

Member Meeting Agenda
August 22nd, 2011 // 6pm to 8pm
Location: Co-op, 1500 Burns St
Facilitator: Ben

Members present: Jess Glebke (co-chair), Ben Weiss (co-chair), Jack Rowan (director), Kate Meinig Smith (director), Terri Roberts (director), Emily Lincoln (director), Stacy Krahn (member), Kate Keller (coordinator), Val Coulter (coordinator), Amy Weiss (product committee, member) Barrett Campbell (member, recorder)

Welcome, Introductions

Additions to the Agenda (5 min): No additions to the agenda.

Announcements (5 min):

- The Carrot of Virtuous Consumption sign is up!
- Adopt a plant update: so far we've raised about \$50! Cashiers should be encouraged to inform shoppers about the program to help improve sales. Kate will send out an email with more details.
- Jack has completed the Comments & Suggestions box – everyone agrees it's GORGEOUS!! The board agrees to review the suggestions in advance of the board meeting and bring suggestions to the group. Ben will do this for September.

Open Floor For Members (15 min)

- Val announces that she will be hosting a fund-raiser event and will post fliers soon.
- Stacy had a chance to work for Icicle Sea Food in Alaska, one of our salmon suppliers!

BOD Discussion Items (60 min)

- Membership Desk Implementation:
 - Kate Smith and Kate Keller: Currently we are in the process of working up a manual for the desk. Current staffers will shift into these positions, and a call for additional staffers will be made soon.
 - An actual “desk” needs to be procured. Jack arrives in time to volunteer to make a custom one! Membership and Facilities will rendez vous to hammer out details.
- September Fundraising event:
 - Terri Roberts: September 2nd event at the Palace, bands are booked and things are moving along. The cover charge will be \$5, instead of \$8 and it will be an over 21 event. Approximately 3 volunteers will be needed to take money at the door. The design team has all the info and has a deadline of mid-week! All members are encouraged to mention the event on Facebook. The event will not be widely promoted to the public as a fundraiser, although this will be the focus towards members. Fliers will be widely distributed.
- Approved product request protocol:
 - Jessica: We have a procedure up to a point, but may need to further examine this.
 - Amy: There is currently an online product request form automatically entered into a spreadsheet that includes: time stamp, product description, brand, source, whether or not item is carried by co-op, if it's carried by Frontier, whether or not it fits our mission, etc. We are behind in working on this data.
 - Kate Keller: Is there a way to show on the database products that we already carry in the store? Ways to improve communication between the product committee and staff were

discussed. Emily suggested a weekly/monthly report of items that have been requested, researched and should be ordered. Amy will distill the large volume of requests and submit a short list to staff.

- Jessica added that we should consider a means of tracking these items to see how well they are selling. Amy will keep a log of special orders and how they are selling to submit to staff. A column could be added to the spreadsheet inquiring about how much members will order the item.
- Bob Oakes via Ben Weiss: Could the Product Committee get a separate allowance to enable them to order items separately from Kate and Val to honor requests?
- Better communication among patrons about filling out product requests in store and the ins-and-outs of stocking items is needed. Special ordering can be reviewed at new member orientation. This will be coordinated with the membership desk.
- Jessica and Amy both complemented Val's "seasonal" corner with the BBQ display and suggest we consider doing more seasonal selling.
- Thanks to Emily the brand information can now be obtained on line!
- Improving sales
 - Ben Weiss: After reviewing finances at the last meeting we agreed that we need to increase sales. Terri indicated this time of year can be volatile for sales. Saturdays have been one of our better sales days.
 - Jack inquired about how the addition of more bulk items have impacted sales. Terri suggests there may not have been enough time to see this change. Stacy inquires about notifying members about new items. According to Terri, the marketing committee is working on ways to promote new items, creating a recipe sharing site and food blog. Summer time is hard on retail though, and we are holding steady with sales. We may need to consider shifting our website to a more interactive one in the future.
 - Props to Kate for featuring a new item in the member emails.
 - Jack: Should we table at the University ASUM? Ben suggests we table 9/6 and 9/7- these are days that volunteers are there. Other tabling opportunities: Welcome Feast 9/3 (free lunch to all students) would require organization with a student group, which Val may be able to help with. In the future we should consider tabling at the orientation events. It may be advantageous to spend more money on promoting ourselves to the students as school resumes.

BOD Action Items (5 min)

- Meeting Minutes Approval: The minutes are unanimously approved... with uproarious applause.

Reports

- Coordinator (5 min) // Kate K
 - POS system is being implemented, including training cashiers. The data entry is a huge part of the process that needs to be smoothed out. Val indicates that when orders are entered on Friday, price fluctuations may result in an item being rung up at a price different than the sticker price. This may be a reason to move away from the individual item sticker, even though it is popular with members. This also creates some challenges with keeping shelf-tags current.
 - We need 37 permanent cashier shifts filled. There are three days without any closers, C&D week.
 - Howell Street currently has the most working co-op members with 19. GO HOWELL STREET!!!

- Executive (10 min) // Jess
 - Ben Weiss: we created an outline of a job description for coordinator to review with Val and Kate. Jack indicates the creating of a coordinator handbook was also discussed. We are also looking at the possibility of overlapping Val and Kate's schedules, when funding permits.
- Product (5 min):
 - In addition to earlier discussion, Val has ordered lunch boxes and food storage containers!
- Marketing (5 min) // Kate M.-S.
 - We have raised \$50 from plant sales.
 - Fund raising ideas include: product feature campaign, advertise specials, highlight products on the web site and soon-to-be blog, tabling at the University,
- Facilities (5 min) // Jack
 - Regarding things we can build simply without a large investment, Jack put together a list and sent it out to everyone who has indicated they were interested in facilities projects. Some of these are underway! Infrastructure is in the process of being expanded. Respondents have also expressed interest in materials procurement.
 - A new area for seasonal promotions will need to be found to make room for the new membership desk.
 - Mid-September we'll make a big push to get more plants in the grounds. We have two members working on landscaping. Mulch needs to move and weeding needs to be completed.
 - Long term we need to think about more coolers if we carry beer and wine as well as a back up freezer. Ball park, to add a compressor and another freezer (\$2,000-\$3,000) would run about \$10,000 for all in.
 - One of the Bistro owners is an efficiency expert who would like to consider a possible trade for the co-op towards membership.
 - The Burns Street Bistro update: everything is in place, but is being help up by the need for a fully functional vent hood. Hopefully by mid-September this will be resolved they will open.
- Alcohol update:
 - A small group needs to convene and hash some issues out. Terri is leading the charge.

Next Member Meeting: September 19th, 2011, 6 pm @ the Co-op