

Minutes for the Potsdam Food Co-Op Board Meeting
May 17, 2016
6 PM

I. Call to Order

- o The regular monthly meeting of the Board of Directors of the Potsdam Food Co-Op was held on Tuesday, May 17, 2016, above the Carriage House Bakery, the President being in the chair and the Secretary being present.

II. Attendees

- o Voting members in attendance included Laura Cordts, Robin McClellan, Samantha DaGrossa, Tim Messner, Abby Lee, Pamela Maurer, Rajiv Narula, Maggie McKenna, Erica LaFountain, Eric Ochranek, Marie Richards
- o Members not in attendance included Joseph Andriano.
- o The General Manager, Eric Jesner, was present.
- o No guests in attendance.

III. Approval of Minutes

- o Marie asked that her name be added to the list of present board members at the last meeting. A motion to approve the amended minutes of the meeting held on April 19, 2016 was made by Pam and seconded by somebody (sorry!). It was passed with the amendment.

IV. Member Comments

- o Abby: someone wondered about plant availability and referred them to Eric. They were or are waiting for the weather to warm reliably.
- o Maggie: Someone found out herb seller at farmers market no longer attends, and wondered if co-op might sell potted herbs that are more unusual. It's too late to order for this year, but maybe next year.
- o Maggie: Same person mentioned "how to shop at the co-op" class, but Shopping with Rosie already addresses this need monthly.

V. Committee Reports

- o General Manager's Report was presented by Eric Jesner:
 1. Buildings & Grounds
 1. Stefan will work on bathroom starting this week.
 2. Someone looked at the floors for stripping and waxing. Waiting to hear back.
 2. Personnel: none
 3. General
 1. UNFI show: awesome. Ordered new items with free case
 2. Student cards: revisiting discussion
 3. Tony Collins held an event about the Children's Museum. Not moving to Old Snell. Looking for spot downtown. The Collins' have personally funded the Co-op part of the museum. Strong supporters of co-op and healthy food. Thank them!
 4. Staff appreciation event: Pine St. pavillion is out because they don't allow alcohol. Eric offered his humble abode. Looking for an outdoor venue IN THE VILLAGE. Not Pizza. Not in the CHB.
 4. Sales Report
 1. Gross sales up \$2.5k, but open an extra day this month due to Easter so not astounding.
 2. Deli is doing well, Panini press helping. Meeting and exceeding goals as far as deli sales.
 3. Sales per household is up \$6.64 for the year.
- o Membership Committee Report was presented by Erica LaFountain
 1. Instagram takeover: ready to launch. We will wait until students return.
 2. Committee redefining: Erica explained the proposed new committee names and what areas they would cover, being careful not to use the confusing term, Outreach (which really could be applied to either proposed committee). Instead, the defining characteristics would be as follows:
 1. Marketing: increase sales by attracting and engaging shoppers. Attend external events and present to community groups.

2. Membership/Events: plan internal events; enhance value of, and communication with membership.

*If we must use the O word, let's call refer to the function of the Marketing committee as OUTREACH and the function of the Membership/Events committee as INREACH. These terms seemed a propos when Eric used them at the MMC meeting.

NOTE: We will wait for a response from the current Outreach/Education committee after their next meeting, and if we are agreed that this change makes good sense, we'll work on clarifying the new memberships and descriptions of the committees for governance to review.

- o Governance Committee Report was presented by Robin McClellan.
 1. Committee reorganization issue: soliciting feelings of board on this issue. Robin: Let's focus on communicating with membership more than events. Maggie: Lynn interfaced with committee members about events and ambassador program. Should she attend both committees meetings? Should Jayne attend Marketing? Should Marketing be a management committee? Eric: Yes. Governance committee is waiting to hear feedback from O/E committee and ultimately will expect new committee descriptions to review.
 2. Maggie: newsletter. Proposing ad hoc newsletter committee. Stronger effort to get the newsletter out on time and get the blog off the ground. Should it be a separate committee or fall under one or the other? Separate. Would report to Eric. Maggie will put together new description, since that's her new forte.
- o Outreach Committee Report was presented by Pam Maurer:
 1. Farm visits: Eric is working on it. No June member potluck. 2 farm visits instead.
- o IT Committee Report was reported by Eric Ochraneck.
 1. See report
- o Forward Committee was presented by Marie Richards.
 1. Maggie has made a new committee description, which will go to the committee and then to the board (via governance?)
 2. Each committee member will bring a new proposal to next meeting. Hopefully there will be overlap and will condense into a favored idea.
- o Finance Committee Report was presented by Robin McClellan:
 1. See report. Profitability is most important topic. Provided table with percent losses and gains by dept.
 2. \$47-50k will be the new overtime payment cutoff if it is passed.
 3. Also minimum wage increases over the next 5 years.
 4. Financially we are not stable. We need to decrease our fixed costs. The one we have control over is labor. Laura: is the state we're in different from 3 years ago? Sales have increased significantly since 2011, but net profit has not by much. Robin: suggests proposed marketing committee gets going, but mostly this issue is a management issue. Abby: Incentivize cash purchases. Samantha: the credit card issue highlights communication deficiency.
 5. The usual credit card discussion ensued.
 6. Eric: Suggested Member appreciation day. 10% off everything monthly, for example.

VI. Old Business

- o Abby: Diversity in Action Committee is behind the local business safe or not safe list. Relates to general customer service (not so much about product availability).

VII. New Business

- o July 15 newsletter article deadline for Sept 1st printing. Open house, Colleges opening, October potluck reminder, Save-the-date baking fest.

- o Eric: would like a projector and screen. Anyone?
- o Let Eric or Laura know if you have an idea for a staff appreciation venue. Eric, Maggie, Abby, and Pam may host.

VIII. Adjournment

- o Laura adjourned by acclamation at 7:36pm, and that was that.

Humbly Submitted,
Erica LaFountain
Secretary, Potsdam Food Co-Op