

Monthly Owner Meeting
April 15th, 2013 //6pm to 8pm
Location: Co-op, 1500 Burns St
Facilitator: Christian
Vibe Watcher: Emily

Present board members: Christian Russell, Ben Weiss, Nick Grener, Emily Lincoln, Jess Glebke. Staff: Lacy Roberts, Kate Keller. Member/owners: Anne Little, and Barrett Campbell (scribe).

Absent: Terri Roberts

Welcome, Introductions

Additions to the Agenda (5 min)

- Ben: Bike benefits, added to discussion list.
- Suggestion box for review:
 - Exception for shoppers with disabilities: we do not currently have a policy of proof of disability.
 - Co-op should list phone number in phone book, yellow and white pages. **RESPONSE:** We are already in the Blackfoot directory; we will get into Dex (Century Link) ASAP.
 - Door between Co-op and bistro should always be locked when the Co-op is closed and the Bistro should only be able to shop when the Co-op is open – we should also consider installing security cameras to prevent theft. **RESPONSE:** The door is supposed to be locked anytime the Co-op is not open. The Bistro currently uses a clipboard to document what they purchase before we are open and there has not yet been an issue with theft. This seems to be working. Allowing the Bistro to self check out at the second register could pose problems because the busiest times in the store are the busiest times in the Co-op, so the second register may not be available. Until problems arise, we'll stick with the current system.
 - Membership desk should be staffed Saturday 10-2. **RESPONSE:** We are working on staffing as many shifts as we can – this is a man-power issue. We are trying to prioritize the weekend shifts for the membership services desk, though.
 - Price comparison on wall with GFS should also include Natural Grocers and be updated every two weeks. **RESPONSE:** It is currently updated every two weeks. Natural Grocers follows a different business model, they are loss leaders and will undercharge, this could make comparisons unbalanced.
 - No cashier should be allowing kids, non-members or anyone else to shop more than 3 times or underpay. Poor attitude of the cashiers, "So what if the till is short."
RESPONSE: Children under 18 are exempt from membership. Allowing neighborhood kids to shop in the store is part of building community. If members do not have enough money to check out, they are sometimes allowed to return later with the money. The till is rarely short, more often it is over.

Announcements (5 min)

- Christian: we have a policy brunch May 5 at my house, 12p.
- Nick: the newest issue of YES! is all about cooperatives! Read it in our library.
- Lacey: I have decided to join the CFAC board in June (see last month's minutes for more information.)
- Aging Services will be coming for another lunch tour!

Open Floor for Members (15 min)

- Jack: Burns Street Bike Shelter – Three years ago we were given a donation for \$700 to make a bike shelter to cover the existing bike parking in front of the store. If members are looking for an opportunity to make up hours or put in time they could be involved with construction. Shane Morrissey and Maria Chestnut donated their time drawing up and engineering plans so that we can tentatively start in May. Shane, the architect, designed something to be congruous with our building. Bad Goat Lumber – locally harvested lumber will be used and we may need additional 24' 2x4's from Boyce lumber. Roofing material is still needed – preferably metal or something repurposed. The post bases will be custom manufactured. This fixture will go around the racks that are currently in place. The design is also fire friendly, per the fire marshal. This was a grant to the Co-op, but the NMCDC has been holding on to this money and this is a complete gift to us at this point! There is a possibility that gutters and rain collection barrel could be affixed.
- Jack: Ever since the remodel I've wanted to create a lighted sign visible from Burns and Turner. A broken light at the entrance has provided an opportunity to create a sign similar to that which hangs at Home Resource, a reflective lit sign. It will be about 2' x 18" approximately 1' out from the building. This will require a permit and some other logistics that need to be worked out. The rough cost estimate would be \$300. Any further ideas will be entertained. Questions to consider: Are these dimensions big enough? How much will it weigh and can the CMUs support the weight required of a bigger sign? How will a larger sign impact cost? Can we fund-raise from the membership? If it does take a long time to install a sign, the NMCDC has agreed to fund a light replacement if this is necessary, but it is agreed that with longer hours of sunlight ahead of us this is not necessary right now.

BOD Discussion Items (55 min)

- Community Dinner Update: We should invite West-side neighborhood council people to the dinner. **Ben and Jess will ensure this gets done.**
- Retirement Policy: The suggested policy is that at 65 years old you can be exempt from working if you are a current member, or join as a retired person without a work requirement. This will be open for discussion online and in the store as it will be added to the member manual. **Christian will make a poster with information and a suggestion box for member input to be placed in the store.**
- May Membership Drive: May is a big recruitment month and we discussed doing an open shop for the entire month. Once the community dinner is over, **marketing and member engagement will work together to promote this!**
- "Owners" over "Members": Ben, during a visit to the Food Conspiracy Co-op in Tucson, noticed that they referred to their members as owners. There are shoppers and owners within their Co-op – this appears to be an effective way to imbue ownership. The board discussed this at retreat. This will require us to change all our language and will be a significant undertaking. This language takes away the exclusivity of "member" and imparts the responsibility of ownership. This is something that we are going to begin doing now and accept that it will take a long time to fully implement. **Everyone should start calling themselves owners and referring to one another as OWNERS.**
- Fresh Meat Viability: This is not viable currently. We will thaw some cured meats and look for ways to upgrade our bun situation for BBQ season.
- Summer Tabling: RETRACTED until next month. **Anyone interested in tabling, please step up and let Lacey know!**

