

MEMBER GENERAL MEETING
March 15th, 2010
app 45 folks in attendance, incl. BOD
ZACC

I. Announcements

Indigo Girls—benefit for MUD

II. Open Floor

- Check out issues—POS System in planning phases—read back prices
- Earlier morning hours needed, we looked at the survey results indicating that more evening hours are desired, but Kate pointed out that it wouldn't be that hard to have earlier shifts as well.

III. Financial Report

- best week ever last week! \$1300 sales goal met 2x. Sales increasing by \$1000 last 3 months.
- Marketing & outreach—help still needed.
- Ad trade w/ New West online
- Members, please market to friends
- Public shop—Sunday—explanation by LaNette of 3 visit system
- Facebook—daily updates
- Financial specifics availability on Ning
- Financial solvency—how long can we maintain? Projection by BOD?
- Is there a way to track how much everyone is spending?

IV. General Coordinator Report-Kate

- 14 new members since beginning of February—gaps re: tracking from orientation to working shifts. In need of attendance policy committee. How to hold membership accountable. Old schoolers moving into leadership roles—shift leaders.
- Equipment/refrigerated space concerns—research into capacity of reefer space needed to achieve member needs
- FTOP-banking hours, etc., needs to be resolved by attendance committee.
- Shift coverage has been good. People doing make up shifts, etc. solid base. Membership good at taking on different roles.
- New shifts—M, W, F 0900-1200 produce shifts. Recycling shifties needed. Newsletter committee needed—paper copy desired.
- Q's: people don't necessarily understand their obligations. Chris volunteered to make a handbill regarding how to be a good member. Follow up? How do we track new member involvement? (Ties back into attendance policy) Member manual—streamline—disseminate
- Lynn Badger-membership committee formed?—addressed in BOD strategic planning

VI. Proposal and Vote

- Store will stay open until 8 pm on weekdays
- shift 2 moves to 2:45-5:45pm
- shift 3 moves to 5:30-8:30 pm
- concern—that there is smooth transition between shifts 1 & 2

- no new shifts created (Seth)—fill shifts more fully (LaNette)
- (Anna) overlap? @ 1st shift
- Jessica moves to vote, Chris seconds
- Passes unanimously

VII. Building Update—Jack

- Review of process—NMCDC—planning committee, Cafe planning committee
- Tuesday—Jack, Kate, Terri, Amalia meeting w architects regarding Co-op floor plan. We are operating in 480 sq feet of retail space
- Thursday—Bob O meeting with architects
- \$\$ going to building renovations--\$950,000 will be gone quickly towards building priorities
- Warehouse, clear story, etc.
- Entrance at Turner St. to accommodate parking
- Keep clear story
- Possibility of gaining equipment from WalMart closure
- Time frame—plans to bid 4/1, Construction begin 5/1. Co-op will have to shift to a different part of the building. Hopefully by 11/1 we will operational in our new space.
- Funding possibilities: Micro loan program, grants
- Q's: November 2010?--Yes! Rent?--Yes! Thanks NMCDC. May-- Co-op rent will increase. Lease will increase further when expansion occurs.

VII. Product Policy Discussion

- Dalit starts: Product Committee (PC) developed policy due to product requests—what standards to judge with? PC may have taken it to radical side—organic trumping local, etc. What is healthy? Need education. Need all member input due to diverse needs.
- Erin: old policy wasn't specific enough. Based on survey, but two priorities were switched (local, organic).
- Dalit: appendix missing from published materials. This chart makes things flexible and should be reviewed annually.
- Lynn Badger: when Co-op idea originally presented, local foods emphasized as well as education & service to underprivileged. Price de-emphasized is very problematic. What differentiates us from Safeway if not these original values? By this product policy, what differentiates us from the GFS?
- Casey Lewis: Prices are lower at the Co-op. Safeway organic avocados- \$.79 @ Co-op vs. \$2.50 @ Safeway. All we can do is all make an effort to buy consciously.
- Jack interjects-- please comment on policy not in reaction/response to other members.
- LaNette: members are advising the BOD with this discussion
- Molly: addressing price/concern—within the document, 4th category--fair prices, not clearly defined. Responding to product requests—look at visual to clarify why certain products fit, don't fit, etc.
- LaNette (as member): like to see local as priority per survey. No impact man illustration—why not organic? There are reasons. Focusing on local but with education/research into brands.
- Ben Weiss: when reading policy, struggled with definition of “healthy”. Changes to what healthy is in today's society. We all have idiosyncracies. Joined to be closer to food, but skeptical about policy being decided committee or otherwise.
- Helen: bothered by lack of interest in Burns St. community. People feel unwelcome. Esp since products are unrecognizable to folks who aren't familiar. “Bridge” food needed. (bison!)

- Bob O: Price is under-emphasized. Funding came from Catholic social justice fund. Democratize fresh, local, wholesome food. How do we get that? Then non-profit vs. actual Co-op. Chose not to do non-profit per consultant. Being a part of a network could get us better discounts. Block grants & HUD provided \$\$ for building. Grant proposals emphasized the democratization of healthy local food & reinvestment in the local economy. Also the appropriation \$\$ emphasized these qualities in the Co-op. Let's not make him (Bob) a hypocrite & stay with original ideals.
- Kate: diagram will clarify process. Over time, members have given input to what we should carry. Decisions are limited due to space. Options so that we can accommodate members & neighbors. The most local and the most environmentally friendly—choices. Also we need POS education so that people can continue to improve our choices. Member comments regarding one stop shopping—one stop shopping will lead to better sales overall. Appease the diversity of members & bring down costs at the same time. Fair price inherent in Co-op policy in striving to decrease mark-up.
- Lynn Badger: loves produce. Outreach will come from cafe more than from Co-op. Education is our best tool because whole foods are actually cheaper than buying finished goods.
- Anna Taft: Local farmers comments regarding organic standards. Could be more affordable depending on farmers.
- Molly: Product policy vs. selection policy. Selection policy does not include education aspect that is included in actual product policy. Back to the board—what is fair price?
- Chris: Co-op in the community—we are on the street in our neighborhood. Like ZACC, we need to be open to our neighbors. Fair price—to us & to the community. Local—when we push, we can change the way the products are produced. Market driven. Price must be paramount. Keep in mind our audience. \$5.80 crackers, for example.
- Dalit: Dairy farm closer than Victor that wasn't sustainable/organic, would we carry their products? Research is key. How close? Fair price is important. Refer to Ven diagram. What do we think is healthy?
- LaNette: we are on the same page? We need a variety of options for a variety of people. Weighting principles needs clarification.
- Dalit: original concept was scoring products. Realized it was too subjective. Tried to make decisions using vague previous policy.
- Erin: too focused on hierarchy of principles. Read on, you will find further clarification. Fair price is undefined.
- Ali: hearing emphasis on social justice. We need to educate members on that part of our mission. Going forth, how do we involve our neighbors? If we did decide to carry processed /conventional, how much/many? Discounts to neighbors/family memberships? Whole foods education.
- Bob O: consider as the store expands we will have the ability to be more flexible. Member requests for products should be a priority. Forgot the rest of the story—business consult ended up that we might be like Bozo.
- (unknown): in defense of Tastee Bites-- to help accomplish one stop shopping, convenience. Will lose revenue!
- Maxine: Park Slope—we should discuss product policy again, maybe several times. Burns St. steering committee will be doing facilitated discussion w/ neighbors.