

Owner Meeting Agenda
Jan. 19, 2017 //6pm to 8pm
Location: Co-op, 1500 Burns St
Facilitator: Jess Vibe Watcher: Brent

Present: Kim Bostrom, Kim Gilchrist, Jess Glebke, Brent Ryckman (board) Shayla Dressler, Mudita Hinton (Coordinators), and Barrett Campbell, Betsy Hart, Pat Little, Casey Lewis, Ann Little, Beth Cabal (Owners)

Absent: Lavonce Long, Brian Smith (board) and Sam Duncan (coordinator)

Action Items:

- *Someone needs to contact a new credit card company soon.*
- *We need to revisit the prepaid gift card program/idea and whether or not it is still worth promoting.*

Welcome/Introductions

Additions to the Agenda: None

Announcements:

- We are tabling at the ***Five Valleys Annual Seed Swap 1/28*** from 10-2 at the downtown library, please come help the Co-op get the word out.
- We are looking for volunteers to help at the ***University Spring Volunteer Fair on February 8.***
- Because of the Snoqualmie pass closure/icy road conditions, we may not get produce until Monday – ***we can use some extra volunteer assistance on Saturday and Sunday.***

Open Floor for Owners:

- Relocation committee report (Ann Little) – the committee’s conclusion is that we should stay in our current location. There is very limited available space that is appropriate for our purposes. Places reviewed:
 - Fran’s Second Hand (too expensive and too much electrical work).
 - South and Higgins next to Griz Park and Ride – (this was too small).
- The board is also looking at renting out the backspace and sharing retail space – we were more viable when we were small, so shrinking is a real possibility. (See below)

- Should we rethink our credit card fees? We need a new machine to service our credit cards. **Someone needs to contact a new credit card company soon.**
- What is the effective interest rate we are paying when someone buys a pre-paid Co-op card? It could be as high as 16%. **We need to revisit this program/idea and whether or not it is still worth promoting.**
- There is a social work class looking for a project – we asked if they would be interested in doing a neighborhood survey – either Co-op centric or shopping centric. All they need is a contact to run their questions by. **We will move forward with this project.**

Staff Reports and other Employment topics

- Shayla: I have accounted for everything sold last year and what is unaccounted for. Our sales – what is actually keeping the store alive might not align with our personal ethics (including local and organic).

Action plans:

- We need to improve ordering and promotion to decrease shrinkage.
- There are restaurants that are going to order UNFI through us -that will increase what we can get with our orders. I have also been working on building a better relationship with UNFI.
- I have contacted several local bakeries about grab-n-go
- Identify non-traditional ways that people can contribute.
- We can increase our use of Costco to decrease our carbon footprint and costs.
- The freezer is working, but we need to do some de-frosting of the main center refrigeration.
- Can we purchase a printing scale? This could help us cut prices/products we purchase in larger quantities. This could also eliminate human error.
- Wellness: this section needs some work. Wellness Wednesdays – or some other promotion to clear the shelves. UNFI will give us some cohesive lines of their top sellers.
- How can we make owners feel better? Give them a special discount, camaraderie with active owners, create a picture tree of what people do here, High Five program – to increase how people talk about how we work with each other.

- University Garden Program is going to give us some interns – 4 interns that will work here for college credit.
- There are several mothers that would like to get their 15 and 16 year olds to work here – can we facilitate this?
- Black Roasting Coffee will decrease the price of coffee so that we can give 10 cents of every pound to a local school.
- Scheduling needs: my time cashiering versus working on improving our retail and making the Co-op money.
- Produce spoilage - I have arranged to get smaller quantities so that we waste less.
- Merchandising PSA – if you pull floor tags and move product randomly you’re adding hours to the coordinators day.
- Mudita:
 - I have been emailing reminders and asking for people to reply to confirm their shifts.
 - We will be transitioning to Mail Chimp because it is free (as opposed to constant contact, which we’ve been paying for monthly.)
 - Sam is also looking at Dolce Clock – a local organization that has a shift calendar that owners can use independently – both of these have saved me time so that I can focus on other efforts.
 - We are roughly 50% (guesstimate) of shifts filled. We have been focusing on closing and weekend hours to keep the store open. We need two people here in the evening for safety, which we have done by creating more closing shifts. ***Should we consider a restructuring of our hours, especially evening hours since we do very little business after 7pm?***

