

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

June 27, 2017 6:00 PM

Kitchen Classroom, 308 W. Water St.

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

Board Members Absent: Carl Peterson

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 6:01 p.m.

2. Board Learning - none

3. Member Comments - none

4. Disposition of Member Comments - No member comments

5. Agenda Review

Motion: Beard moved and Hawthorn seconded to **Approve Agenda.**
Agenda **passed** by a vote of 6 aye, 0 nay.

6. Approve Minutes

6.1 May 2017 Main Meeting Minutes

Motion: Neal moved and Cerbin-Bohach seconded to **Approve May 2017 Main Meeting Minutes.** Motion **passed** with a vote of 6 aye, 0 nay.

6.2 Review May 2017 Executive Session Minutes

Motion: Hawthorn moved and Stuart seconded to **Approve May 2017 Executive Session Minutes.** Motion **passed** with a vote of 6 aye, 0 nay.

7. Consent Agenda – none

8.1 GM Report

Financial Snapshot:

May looked a little better than April and June is looking good. So far, June is up 2.5%. We're seeing this change since school has been out for the summer and we are attributing it to tourism, partially because there are more unfamiliar faces in the Coop.

We paid off some of our few remaining member loans, leaving us with only \$7,000 left of the \$350,000 we borrowed from members in 2010. Neuzil has been instrumental in keeping us on track with saving for these payments.

We don't do inventory every month, so it is hard to know exactly where we are with net income compared to budget, but judging by what we've purchased and the cost of goods, it looks like we'll have a better second quarter than first quarter compared to budget.

Our maintenance and repair budget has been blown away by having two coolers with major issues. We're purchasing parts that can also go with new coolers in case we switch coolers in the renovation; we don't want to spend a lot of money on something we won't use for long.

Our labor compared to budget is good. Last year we were struggling first two quarters, so this year is also looking good compared to last year. We still have a few openings, but we're pretty well staffed. Carl is leaving bulk for another job.

New buyers are still being trained and we've missed labeling a few things as "local" so the report on local sales may not be fully accurate, but it still looks similar to past months.

The recent purchase of Whole Foods by Amazon has UNFI wondering what will happen, but even if UNFI loses Whole Foods, they'd still be a \$6 billion wholesaler. This may make things harder for smaller co-ops, but it may also make it better since small co-ops would have a larger market share and potentially more leverage to use in their contracts.

Community/Outreach/Other Store Happenings:

We're keeping *The Scoop* for now, although we went to 12 pages instead of 16. People love it. We're hearing positive feedback on articles, including appreciation for honesty and transparency.

Steph Hughes approached the Co-op about using the co-op for a graduate level computer degree project: she wants to create an online catalog shopping presence. She'll be working with Theresa to make this happening, starting with bulk ordering.

Physical Store Update:

We made sure to let our consultants know that Decorah is turning into a beer-tourism destination. David shared information from the market study with the Board.

Marketing/Special Projects:

Phone coupons are available now with awesome deals. Over 100 people signed up, which exceeded our goal. We'll send coupons out every two weeks and they are each good for two weeks.

Bulk pantry item signs are up and postcards went out to encourage bulk purchases.

Live on Water Street is coming up in September. It will be a bigger event than last year with both breweries there. Pulpit is doing a special brew for the event. Two headliner bands and 2-3 local acts will play. We have secured a rain location.

8.2 G4: Board Code of Conduct

Motion: Hawthorn moved and Neal seconded to **Approve G4: Board Code of Conduct.** Motion **passed** with a vote of 6 aye, 0 nay.

8.3 D1: Unity of Control

Motion: Beard moved and Hawthorn seconded to **Approve D1: Unity of Control.** Motion **passed** by a vote of 6 aye, 0 nay.

8.4 G1: Governing Style

Motion: Beard moved and Cerbin-Bohach seconded to **Approve G1: Governing Style.** Motion **passed** by a vote of 6 aye, 0 nay.

8.5 L1: Customer Treatment

Motion: Hawthorn moved and Neal seconded to **Approve L1: Customer Treatment.** Motion **passed** by a vote of 6 aye, 0 nay.

This is report about how customers have a say in the business and should be treated well. Data show whether customers are shopping with us or not. Mystery Shopper reports show customer service areas of concern and that we're doing well over time. We've upgraded to 2 mystery shops a month. They are becoming part of challenge board - every department has scoring goal.

We skipped a year for our customer survey, but will be doing it this year. Lester invited Board to come up with questions by next meeting, focusing on member connection, to be included in survey.

We're *noncompliant* on sales since we're not doing better than last year, but we're focusing on customer counts and lately we're seeing that go back up. We think the increase is due to visitors.

Class attendance last year good.

There are different ways we take customer comments and calls. Comments are always discussed.

We're keeping up with all of our licenses.

Board suggested using Google Places for reviews and ratings. Facebook and Yelp have rating options as well.

8.6 L4: Membership

Motion: Beard moved and Cerbin-Bohach seconded to **Approve L4: Membership.** Motion **passed** by a vote of 6 aye, 0 nay.

This report gives Board the comfort that we're staying on top of our most vulnerable data. Our POS system isn't that great, but it is the safest system out there because it is not integrated. Our PCI compliance scan would cost us a lot more if we were storing credit card information data. Big department stores are storing data, but we aren't. We hire PCI try to hack us and tell us how easy it was. They can't hack us because we don't have anything stored. Not much to our compliance scan. We're considering an integrated system.

9. Action Items - none

10. New Business

10.1 Board Chats: Brita will be in Cafe two hours in June and two hours in July. Other dates?

It is important to have board members be visible and connect to members. Nelson and Stuart met to discuss Membership Committee plan. They are discussing possibility of board members being available to chat with members at random times in next few months. Stuart is creating a calendar and asking board members to sign up.

10.2 Electronic Balloting - Ad Hoc Committee Report and Recommendations - tabled until next month

11. Next Monitoring & Other

11.1 [D2: Accountability of GM - Stuart]

11.2 [D3: Delegation to the GM - Nelson]

11.3 [L5: Financial Condition - GM]

12. Next Meeting - Tuesday, July 25, 2017 @ 6:00PM

13. Executive Session - none

14. Self-Evaluations - done via internet

14. Adjourn

Motion: Beard moved and Stuart seconded to **Adjourn Meeting**. Motion **passed** with a vote of 6 aye, 0 nay. Meeting adjourned at 7:04 p.m.