

Member Meeting Agenda  
February 25<sup>th</sup> 2013 6-8pm  
Facilitator: Christian  
Vibe Watcher: Ben

Present: Board members: Christian Russell, Ben Weiss, Terri Roberts, Nick Grener, Jess Glebke, Emily Lincoln. Staff: Lacy Roberts, Kate Keller. Member/owners: Greg Aerni, Barrett Campbell (scribe).

### **Welcome, Introductions, Additions to the Agenda**

- None.

### **Announcements:**

- Lacy is now working for the NMCDC 10 hours per week.
- Ben questions if there any potential conflicts of interest with the Co-op paying a staff person under the employ of our landlord – consensus is there is not because of what Lacy will be doing for the NMCDC:
  - Lacy is working on the calendar and scheduling the common space and charter membership for Trust Montana. This is modeled after a Vermont organization that was incorporated into the state government.
  - There is no concern about potential conflict, but any potential conflicts will be discussed among the group.
- The alcohol policy is completed! It is available for review. This will be voted on later in the meeting.
- Jack's update: construction from his side should be done by Thursday, but he is not sure about the Bistro completion date. Per Christian, the Bistro staff is aware of the event Thursday and will attempt to have the lift out of the way by then.

**Open Floor For Members (15 min):** No members had anything further to add.

### **BOD Discussion Items (55 minutes)**

- Actionable items from retreat (10 min)
  - Set follow up meeting on policy. Decided date: Mar. 11
  - Per Christian, the retreat was great and a lot was accomplished.
  - Per Nick: About 10 items were discussed at retreat as possible goals for the year:
    1. Create document library with virtual home and NMCDC archive – Nick will lead.
    2. Contacting former board members to inquire about them sharing documents relevant to the library.
    3. Develop online Co-op calendar and one person to manage it – this will be a comprehensive, centralized calendar for all Co-op events/meetings, outreach opportunities at communities events. This could grow out of the existing calendar and could be member directed. – Kate K. will look into a good member match.
    4. Monthly board contribution to member newsletter, either with or separate from the existing newsletter. Report from the board would be contributed once a month, but a blog post could be added weekly. This will be a democratically shared responsibility and writing responsibilities rotated. The first blog post can be a summary of the Board retreat – Nick will take the lead on this.
    5. Summer sales and making us more BBQ friendly – better bun selection and thawed meat (Requires a check with Health Department). The concerns are space, packaging, and spoilage – but the food would have limited exposure. – Kate will check with Health Department. Barrett (member) questions the potential danger of introducing MRSA to the Co-op since some studies have showed it is common in supermarket meat counters and will look into this further. (<http://nutritionfacts.org/video/mrsa-in-u-s-retail-meat/>)

6. Research UNFI ordering device and compare with other inventory control products. – Terri is following up with Finance Committee.
7. Establish monthly board social hour to discuss article of relevant interest or just hang out. Proposed date/time: First Monday of each month starting April 1, 2013 at Draught Works 6-8p.
8. Create How-To photo manual for stockers.
9. Write and present to members relevant policy documents including message to non-members, dealing with volatile members, etc. – This will require some further work – meeting will be 3/11 at Terri's and the board will bring further ideas to the March meeting.
10. Board orientation manual. – Terri and Christian will work on this.

### **Members on committees/policy (10 min)**

- Current policy states a member must be in good standing for 6 months before getting hours for serving on a committee. Per Lacy we are currently at 95% shift coverage and booked 2 weeks out, so this could be a good way to tap members in strong standing onto committees. Any changes to this policy will be left to the discretion of the board/committee, and established members will get preference as appropriate. Accountability and follow through will be managed by working groups from within the board.

