

Meeting Minutes: Monthly Member Meeting

December 17, 2012 // 6pm to 8pm

Location: Co-op, 1500 Burns St

Facilitator: Jess Glebke

In Attendance:

Board members: Kate Smith, Jess Glebke, Nick Grener, Terri Roberts, Kate Keller. Members: Stacy Krahn, Anne Little, Cheyenne Rivers and Barrett Campbell.

Absent: Ben Weiss, Christian Russell, Emily Lincoln

Welcome, Introductions, Additions to the Agenda (5 min)

Announcements (5 min)

- Anne: *The Transition Handbook* by Rob Hopkins, is a book about reducing our carbon footprint and powering down as a city. The book also serves as a guide to handling Peak Oil and how we can deal with this issue as a community.
 - Transition Missoula would like to partner with the Co-op to show movies and host discussions. Late January is discussed as a possible time for the first film, but further discussion will be had.
 - The Co-op is invited to table with Missoula Flat at the Wilma during the run of their current film, *Chasing Ice*.
 - Turning the Tide will be held on March 8-10 at St. Patrick, Barrett will discuss whether the Co-op could table here.
- Kate K.: Organic Consumer's Association is calling for a boycott of Woodstock products in solidarity with the strikers. This would mean removing a few products from our shelves if the Co-op would like to support the strikers. More information on this issue to come as the workers are scheduled to meet with a federal mediator this week. At this point, 72 workers have permanently been replaced.
- Kate K: We are scheduled to table/present materials at the Anna Lappe event at the University on February 4th at the Dennison Theater. Tabling materials have recently been updated.

Open Floor for Members (15 min)

- Stacy: towards the end of January I will be going back to school!
- Anne: cooking classes at the Co-op? MUD will not be doing classes this year but would very much like to work with the Co-op on classes such as bread making, 100 mile diet, etc. The goal of these classes would be to show people how to prepare a dinner with items purchased from the Co-op.
 - MUD is currently looking for an education and outreach coordinator, 25 hours a week. This person would be organizing workshops.
 - Terri: there is interest in offering a candle making workshop at the Co-op, focused on how to make candles with ingredients you can find at the Co-op.

BOD Discussion Items (65 min)

- **Internship Job Description**
 - Nick: The position is for an Outreach Coordinator and will be posted at the University through the UM Business School, Internship Services, and the Environmental Studies program. The intern would be writing blog posts, researching cooperative business models, working on cooking classes, canvassing the westside neighborhood and reaching out to business partners. The internship would be for the spring semester. Lacy will be the primary contact person and Nick will work on the interviews with her. The application deadline is currently set as January 24th.
- **Additional Shopper Program**
 - Kate K: An email was sent to the additional shoppers and to members that have additional shoppers letting them know that fees are due for the next year of the trial program (through October 31, 2012). The \$36 yearly fee will be required in one lump sum. AS's will be inactive and unable to shop if they do not renew. We have 4 new additional shoppers and 14 new members this month.
 - Kate S: do we want to get the committee back up and running to monitor the efficacy of this program? Per Kate K this is something that staff can do. Nick's wife, Kaje, has offered to collect qualitative data to see if AS's are interested in joining the Co-op.
 - Kate S: there are comments on past questions about the AS program that we still need to address. This information will be added to the voting record.
- **Executive Committee elections in January**
 - Kate S will be leaving the board in January for her baby!!! Terri would like to nominate Christian Russell for chair or co-chair. Kate S nominated Jess Glebke as co-chair.
 - Guidelines for organization and structure need to be worked out.
 - Should treasurer and secretary be combined? This is permissible in the bylaws.
 - Treasurer does not have to be focused on micro-managing the books, because this is Terri's role, but we need someone to be more actively engaged and focus on the big picture. This person will work closely with Terri to manage the financial future of the Co-op.
 - Nick is nominated to fill the secretary role. There is some discussion as to whether or not Nick could fill the Treasurer role as well, but as this is a position that essentially needs to be restarted, there is discussion as to whether or not this needs to be someone who can put in time to educate themselves on the roll while simultaneously being familiar with the Co-op as an organization.
 - Terri will discuss with Ben the possibility of him serving as treasurer.
 - Kate K: The National Cooperative Business Association requires for membership that you join the CGIN, a list-serve, to have access to documents posted by other CGIN members, such as bylaws and policies. There is a great deal of information on the CGIN website available to members, which

requires first joining NCBA for \$400.

