

**Springfield Food Co-op
Board of Directors meeting
March 29, 2018 6 p.m.**

Members present: Brooke Decker, Jane Sandelman, Kelen Beardsley, Carroll Veltrop, Caitlin Christiana, Steve Greene

Ex-officio: Neomi Lauritsen

Recording secretary: Lucy Georgeff

Meeting called to order: 6 p.m.

Co-op stories: In a conversation about health care and the importance of benefits, Jane heard that someone really likes shopping here. This person has noticed the evolution in customer service over the years.

Approving minutes of March 1st: *Jane moves to approve the meeting minutes from 3/1/18, Steve seconds. Motion passes with 2 abstentions and 4 yays.*

Neighboring Food Co-op Association Annual Meeting Recap

Neomi went down to Greenfield for the NFCA Annual Meeting on 3/17 as the sole co-op rep this time. She was elected to their Board of Directors. Our co-op has used them a lot. They helped us launch the Food For All program last fall and host a quarterly call on the topic of healthy food access.

Neomi went to a workshop on “Sharing Your Impact” at the Meeting. Some ideas she mentioned are: make it a party, use Event Brite to get RSVP’s, and offer prizes. Offer childcare. Stamp hands. Ask people to stand up if you’ve been a co-op member for certain increments of time. Offer a drink ticket. Provide a bingo card as an ice-breaker.

Another session she went to was a panel facilitated by Terry Bowling, of the National Co-op Grocer’s Easter Corridor Development team. He led a panel of GM’s who have done expansions or come through tough times. Ed King from Littleton, NH. Glen Lower, Middlebury (their store only closed for one day). Rochelle Prunty, River Valley, Northampton, MA. Zach Stevens, Rutland.

Littleton Co-op expansion notes: they added POV solar, free air refrigeration (captures cold air in the winter), LED lighting, and they saw no change in the electric bill. People wanted community space, a better receiving area, outdoor marketing space, and energy efficiency.

Middlebury expansion notes: get your PR together, be talking to members, the deli was too crowded, checkout was too slow, they needed cafe seating, more bathrooms, and an expanded meat department.

Rutland management notes: trained entire staff on how to read a P&L.

Finance/Real Estate Committee:

Board goes over the Pro Forma given to us by the NCG Development Cooperative and discusses the possibility of expansion. The real estate committee will continue to pursue a Purchase and Sale agreement on the prospective property. Board authorizes Neomi to sign a letter of intent for any prospective property.

Board discusses financing options: Kickstarter, preferred shares, grant monies. Any donations would be filtered through a non-profit.

Steve asks if anyone has a preference for an attorney to use. Board considers Steve Ankuda.

Contract with the NCG DC:

Board is wondering whether we should stick with them. Neomi and Lucy are talking with the DC tomorrow and will find out more about their contract.

Board self-monitoring:

D1: Unity of Control

Brooke reads aloud. Neomi mentions the annual meeting and how she has used staff and herself to set up and clean up. Board will keep that on their radar for future.

Board self-rating: 4.25/5

GM FYI:

Board congratulates Neomi on high sales growth for Feb, 19%!

Now with front room completely reset, checkout lines are going into the wellness aisle.

New membership brochures just came out. Neomi encourages Board to talk up membership with people they know. Steve suggests going to businesses in town and doing membership drives.

New logo and branding package has come in from Garet McIntyre. Logo is being incorporated into everything.

B2: Planning and Budgeting, Annual Business Plan

Jane moves to accept B2 as submitted, Steve seconds. Motion passes unanimously.

B5: Customers

Jane moves to accept B5 as submitted, Brooke seconds. Motion passes unanimously.

Other business

Patronage dividends check-in: Neomi passes out the informational handout for members regarding the change to patronage rebates.

Open session:

The Co-op's annual meeting is coming up in June. Jane and Brooke propose we should have the annual meeting at Trout River Brewery. We can provide food trucks or BBQ, pasta salad, and bread. We can open up the large doors if it's nice out. Board discusses having members pre-register on EventBrite, which will qualify them for a drink ticket. We can set up a projector.

Annual Meeting scheduled for Wednesday June 27.

Board will discuss Board terms and re-elections next month.

Next meetings: April 26th and May 24th.

Steve moves to adjourn at 8:01 p.m., Jane seconds. Motion passes unanimously.

Respectfully submitted,
Lucy Georgeff