

**Oneota Community Co-op
Minutes for Regular Board Meeting**

August 22, 2017 6:00 PM

Kitchen Classroom, 308 W. Water St.

Board Members Present: Brita Nelson, Scott Hawthorn, Bryan Stuart, Alicia Trout, Emily Neal, Flannery Cerbin-Bohach, Maren Beard

Board Members Absent: GM Present: David Lester

Co-op Staff :

Member/Owners Present: Jeanine Scheffert (Bd Admin Asst)

1. Call to Order

Nelson called the meeting to order at 5:59 p.m.

2. Board Learning - Lester showed Board the Impact Metrics Comparison done by NCG. All participating co-ops submit data on energy usage and other social responsibility metrics s.a. living wage, donations, organic products, local sales, etc. We're hoping to use this information to promote what we do. Using the study, we can see different co-ops, separated by corridor, and compare them for each metric.

We had 90% of staff at livable wage when we sent in these metrics. Now that we're at \$10/hour, we have everyone above living wage.

One metric we don't do yet is reporting our loss rate for refrigeration. Several co-ops are doing that - we'd have to have Kingsley go in and see how many pounds of refrigerant we put in, etc. It will be worth doing eventually.

Lester will learn more about this report and share it with the board next month.

3. Member Comments - none

4. Disposition of Member Comments - No member comments

5. Agenda Review

Motion: Trout moved and Cerbin-Bohach seconded to **Approve Agenda**. Agenda **passed** by a vote of 7 aye, 0 nay.

6. Approve Minutes

6.1 July 2017 Main Meeting Minutes

Motion: Stuart moved and Neal seconded to **Approve July 2017 Amended Main Meeting Minutes.** Motion **passed** with a vote of 6 aye, 0 nay. Trout abstained because she was not in attendance.

Amend: remove word “tourism” and adjust wording about pro forma in last section.

7. Consent Agenda – none

8. Reports

8.1 GM Report

Financial Snapshot:

Wine and beer is up 82% from last year. During the Toppling release, we sold a lot of beer. We'll have to see how the pro forma suggests divvying up the store with beer sales being so high. Lester will walk through the pro forma in next board meeting.

Cash is tight, but sales are doing well and July is ahead of budget, making it two months in a row of being ahead of budget. Things are getting better and we are hoping 3rd quarter ends well. However, Lester sent out an email asking buyers to get approval before making purchases over \$500.

We're happy with membership, considering it is a down year.

Our total labor spikes in August are due to wage increases. We were conservative; we did a wage increase focusing on people making less than \$10/hour. We'll have a similar but slightly smaller spike than last year.

Community/Outreach/Other Store Happenings:

Our local sales would be doing well if we were still counting Toppling as local. Our customer transaction numbers are flat to slightly negative. This is due to competition in Decorah, Rochester, La Crosse, and online sales.

The Mobiniti app has gotten huge and we didn't budget for it. We went from 150 up to 400 users in one month. Looking to change how we structure the offers.

We're working on online ordering and we're reservedly excited. It will start off small-scale. It will be for bulk orders (from bulk department) to pick up in store and might later expand to bulk order with local delivery (via taxi) and buying clubs for better discounts. The goal is to have the entire UNFI catalog available. We'll see how this affects our bulk department. It will be similar to special ordering, which is now our sales price minus 15%. Online ordering will streamline the process and make it more accessible.

Physical Store Update:

We still don't have our electrical bill yet. We're 40% down on gas - but July is not a huge month. We've donated to the Decorah Power Initiative and mentioned that in the Scoop.

Marketing/Special Projects:

Evaluations have shown the 360 review wasn't meeting its original intention and was taking a lot of time. Instead, we are doing self evaluations for all employees and asked questions about how they can help; what skills can still be realized. This change was received positively and time doing evaluations lessened.

Board's strategic focus decided not to define goal for purchases by a percent this year. That was one of the things Peterson mentioned in the last meeting - we want to be able to meet our goals.

Bulk discount postcards were a huge hit. We won't do it again in the near future. We budgeted to spend \$1000 on discounts this year, but we began this program mid-year after budgets were set and we've already spent \$7,300 on discounts, which is 695% of budget.

8.2 G5: Board Committee Principles

Motion: Trout moved and Cerbin-Bohach seconded to **Approve G5: Board Committee Principles**. Motion **passed** with a vote of 7 aye, 0 nay.

9. Action Items - none

10. New Business

10.1 Membership Committee Update

Membership Committee met in July and August. Nelson and Hawthorn have held listening sessions in the cafe. Committee is interested in reaching out to members once a month. Once the pro forma is presentable, we'll want to discuss with members, perhaps at potlucks or with a presentation halfway through the year.

We'd like to ask members what they love about the co-op and how we can improve. Member Linkage Committee would like to have a presence on social media, encourage people to come to board meetings, and re-post information from the meetings.

Committee is interested in looking for other co-ops with high level of member involvement and studying their model.

10.2 Electronic Balloting - Policy Change Recommendations

Board will vote on this next month in its final updated form.

10.3 Board Coffee Update (From July 31)

Nelson and Hawthorn hosted a coffee update. They had nice conversations with good feedback. They will do it again from 5:30-7:00. They are discussing ways to involve more people, including fun giveaways.

10.4 Membership Survey Questions

Co-op is putting the 2017 survey together. Board discussed questions to add to the survey.

590 people took the survey in 2014.

10.5 Social Media Board Outreach

Board discussed need for social media board outreach. Board feels it is a good thing to remind members that Board wants to hear from them. Social media is a good avenue for this outreach, but should be done through the regular Oneota Co-op Facebook page, not a separate Board page. Board feels it is natural that people aren't going to pay attention to the board if there isn't anything big going on, but having a board is part of what makes the Co-op such a great place; we have a board and it is responsive to its members. At this point, the goal of reaching out via social media is to remind members that we are meeting and they are invited. We will also post about other ways for members to engage with the board.

10.6 Election of Treasurer

Motion: Neal moved and Cerbin-Bohach seconded to **Elect Alicia Trout Treasurer.** Motion **passed** with a vote of 6 aye, 0 nay.

11. Next Monitoring & Other

11.1 [L2: Staff Treatment - GM]

11.2 [Compensation and Benefits - GM]

12. Next Meeting - Tuesday, September 26, 2017 @ 5:30PM

14. Self-Evaluations - done via internet

15. Adjourn

Motion: Hawthorn moved and Trout seconded to **Adjourn Meeting.** Motion **passed** with a vote of 7 aye, 0 nay. Meeting adjourned at 7:28 p.m.