- There is some discussion about other organizations that Co-op board members could be more active in.
- Voting on the executive committee will occur at the January Monthly Member Meeting.

BOD Action Items (10 min)

- BOD Retreat – Date & Location
 - There is a discussion about what should be discussed at the retreat – each board member could pick a topic, educate themselves and report on it at the retreat. This could include policy making, overseeing committees, etc – whatever is important to you and worthwhile to the board.
 - Anne will send a list of questions that will help develop a business plan.
 - Location:
 - Jess's House?
 - UM Flat?
 - Orchard Gardens?
 - Terri's House?
 - Date:
 - Still up in the air.
 - Terri will organize a Doodle Poll
- November Meeting Minutes Approval
 - Thumbs up – unanimously approved.

Reports

- Coordinator (5 min) // Kate K
 - She will likely meet with Park Slope this week about the database they have built for us. The hope is to merge the contact, schedule and member databases together.
 - We need to have more shifts available for people as we bring on new members. This could mean opening at 10:00am on the weekdays or adding more people to shifts because we can. This requires us establishing priority shifts.
 - The first thing we did was add to every closing shifts for the memberr services position.
- Financials (5 min) // Terri
 - Our sales are staying firm at about \$1,400 a day, about \$600 less than they need to be on a daily basis. There has been no major headway on sales since our last meeting.
 - Jess: is there a component in our orientation about how much each person should spend each month to best serve the Co-op?
 - This is really directed at people who only shop when they work. Is there a way to entice them to buy more during that shift – such as buying for the Food Bank while they are here?

- Would like to see marketing for \$25 more per month: if every existing member spent \$25 more each month we would meet our sales goals.
- We could add the amount we would like each member to spend every month at orientation.
- We can fix our financial problems pretty easily, but we need to put in some marketing effort. There are some significant bills coming up and we are a little behind on some bills from November.
- Quarterly financial report coming in January.
- Marketing (5 min) // Jess
 - Could we consider a monthly Member Appreciation Day – a discount on certain items or other incentives to shop the Co-op that day.
 - We need to start laughing at the excuses people make for not shopping at the Co-op. We need to show how close we are to downtown as opposed to other grocery stores. Maybe we put out a map with locations people frequent and how close we are in comparison. There are so many things to do in this town – and we are so close to many of them!! If you're going to Chug-for-Charity, stop and shop the Co-op.
 - Instead of apologizing for our location, let's start focusing on the great reasons to shop the Co-op.
 - What type of marketing can we do that reflects our different mission and model, that distinguishes us from our competitors in town? How can we educate our potential members about our cooperative model?
 - Winter Market (at the Fairgrounds): we tabled at the Heirloom market on Saturday. It was not busy, but it went very well. Lots of people who came weren't buying, but really checking it out. It was a good opportunity to reach out because we were inside and there weren't that many vendors – we had their attention! There were roughly 20 vendors.
 - Next marketing meeting will be in January (needs to be before 1/28)
 - The store will be closed at 5 on Christmas Eve and New Year's Eve.
 - Should we do something to honor MLK day?
 - This could include donating a portion of our proceeds.
- Alcohol Policy (5 min) // Christian
 - Since Christian wasn't here, we had no idea what to talk about. Chaos ensued.

Next Member Meeting: January 28, 2013, 6:00pm @ the Co-op