### **Inventory Review (10 min)**

- Inventory was February 11, 2013 – and it was awesome. See the main category report and location report for further detailed information. What we have found out is that the Co-op has \$68,000 in retail food organized by edible grocery, inedible, meat, bulk, and alcohol. This will provide a great base for future comparisons. The categories were further broken down:
  - Gardening and farming: soil, chicken scratch
  - Grocery: everything on the shelf
  - Chill: anything in cooler
  - Beverage: all beverages but milk and alcohol
  - Dairy: any milk-based product
  - GM: anything non-edible (except HABA – health and beauty aide)
  - Cooler
  - Meat: frozen meat
    - Deli meat: cold cuts and chill case
    - Seafood
  - Bulk
    - Packaged: labor required
    - Coffee/tea
    - Spices
    - General (everything else)

### **Expanded hours? (5 min)**

- Although there has been talk about this, consensus is to see how the membership desk and committee staffing goes first and then review. Is there a priority to align ourselves with Bistro hours to draw in clientele? Terri proposes we use a member survey and explore a summer-time change of hours. “If the Co-op expands hours, when would you like to be open and would you be willing to work?” Membership engagement committee will take on framing the survey or forum.

### **Community Dinner Update (10 min)**

- There is a lot of work to be done, all that is set is the date. A meeting will be held next week, hosted by Nick. Dinner will be Sunday 4/21/13 at 5pm.
- The Credit Union is not able to help with anything in 2013 as their budget is already planned.

- The Community Food and Agricultural Coalition would be interested in a non-monetary contribution.
- Potential fiscal sponsors or food donations:
  - Blackfoot
  - Our bank
  - Rail-Link/Denny Washington Foundation

### **Member Manual Review (5 min)**

- The Education/Member engagement working groups will collaborate to update this manual.

### **Board Social (5 min)**

- See above.

### **BOD Action Items:**

- Approve January minutes.
  - Approved!
- Alcohol policy: approved!!

### **Reports**

- Coordinator (5 min)// Kate K.
  - We have approximately 1/3 of our membership working in the store – 400 people and 1,200 members. Currently the priority is member retention and closing the gap between orientation and getting a shift.
  - Currently we are working on diversifying the distributor base, which may limit our ability to work with single distributor device. We are comparing with UNFI and a company out of Bozeman and Mountain Rose Herbs versus Frontier. Having the ability to expand distributors is unique to the Co-op.
  - Lacy- board members interested in doing membership services desk, speak with the coordinators – looking for people to pick up busy shifts, such as Saturday afternoons.

### **Working Groups Starting Points:**

- Finance (Ben)
  - 1) Make a budget
  - 2) Produce meaningful, easily legible balance sheet comparisons
  - 3) Research grants, esp. through the USDA
  - 4) Develop a sales report card that can be included in member communication
- Education (Jess)
  - 1) Create an infographic comparing how \$1 spent at MCFC gets distributed compared to \$1 spent at typical chain
  - 2) Develop an institutional presentation that can be shown to interested outside groups
  - 3) Create signs for nutritional information and cooking instructions for bulk items
  - 4) Craft language for marketing materials
  - 5) Make sure the orientation presentation is up to date and that we have an adequate number of orientation sessions and trainers
  - 6) Solicit or write educational blog posts
  - 7) Find up-to-date corporate ownership charts to hang in the store
- Member Engagement (Nick)
  - 1) Establish a routine of a check-in call for all newly oriented members (at ~3 months)
  - 2) Organize periodic member social events

- 3) Try to find providers who are willing give tours of their farms/businesses (talk to Bob Oaks)
  - 4) Handle the suggestion box and serve as the front line for dealing with issues regarding membership policies (in particular, expansion of store hours)
  - 5) Member manual review
- Marketing/Outreach (Emily)
    - 1) Design and keep updated all printed and online materials
    - 2) Organize tabling for markets and large events
    - 3) Advertising (if budget permits)
    - 4) Organize occasional community dinners/neighborhood events
  - Product (Terri)
    - 1) Readdress the product policy and ensure that the current membership is aware of it
    - 2) Chart sales breakdowns and trends
    - 3) Research potential new products that are being carried at local stores and shops
    - 4) Promote brand education, including material for the website
  - Facilities and Personnel (Christian)
    - 1) Permanent signage for store
    - 2) Snow removal
    - 3) Keep an eye on equipment, shelves, tables, the roof
    - 4) Research potential upgrades to our space
    - 5) Evaluations and job descriptions for coordinator positions
    - 6) Research cooperative insurance and display freezers for meat

Next member meeting: March 18, 2013