

Member Meeting Agenda

May 21, 2012 // 6pm to 8pm

Location: Co-op, 1500 Burns St

Facilitator: Ben Weiss

In attendance: Christian Russell, Kate Keller, Lacy Roberts, Terri Roberts, Ben Weiss, Kate Smith, Emily Lincoln, Ann Little, Pat Kelly, and Barrett Campbell.

Welcome, Introductions, Additions to the Agenda

- Kate K: City council, at the same time as our member meeting this evening, is voting on whether or not to send a letter requesting an environmental impact statement be completed before allowing more coal trains to roll through Missoula. The Co-op is located very close to the railway, and as a food distributor an increase in train traffic could directly impact our business.
 - The board agrees to support the counsel's request to write the letter via a member in attendance at the city council meeting.

Open Floor for Members (15 min)

- Brief discussion about why member turnout was so low for our meeting this evening in which member participation/input was requested.
- Ann L: Construction on the kids' garden has begun. The focus of the garden is to let the kids have a good time in the dirt and to raise awareness about where their food comes from. Special attention will have to be paid to watering the garden because the sprinklers do not reach the center of the garden.
- MUD broke ground and dug a hole today!

BOD Discussion Items (60 min)

- Work shift accountability: There is discussion about ways to make our member database more efficient and better enable us to track member shift accountability. As it stands, the database does not completely meet our needs, but it is a work in progress. The issues outlined below, in addition to our search for a JAVA programmer, will be part of an ongoing effort to improve our member accountability.
 - Currently, there isn't an adequate method of addressing when members miss multiple shifts. The discussion topics include:
 - What is the best way to hold members accountable?
 - Follow up is the key to making this work – it boils down to communication that supports our policies.
 - Should members check in at the membership desk? And does this require staffing at the membership desk?
 - Is email the best way to notify members?
 - PHONE: Ann suggested that when a member fails to show for the shift, the other shift workers could contact that person. Each shift could also contact the next day's crew to remind them of their shifts – this could be an openers responsibility. It is acknowledged that these calls will require some administrative support to accomplish

and there is consensus for the phone call approach. Staff will start training cashiers to call members the day before their shift.

- E-MAIL: Our current database and spreadsheet do not support a great deal of integration. Does Constant Contact support weekly email notification? This too would require some administrative support to accomplish.
- Attendance is a huge time commitment for staff. It can take 4-8 hours to complete. To make it clear what shifts are being made/missed, a great deal of maintenance is required and there is plenty of room for human error.
- People do not miss shifts very often; the problem tends to be more on the follow up end and with FTOP shiftees.
- FTOP: Should new members be given the option to have FTOP, or should it only be offered to members with a proven track record? FTOP is a great option for the busy lives; however, attrition from the FTOP is greater than members with regular shifts. About 30-50% of the FTOP members, per the database, are in the “red” = have shifts they need to makeup. During summer months attendance tends to decline, and more importantly, notice of absence declines with both FTOP and regular shifts.
- We currently work on a 4 week rotation and make exceptions for people with non-traditional schedules. Would taking FTOP off the table as one of two options presented at orientation create greater accountability? There is discussion about whether limiting FTOP would require schedule changes.
 - There is some discussion about the difficulty of tracking FTOP members in the database as it is a manual procedure. It is possible to see who has banked their hours.
- There is some consensus about tightening up who is able to work FTOP. Currently, while we track missed shifts we do not consistently follow up with FTOPers. This may be for lack of a proper database.
- Per the policy in the Member Manual, “members who sign up for FTOP and fail to meet their shift requirement will be removed from the program and asked to fill a regular shift”.
 - Members holding members accountable: Could there be a group within the membership to help take this on? There would need to be a way to track this and monitor calls made.
 - It may not be enough time in one three-hour shift for a member to accomplish identifying and contacting all the required members for upcoming shifts. Currently, Lacy updates the shift databases.
 - Perhaps there needs to be concurrent construction of a functional database with email capability and creation of a member led committee.
- Members with permanent shifts are less likely to miss their shift. How do we get members to commit to a shift? This needs to start at orientation. If members understood how much more administrative work goes into FTOP tracking, they may be less

inclined to choose the FTOP option. Regardless, laying out the rules very clearly upfront may solidify the significance of shift commitment for members.

