

June 2012 Monthly Member Meeting

June 18, 2012 // 6pm to 8pm

Location: The Co-op, 1500 Burns St.

Faciliator: Ben Weiss

Present: Ben Weiss, Kate Smith, Jess Glebke, Emily Lincoln, Christian Russell, Terri Roberts, Kate Keller, Stacy Krahn, Nick Engelfried, Anne Little, and Bob Mason

Welcome, Introductions, Additions to the Agenda

Nick Engelfried of Blue Skies Campaign attended the beginning of the meeting to give us information about the coal shipments and the proposed Otter Creek coal mine.

- Blue Skies Campaign started last year and is dedicated to working on the coal mine issue and the local impacts for Missoula
- This summer the Campaign is focusing on the state government, specifically pressuring the Land Board to vote against the proposed Otter Creek mine. Although the trains are regulated by the Federal government, the state regulates lands including the land of the proposed Otter Creek mine.
- June 27th is the official roll-out campaign for Blue Skies Campaign
- August 13th – rally at the capitol in Helena
- August 20th – Land Board meeting
- Website – www.coalexportaction.org
- What can local businesses, including the Co-op, do to help the campaign?
 - There is a statement businesses are signing stating they oppose the Otter Creek mine and this letter will be shared with the Land Board
 - Businesses can also create their own letter
 - Big Skies Campaign is also looking for people to speak at their press conference on June 27th

Board Response: We will discuss this issue with our membership and plan on bringing a draft of a letter, if it's our members' wish, to the July Monthly Member Meeting.

Announcements – there were no announcements

Open Floor for Members – no members present wished to speak

BOD Action Items

May Meeting Minutes Approval

- Revision: Switch the amounts for sales in March and April. March was a better sales month than April
- Minutes approved after above revision is completed

BOD Discussion Items

1. Attendance Tracking, FTOP and database needs

Database Needs

- The primary function of the new database will be its shift-banking system in which all members can accumulate 3 hours or more every 28 days
- After each 28-day cycle 3 hours will be deducted from each member's accrued hours
- Other information in the database will include: current contact information and payment status

- Steve will pick up where Pam left off on the database development
- We still need more people familiar with Java to help out!!
- Will the database communicate with the POS system? No, the database and the POS system will operate separately.
 - Ben: Isn't information being entered twice then? Yes, but not a lot of information is entered in the POS system (only member numbers).
 - Terri: It's not possible at this time to create these two systems to communicate with each other when we are asking members to help us out when they have the free time and using freeware
- Board is comfortable leaving the decisions about next steps regarding the database up to Steve
- Future: It would be great in the future to have an automatic email go out to members telling them how much they spent each month at the Co-op

FTOP – follow up from last month's discussion

- We need better systems to track shifts and this is what the membership database will do
- There are not enough people staffing the store as cashiers and stockers, so we can't staff the membership desk
- Current holes:
 - Members are not properly completing leave forms and do not follow-up with the Co-op coordinators when leave is over
 - Communication with members and the membership process needs improvement!
 - We need to communicate better at the beginning of membership to help new members through the first steps of becoming a member, signing up for a permanent shift and beginning of shopping
 - Jess: we should consider having a Co-op sponsorship program to help new members through the process
- Anne: Are there other Co-ops that operate on the same model besides Park Slope that we can talk to about how they track their members? Yes, and we should contact other Co-ops.
- Ben: Can the database be set-up to send out automatic emails? Not likely.
- Anne: What is the approximate number of people that owe a shift?
 - Kate K: Including drifters, repeat visitors and members lost in space, about 100 people
 - Anne: We should consider hiring someone from Experience Works
- Kate K is working with a few members to tighten up the system and work on the member services desk:
 - Pat Kelly is working to implement the member services job description, FAQ, etc.
 - Marcia Rubie is making phone calls to new members who have yet to be oriented or trained. She is also helping to develop a system for new member follow-up.
 - *Thank you Pat and Marcia!!*

2. Lease Agreement: property tax payment follow-up

- Terri will make a request to the NMDCDC that our property tax payments be split into smaller, more frequent payments (quarterly)
 - The payment schedule for property taxes doesn't need to be in the lease
- Our lease agreement is up for renewal. The NMDCDC is not raising our rent.

3. Facilities: adopt-a-plant & freezer

- Adopt-a-Plant program discussed

- Are there other supplies needed that are a priority over plants? A freezer is a higher priority; however, members really seemed to like the plant program last year.
- Marketing will discuss the program and fundraising options.
- Other equipment needs
 - Freezer, shelving, database, 2-line phones, fax machine/scanner, computers
 - What are our shelving needs?
 - Wine shelves are completed, but not installed yet
 - HABA shelving expansion
 - Another bulk island needed
 - Need carpenter-type people to help
 - We are currently at capacity with our bulk display
- Comment: it would be great if we could pay people to do things such as build a bulk island, create the membership database so that we don't have to wait for someone to have the extra time to work on Co-op needs
- Shelving vs. Freezer – what's more important?
 - Kate Keller: a 6-door glass freezer is the dream and a huge priority
 - Cost?? \$7,000??
 - Ben will look into the cost of the freezer and the related needs
 - Marketing will work on fundraising for the freezer with a goal date to raise the money by

4. Finance Committee

- There isn't a clear idea regarding what we're asking of this committee
- Terri will get the list of questions for the committee together again and Ben and Terri will work on the next steps to get the committee started
- We need a clear charge for the committee: why do we need this committee and what is expected of them?