Financial Update

- Our finances are “pretty dire” – we have been steadily declining since 2013. We have a major problem on our hands that we need to turn around. We need new members every month and to reduce the number of shifts that are staying open. We have made some progress in shift coverage.

- General concerns: the signers on the bank account: we have not technically made the officer roles official – ideally it's the chair, and co-chair. (Currently Kim, Brent and Jessica are the only people with access to the account.)
- Bookkeeping: we are working on contract services agreement to have Terri Roberts be our official bookkeeper. She will need to be paid. We will review the independent contractor agreement.
- We are switching to Quickbooks online
- We are behind in our Secretary of State annual filings – ***Kim is reviewing.***
- Operating agreement: development of this is in progress – we have a starting point.
- We need to develop a long-term plan for retiring our owners loan – once we have gained a good understanding of our loans.
- See business plan submitted on this date.

Committee/Action Group Reports

- See **Moving Committee** report above
- **Reorganization Committee:**
 - The office is being reorganized into a space where members can come together, not a working office.
 - Shayla and Brace need to work together on redesign of the floor space.
 - The store redesign, including the backspace, could be completed by the end of February. The focus is on increasing sales.
- **MOE Committee:**
 - Outreach and education: list of inactive owners – we are going to update the list to facilitate communication for people calling the inactive owners.
 - We need to diversify the ways in which people can support us.

BOD Discussion Items Long-term Plan, continued from previous month

- Do we have a long-term plan spelled out? Do we need one? - **review at retreat**
- Operating document draft – **review at retreat**
- What metrics should we be watching closely to know if we are improving, flat-lining, etc? – **review at retreat**
- Define and assign metrics - **review at retreat**
- Any updates on legalities if bankruptcy is necessary: We recently took out an owner loan that gives us 3 months breathing space, and if we can't have significant improvements in 3 months we will need to revisit the bankruptcy issue. - **review at retreat.**
- Owner loan status update - **review at retreat**
- Sub-let status:
 - The market to farm pork people are out as a rental for the time being, they may like to put in their own freezer. They have questions about margins and their retail process.
 - In play: A start up company, the Clark Fork Charcuterie – we have had one meeting with them, future ones are planned. It is unclear if this would be temporary or permanent for him. He is really looking at whether or not this would be a place for him to operate his curing chamber – this would require construction. He would like to see this happen within a matter of months. There is some question as to whether or not this is fast enough. We are asking \$1,200/month. He would be more interested if he sees this as being an expandable place for him.
 - If anyone has ideas/suggestions for other renters, please let the board know.
- **Action Items**
 - Approve minutes from October and December - minutes are available for review in Drop Box except November – there are no minutes for that meeting. – **Minutes approved.**
 - Finalize officer positions D&O insurance - **review at retreat.**
 - Retreat planning – not addressed
 - Is there a marketing plan or some way to let the community in general know what the Co-op has to offer? **What is happening with the money that Kathy donated for marketing?** In part, the past 3 months we have had more immediate system needs than focusing on

marketing. Now we have staff and board we need to focus on marketing and moving forward. We raised \$182, Kathy gave funds on the belief that those funds would be matched – but the Co-op cannot do that. There was some concern that the gentleman hired to do the marketing did not understand the Co-op and would not represent the Co-op needs. We created a double-sided brochure that we have used for tabling. Are there other ways we can use that money, such as t-shirts for new owners so they are passively marketing all the time. ***We will ask Sam to put something in the newsletter to donate graphic artist/marketing talent to put together our spot for the Roxy.***

Next Owner Meeting: February 16. Board Retreat: February, TBD