- Seed Library Update: Check out the new cabinet! Currently there are about 50 members and a mailing list of over 100. We table at the heirloom market every Sunday and are now in need of a database person to help us establish our computer needs. Once a person attends orientation and pays their \$5 membership fee they will learn how to manage the Seed library and it will be a self-sufficient operation. There will be someone available on Saturday and Sunday to man the library. Richmond Rivets has been supporting us in our efforts to start the library. Our objective is to maintain heirloom heritage seeds from the Five Valleys area to develop short season local foods. In the future there may be buckets for shallots, onions and potatoes. **Jess will include information about this in the literature for the tour. Thanks to the Co-op for allowing the Seed library space for our operation!**
- Bike Benefits: National program started by two brothers, one of which lives here now. Businesses buy these stickers that go on your bike helmet and then anyone who shows up with that sticker gets a discount. Our benefit in the past has been a 50 cent discount on Kombucha – can we make this something stronger to support the program? Previously our discussion centered on the idea that we offer the best to every owner every time, so are we then disincentivizing people who don't live within a bike-able distance? This does create some questions about whether individuals need to be members or sign up to shop three times before benefiting from the sticker discount. **More discussion needed.**

BOD Action Items

- Approve minutes from March: Approved.
- Last Task assignments For Community Dinner:
 - Press release – Send Thursday to make the deadline. **Nick will take care of this and share it with the board.**
 - Sponsor banner – This needs to be done tomorrow. Table tents will suffice, one side with donor thank you, the other side promoting the ownership drive. **Emily will do this.**
 - Health department permit requires log of when food goes in and out – **Christian will do this.**
 - Door prizes – 2 gift certificates @ \$30 for survey drawing. **Agreed.**
 - Sound system – **Christian will do this.**
 - Play list/music – **Jess will do this.**
 - Kids area – **Lacey will follow up with the kids' area coordinators.**
 - Fliers/posters - \$23 for 30 posters and \$17 for the handbills, do we need more? **Lacey will do a blast email to the membership. And the day of we could do some word – of mouth handbills. Emily will get 100 more handbills and a few more posters.**

Reports

- Coordinator (5 min) // Kate K (via Lacey): not much to report. Most of the attention has been focused on the community dinner. With summer coming we will need people to table and need owners to remember to plan ahead for their shifts if they are going to be gone. Update on the membership desk: when it's busy it works very well. This past weekend 7 AWOL members were signed up for shifts in under 3 hours. There is some discussion about when the busiest, priority shifts are for staffing the desk. There is discussion about aligning our hours better with the Bistro that will be had in the future.
- Product (2 min) // Terri – Skipped.
- Facilities (2 min) // Christian: There are two new members of the facilities committee – we have a line on a color printer! It will be arriving this weekend. The sandwich board is almost ready –

just needs one more coat of paint and the logo. There will be chalkboard paint on the bottom for updates. Ben: the meeting with the building folks went well. NMCDC and the Co-op discussed the bathroom not being clean enough – we can perhaps better sync our cleaning schedule with the other businesses in the building. The NMCDC is looking into a once per week professional cleaning and will bring cost estimates to the group. The Bistro may be contributing more mess to the bathrooms. If we supply the labor, then do we need to renegotiate the fee for bathroom usage? **Further discussion is needed.** Access to the roof was discussed and it was noted that it is not law that we have access. They have a very heavy-duty ladder that can be used. It will be mounted in the backroom for easy access. Other issues that were discussed in terms of the parking lots, irrigation, shoveling, etc. The one thing we didn't discuss is hot water, which will require further discussion.

- Personnel (2 min) // Christian: we have a rough draft of the movie night job description.
- Education (2 min) // Jess: working on redoing the education, including content and graphics and Emily is working on a brightly colored template. See below comments in Marketing.
- Finance (2 min) // Ben: no update
- Marketing/Outreach (2 min) // Emily: The marketing team needs to establish a budget and a formal way to determine what donations we support. The finance committee has requested that other committees establish needs and desires so that they can better create a budget for the Co-op. We currently get 1-2 donation requests per month. Recent donation requests that we have honored include: 1,000 New Gardens asked for a donation of food for their big fund raiser and training days, the recent ZACC fund raiser, and other events that are aligned with us. We have \$100 per month budgeted currently to help other organizations. What kind of ads are we willing to spend money on? Emily would like to do radio ads and get on radio community spots. You technically have to be non-profit, so it is not clear if this is permissible advertising. Facebook ads, napkin holders at the Bistro, hand bills in the breweries, Indy spotlight, spring party in May and Missoula Indoor ads. **Emily will be in touch with Ben and Terri to further clarify.** Jess: I am doing the community bus tour on Thursday and have only 20 minutes to get people on and off the bus and toured – around 5p – I need a supplemental piece of literature with info about the NMCDC, Burns Street Bistro and the Co-op, this could also include information about the May drive. I need some swag, like candy and stickers, to hand out with the literature. **Emily and Lacey will assist in making this happen.** Regarding the freight door sign, Karen Slobod is making a plexi-glass sign that permits light to travel through for the door between the bistro and Co-op and the old sign out front will also be reworked.
- Member Engagement (2 min) // Nick: first meeting is this Wednesday and we will start by contacting the people who have oriented in the past 6 months. What types of questions would we like to ask? What are the positives – what do they shop for and how often have they shopped, what have they spent, how have the shifts been going, what was the experience shopping and working? Are you up to date on your shifts?

Next Member Meeting: May 20th, 2013