

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

May 23, 2017 6:00 PM

Kitchen Classroom, 308 W. Water St.

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

Board Members Absent: Bryan Stuart

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 - Brief Future Planning/Expansion Discussion

David presented a timeline Board for future expansion meetings.

A representative from Minneapolis's Dakota Worldwide came to the area recently and did grocery store market research by asking managers questions. We learned information about market shares and that 76% of our sales at the Coop come from customers who live in Winneshiek County. Dakota Worldwide will send representatives again, likely in mid-July, when they will study two scenarios: 1) A major revamp of the current store with more deli space, less in packaged grocery, and 2) Using the square footage of the kitchen classroom.

Member Linkage Committee may create opportunities to ask visioning questions to the membership. We may be able to include this in a member survey. Committee also discussed reinstating co-op potlucks this summer and using them as a way to connect to the public.

3. Member Comments - none

4. Disposition of Member Comments - No member comments

5. Agenda Review

Motion: Cerbin-Bohach moved and Beard seconded to **Table 8.2 G4: Board Code of Conduct.**

Agenda **passed** by a vote of 6 aye, 0 nay.

Motion: Hawthorn moved and Neal seconded to **Approve Amended Agenda.**

Agenda **passed** by a vote of 6 aye, 0 nay.

6. Approve Minutes

6.1 April 2017 Main Meeting Minutes

Motion: Peterson moved and Hawthorn seconded to **Approve Revised April 2017 Meeting Minutes.** Motion **passed** with a vote of 6 aye, 0 nay.

Revision: Remove exact number in financial matter because this will be a public document on our website.

7. Consent Agenda – none

8.1 GM Report

Financial Snapshot:

April sales have continued a negative 2.1% slide compared to last year. The last weeks of May have been slightly negative compared to last year. Our marketing/admin departments are focusing on customer traffic and looking at a number of things to increase traffic, including a phone-in electronic online delivery system.

We're still saving money despite slow sales. We've gained nearly 100 new members so far this year. People are signing up to pay the full \$140 instead of the \$20/year payment system in past.

We're managing labor well compared to the budget. We budgeted higher for labor this year because we raised wages and kept bonuses at a high level. Compared to that budget, we're doing really well, which is offsetting the lack of sales. (Sales are down less than the labor cost is down, although it is close.)

Our biggest expenses are cost of goods, the second is labor.

Community/Outreach/Other Store Happenings:

Local sales haven't looked as good since we had to take out Toppling Goliath (beer is made and canned in Florida).

Will have more accurate information about employee retention after the first half of the year, but we are happy with how things have been going. We have 55 total employees with a total FTE of less than 50, which puts us under the threshold of mandatory health coverage.

Physical Store Update:

Awning is now covered. Electricity is down 17%. Gas is up. It makes a bigger difference in the budget to save on electricity than to use more gas so overall this is good news.

Marketing/Special Projects:

There is a lot going on in our marketing department and we may need to hire temp help. We are working on a mobile coupon, which will send big deals to people's phones or email. People can show the cashier their phone on checkout, or print it off from email.

We don't have pantry items in bulk yet. We've identified about 12 items that will be sold almost at-cost, but they are not on the floor yet.

We can't rely completely on our core members; we want new people coming in the store. If we see percentage of member sales rising and new membership numbers lowering or staying the

same, that is a bad situation. People often start by making cafe purchases, so we need that to be a positive experience. After regularly buying deli lunch, people start buying other things, then have a discussion with cashiers, then decide to become members.

8.2 G4: Board Code of Conduct - tabled until next meeting

8.3 L10: Board Logistical Support

Motion: Beard moved and Peterson seconded to **Approve L10: Board Logistical Support.** Motion **passed** by a vote of 6 aye, 0 nay.

8.4 L: Global Executive Constraint

Motion: Hawthorn moved and Peterson seconded to **Approve L: Global Executive Constraint.** Motion **passed** by a vote of 6 aye, 0 nay.

9. Action Items - none

10. New Business

10.1 Electronic Balloting - Ad Hoc Committee Report and Recommendations

Committee had nothing to report. This will be on agenda next time.

11. Next Monitoring & Other

11.1 [D1: Unity of Control - Beard]

11.2 [G1: Governing Style - Peterson]

11.3 [L1: Customer Treatment - GM]

11.4 [L4: Membership - GM]

11.5 [G4: Board Code of Conduct - Cerbin-Bohach]

12. Next Meeting - Tuesday, June 27, 2017 @ 6:00PM

13. Executive Session - Employee Update

Motion: Beard moved and Cerbin-Bohach seconded to **Adjourn to Executive Session.** Motion **passed** with a vote of 6 aye, 0 nay. Regular meeting adjourned at 7:52 p.m.

14. Self-Evaluations - done via internet

14. Adjourn

Motion: Emily moved and Carl seconded to **Adjourn Meeting.** Motion **passed** with a vote of 6 aye, 0 nay. Meeting adjourned at 8:30 p.m.