5. Board of Directors Retreat

- What do we want to get out of a BOD retreat?
 - Co-op needs, metric for evaluating and prioritizing
 - Create a road map, strategic planning
 - Review last year's retreat meeting notes
 - Terri likes the idea of being more proactive rather than putting out fires at the retreat
 - Do we want to bring in a speaker? For example, a presenter from a BOD to five lessons on being on a board.
 - Outsider insight on how a board should function
 - Jess: non-profits operate different than our BOD; it would be good to have someone with a retail background
 - TENTATIVE DATE: September 15 & 16
 - Ben will start discussion and planning

6. Next Month's Reports: Quarterly Financials & Additional Shopper (AS) Progress Report

- Terri will get both the AS update and quarterly financial reports together for the July Monthly Member Meeting on July 16th
- AS Committee will need to meet after the July meeting to discuss possible modifications to the program and how to proceed

- The goal is to have an email discussion with the AS committee in July and bring the discussion to a member meeting as an update with a plan for months leading up to November
- Kate Smith and Kate Keller will discuss approaching the AS committee to start a discussion

Reports

1. Alcohol Training // Christian

- Christian estimates that 80% of cashiers have been TIPS trained!
- Christian talked to Lisa with the Department of Revenue regarding people buying alcohol at the Co-op and drinking it in the Burns Street common area adjoining the Co-op. Lisa said the Co-op is not liable in this type of situation because of the floor plan in our lease
 - The parking lot could be an issue
 - We are not liable for people drinking in the Burns Street Bistro and common area spaces
- Results from alcohol tests have not been returned yet
- Ben is working on a written policy for the cashier station – who should be carded, etc.
 - It was decided that a policy in which everyone gets carded takes away subjectivity

2. Financials // Terri

- Terri distributed a financial worksheet (attached) that compared sales in the first 5 months of 2011 with the first 5 months of sales in 2012
 - Average of 40% growth in sales in 2012
 - Terri believes we can do even better once we have the POS system dialed in and we keep a better eye on inventory
 - We could sustain \$50,000/month sales if we tracked inventory better

3. Coordinator Report // Kate Keller

Updates in membership land:

We have implemented a protocol of calling people who are new, FTOP, or have a history of missing shifts. Calls are made on Monday and Thursday for the following 3 days, typically by the cashier.

Pat Kelly is working to implement the member services job description, FAQ etc. Marcia Rubie is making phone calls to new members who have yet to be oriented, or trained. She is also helping to develop a system for new member follow up.

We are dialing in on job descriptions and scheduling for data/member payment entry, as well as attendance roles.

We may have Steve and Ben to head up the membership database once they finish a couple details on the POS.

Updates in product land:

Helen Harold is doing product request follow up and is working with me (KK) on systems for communication on these. Bob Oaks is digging into product research, and blog posts. Lacy is ordering grocery and researching items in grocery outside of our distributorship.

Collaboration on other product research by staff. I (KK) am working on a few lines of superfood bulk and the equipment to stock them. Beer and wine sales are good, our prices on wine are excellent, on beer, comparable. We still need folks willing to research/ write about/ help with new product exploration, etc.

In retail tracking:

PLUs are being assigned to everything without a bar code, so all items will be tracked specifically. It is *really important* that cashiers use the PLUs to enter everything. If an item does not have one they should look it up in the POS system. Using the miscellaneous key should be avoided as much as possible!

*We could use one or two members that would help to manage POS data on a regular basis.

Shift coverage:

A lot of staff time is spent cashiering and stocking. I would say up to 12 hours in my week (**12 hours is half of Kate Keller's work week!!**). We need to focus a lot of energy on consistent/persistent follow up with new members on regular shifts.

*We need handy/construction types like crazy.

*We need 3 out of 4 Monday cleaners.

Additional Shopper Program:

I do think that we need to be talking about potential modifications to the AS program. It has been successful and satisfying, I think, but has some implications that would be good to address before we get too far down the line. (ie. childcare, fee equity, workshift sharing...)
We have 45 additional shoppers signed up, but I am not sure their shopping habits yet.

4. Marketing // Emily

- The design team is working on our official logo which will be another version of the t-shirt logo. This logo once completed will be incorporated into a permanent sign for the north side of the building.
- The Marketing Committee is working on getting new handbills, stickers, etc.
- The movie night & plant swap was a lot of fun and we look forward to more events that bring members together!
- Upcoming events: Northside/Westside Block Party on July 14th!

Next Meeting: July 16th, 6:00 p.m. @ the Co-op

Missoula Community Food Coop
Sales Growth
 January 1 through May 30, 2011/2012 Comparison

	<u>Jan 11</u>	<u>Feb 11</u>	<u>Mar 11</u>	<u>Apr 11</u>	<u>May 11</u>	<u>TOTAL</u>
Ordinary Income/Expense						
Income						
Distributor Discounts/Rebates	284.52	314.98	439.75	772.09	454.09	2,265.43
Sales (Sales)	22,693.84	26,333.29	38,818.17	32,306.95	32,158.87	152,311.12
Total Income	<u>\$22,978.36</u>	<u>\$26,648.27</u>	<u>\$39,257.92</u>	<u>\$33,079.04</u>	<u>\$32,612.96</u>	<u>\$154,576.55</u>
	<u>Jan 12</u>	<u>Feb 12</u>	<u>Mar 12</u>	<u>Apr 12</u>	<u>May 12</u>	<u>TOTAL</u>
Ordinary Income/Expense						
Income						
Sales (Sales)	\$38,379.28	\$40,575.81	\$46,103.36	\$44,262.08	\$47,583.21	\$216,903.74
diff in dollars	\$15,400.92	\$13,927.54	\$6,845.44	\$11,183.04	\$14,970.25	\$62,327.19
% growth	67%	52%	17%	34%	46%	40%