- It is agreed that orientation directors will be advised of this information so they can appropriately express the challenges of FTOP.
- **Kate K. will follow up with the orientation leaders.**
- Will inactive members be deactivated in the POS?
 - Something as simple as making the member name red or adding exclamation points around their name could notify the cashier that the member is inactive and the cashier could send the member to the membership desk to take the steps towards re-activating their membership. Ideally, the member would have visited the member desk in advance and would have taken care of this. Again, this requires the membership desk to be actively staffed.
 - It may be too much to ask cashiers to engage members this way – i.e. call them out for owing shifts.
 - How do we ensure that members are signing in for their shifts?
- Monday Coordinator Pay
 - Several months ago we asked Kate to come in for a few hours on Mondays to help and then we opened the store on Mondays making those days longer. Can we pay Kate/Lacy for extra hours worked on Mondays? This works out to be roughly \$100 per pay period. Mondays are more than supporting themselves in sales, so this is unanimously approved.
- Cashier TIPS training: Next Steps
 - TIPS training begins this Wednesday, May 23. Terri will be attending some training sessions to update cashiers on other issues.
 - Christian, Ben and Lacy all passed the TIPS “train the trainer to train” test under police supervision. CONGRATULATIONS!!
 - The Missoula Police Department can now search the premises without a warrant because we sell beer and wine.
 - Questions remaining: now that we have a beer/wine license, how does this affect consumption in other parts of the building? The TIPS trainers did not have an answer because of our unique situation not owning the building. **Christian will follow up with the Department of Revenue in Helena for the answer/law/ordinance.**
 - The next step is to train all our cashiers within the two month window. The deadline to complete the training is soft, so long as we show significant effort it counts!
 - Items to discuss as we go down the road:
 - Do we want a policy on how much alcohol people can buy at once?
 - Should we offer special orders?
- Co-op Working Group Needs: how do we get what we need?
 - Further discussion is needed on these issues and will either be addressed at future member meetings or at the BOD summer retreat:
 - Membership
 - Need database and staff:
 - A great deal of contact information is incorrect, as landlines and emails are inaccurate.
 - Need better education for membership about the consequences of missing shift and what it means for the staff.

- Are there templates other co-ops use to address these issues?
 - Can we use our existing systems more efficiently?
- Facilities/Maintenance
 - Need for freezer space
- Product committee: (our committee is small and could benefit from some additional support!)
 - There is a sizeable back-log of requests that the staff is working on.
 - Our capacity is somewhat limited, especially as it pertains to bulk and freezer space.
- Programmer/tech committee
- Others?

BOD Action Items

- Meeting minutes approval April: <http://missoulafoodcoop.com/wp-content/uploads/2012/01/2012-April-Minutes.pdf>
 March: <http://missoulafoodcoop.com/wp-content/uploads/2012/01/2012-March-Minutes.pdf>
 February: <http://missoulafoodcoop.com/wp-content/uploads/2012/01/2012-February-Minutes.pdf>
 - The minutes are unanimously approved.

Reports

- Finance (10min) // Terri
 - April was not a great month. In March, sales were \$46,103 (\$1,487 daily average) and in April \$44,262 (\$1,475 daily average).
 - Generally when the Farmer's market starts our sales decline.
 - We have had a lot of big hits this month with loan repayments, property taxes (\$5,255.71: ½ paid in November and ½ paid in May) and increased inventory.
 - Our lease agreement is ending and therefore now would be the time to revisit the property tax issue. (The Co-op pays a portion of the property tax for the building, per our original lease agreement.) The upcoming lease agreement does not include a raise in our rent. **This needs to be discussed among the board.**
- Coordinator (10 min) // Kate K
 - In addition to getting new products in the store and making contacts with new local producers we are heading into the produce season.
 - The current focus is how to make training a little more self-sufficient and consolidated tasks into more specific areas of focus.
 - Member customer service: working members seem to be unresponsive to shopping members – how do we break the cycle of “I don't know what's going on”?
- Membership (5min) // Kate S
 - See above.
- Marketing (10min) // Emily
 - No report at this time other than the event tomorrow.
 - We have been at Farmer's Market the first two Saturdays and it is going well.
 - Jess has been talking about having a bike caravan from the market to the Co-op at the end of the market to promote the store.

Next Member Meeting: June 18, 2012, 6 pm @ the Co-op