement will be discussed more after the retreat.
- **Capital Campaign Committee:** The Capital Campaign is over and the committee is discussing how to honor donors for the 188 loans received, and how to honor Don for coordinating the Capital Campaign.
- **Board Perpetuation Committee:** Rich gave some updates on potential board candidates and outreach. Board members discussed ways to structure board meetings to be more accessible & manageable for prospective board members that may have limited availability.
- **Financial Review Committee:** This ad-hoc committee met with Jeremy to discuss financial reports from the month of August. Michael provided a recap of the conversation. Among other things, they are keeping an eye on how the loan money from the Capital Campaign is being used.

Board Monitoring Report: postponed

Adjourned: 8:25p