

Member Meeting Agenda

August 20, 2012 // 6pm to 8pm

Location: Co-op, 1500 Burns St

Facilitator: Ben

Members present: Ben Weiss (director), Jess Glebke (director), Kate Smith (director) Terri Roberts (director), Christian Russell (director), Emily Lincoln (director), Barrett Campbell (member, recorder)

Welcome, Introductions, Additions to the Agenda

- Christian will add something in facilities.

There were no announcements or comments during the time allotted for Open Floor for Members.

BOD Discussion Items (40 min)

- Annual Meeting planning
 - Date is October 18.
 - Tentative schedule: Hors d'oeuvres from 5:30pm – 6:00pm; meeting from 6:00pm to 7:00pm and potluck after the meeting.
 - Feedback pertaining to the silent auction and raffle last year suggests it distracted from the meeting- too much fund raising and not enough meeting. A member-to-member raffle is agreed on as a good fund-raising option. Tickets will be sold in advance and a call for donations for the member to member raffle will go out soon.
 - Food and Beverage: Terri will organize the alcohol and discuss with our distributors whether it makes sense to buy beverages to be supplied through them or through Worden's. Food will be potluck style.
 - Key discussion items for the annual member meeting will be the overall success of the Associate Shopper (AS) program and poor member employee shift attendance. ***We are in desperate need of workers.*** We have righted our ship financially and now need the support of our member-owners to keep the momentum going. Discussion items pertaining to attendance will include parameters, limits and enforcement.
 - Ben asks for positive approaches to emphasize the importance of members working their shifts:
 - Putting in place measures that have previously been discussed will improve enforcement, such as flagging delinquent members as they shop. This requires more people working in the office and helping to put these systems in place. There is discussion about how shift attendance falls off in the summer and whether or not cutting Co-op hours in the summer is a necessary consequence.
 - Team Leaders: this second level of initiative will be revisited as a possible way to mobilize the member workforce.

- Organization and the computer back-end are essential elements of bringing people back into the Co-op.
 - Committees – few are active right now. Should we reactivate the operations committee?
 - Shift swapping and rescheduling is falling on the shoulders of the coordinators, rather than being member directed on the website.
- Joe Holtz Visit
 - This event will be at the Bistro space. Set up 3-5pm. MFCU gave a \$500 donation to cover food and beverage, which will be prepped by Max and her family. She has also offered to purchase a keg.
 - Permits through the state and city (food preparer with beer and wine service) have been secured.
 - There will be a representative from MFCU presenting as well as Joe. Other cooperatives discussed last month were invited, as were our vendors. The message was also sent out via the community listserve.
 - The event will be posted in the Independent and 2-for-1 ads.
 - Invites to the mayor have gone out and city commissioners will be invited.
 - Terri will invite MCAT to possibly have the event recorded.
- BOD Recruitment
 - We have room for 5 more board members.
 - All board members present are interested in extending their terms up next year.
 - Board recruitment should be advertised and personally encouraged with members who have shown enthusiasm at the Co-op. Emily and Kate S will organize the marketing. Jess will write something for the blog.
- Sunday Streets involvement
 - September 9th, Northside-Westside. Our presence was appreciated at the block party, doing something similar could go a long way to enhance the event and bring attention to the Co-op. The event is activity focused, making a resting spot a great draw! Most activity will be focused in the parks: White Pine, Westside, Little McCormick and ends at the Xs. Jess will take this on with help from Christian and Emily.
 - The fee is \$25, which can be waived in exchange for food from the Co-op.
 - The route goes from White Pine to the Splash Deck, east to Waverly then on to Toole at Draught Works, ultimately towards the Xs. The West Side Park may be our best location.

BOD Action Items (5 min)

- July Meeting Minutes Approval – approved.

Reports (50 min)

- Alcohol training (5 min) // Christian
 - Four people completed training last week, making us close to the number of cashiers we are required to have trained to be in full compliance. The next

training is Thursday August 30th at 7pm. In the future, this training could be monthly or even quarterly. This will be revisited at a future date.

- Signage explaining our policy will be posted in the store.
- Additional Shopper Committee (5 min) // Kate S
 - There was a 2 hour discussion about the AS program. The trial proposal said we would bring an evaluation of the program to the annual meeting. Topics to discuss with general membership include:
 - Terminating the program after one year. While we don't believe this program has been given a fair shot to date, we want to keep it running through March 1 with the expectation that it will be discontinued after the one year trial period. Ben and Kate S will work with interested folks on the AS Committee on how to present this to the membership at the Annual Meeting on October 18th.
 - Currently, the program has a lot of loopholes. Moreover, the AS program is not representing a significant portion of sales, but it is requiring a lot of volunteer and coordinator time. Our shortage of workers in the store is inhibiting our ability to do other community outreach/benefit programs, such as the AS program.
 - The future of the program will be discussed with the full membership.
 - If the program is terminated, how will we bring the 5 people regularly shopping as AS into the membership?
 - Will we need to vote to continue the trial program until April 30, 2013?
- Coordinator (10 min) // Kate K
 - None at this time.
- Facilities (5 min) // Ben
 - Ben will contact Hermina and the Bistro to initiate a building meeting with the NMCDC.
 - The garden is growing and looks great and the water is flowing.
 - Building our own shelving beats buying cheap commercial grade shelves.
 - Losha shelving at Kmart is \$88, at Dollar Plus, \$200 for 40 feet of shelving in 4 foot sections. Ben and Christian will follow up with our needs and what's available.
 - Summertime facilities cleaning is needed and now we need volunteers to help!
 - Weeds need to be pulled
 - Driveway needs sweeping
 - Tarps for the coolers need to be built.
 - Real cooler curtains are out of our price range, but magnets and durable fabric will do the trick. Coated canvas may be a better option than blue tarps. Home Resource has old smoke jumper parachutes that may work for us – Ben will look into this.
 - Christian: 6 door reach-in glass freezer is rare and expensive (\$11,000), but a 3 door freezer is more common and costs about \$5,500. Some of these units are self-contained and include shipping.
 - The freezer has been an ongoing discussion item and to make it

financially feasible we need ideas. Options discussed include:

- A fund-raising event, where we could probably make \$2,500 in one night.
 - Raffle proceeds from the raffle could also go to this pool.
 - Mail-in solicitation in conjunction with the annual meeting announcement.
- Financials (5 min) // Terri
 - July averaged \$1,400/day. This is not as bad as it could have been, but still not where we should be.
 - August required \$2,000 in member loan payments and payroll taxes as well as extraordinary expenses. Our credit line is maxed out and we are in discussion with the bank about raising the credit line. Normally bills are paid once a week, but now it's every two weeks.
 - Once we get through August and school starts and our marketing efforts are focused at the University things will hopefully pick up. We are surviving better than we did last summer, which is an improvement. We are still having some \$800 days, which we need to get beyond.
 - As stated before, summers are traditionally slow.
 - Marketing (10min) // Jess
 - Jess spent 3 hours at the market this weekend! Tabling here is largely a waste of time. People walk by and avoid eye contact, so we need to do something that jumps out (like the Carrot costume) or a dish of food/candy. The cost of tabling here is \$10.
 - The Co-op Lounge is a great outreach avenue. Perhaps stepping off the hard sell marketing and letting potential members come on their own terms would be more effective.
 - When we reach our 1500 "Like" on Facebook, the Co-op will give a prize or donation. TBD.
 - Efforts to get the Co-op signed up with websites and food blogs that support local and cooperative shopping/dining are ongoing.

Next Member Meeting: Monday, September 17, 2012, 6 pm @ the Co-op