

**Minutes for the Potsdam Food Co-Op Board Meeting
September 20, 2016
6 PM**

- I. Call to Order
 - a. The regular monthly meeting of the Board of Directors of the Potsdam Food Co-Op was held on Tuesday, September 20, 2016, above the Carriage House Bakery, the President being in the chair and the Secretary being present.
- II. Attendees
 - a. Voting members in attendance included Laura Cordts, Joseph Andriano, Robin McClellan, Samantha DaGrossa, Tim Messner, Rajiv Narula, Maggie McKenna, Erica LaFountain, Eric Ochraneck, and Marie Richards.
 - b. Members not in attendance included Abby Lee, Pamela Maurer
 - c. The General Manager, Eric Jesner, was present.
 - d. No guests were in attendance.
- III. Approval of Minutes
 - a. A motion to approve the minutes of the meeting held on August 16, 2016 was made by Marie and seconded by Rajiv. It passed.
- IV. Committee Reports
 - a. General Manager's Report was presented by Eric Jesner:
 - i. Buildings & Grounds
 - 1. Parking lot repainting going well, though some still not parking in the new areas
 - 2. Sprinklers in CHB addressed
 - 3. Store floor is stripped and waxed
 - 4. Old docs are shredded
 - 5. CHB doors are being refurbished
 - 6. New step on front porch. Porch will be finished by winter.
 - ii. Personnel
 - 1. Andrew will be leaving at the end of the week.
 - 2. Started interviews for two PT people.
 - 3. Just hired Austin in CHB to replace Rob who moved to store.
 - iii. General
 - 1. Bread price increase was smooth.
 - 2. Happy Hour was not well-attended.
 - 3. 10/1 Newsletter deadline.
 - 4. Inventory next Thurs.
 - iv. Sales Report
 - 1. Sales up 6.84% up over this month last year. Margins are up.
 - 2. Wholesale up 28.97%
 - 3. Sales per household up over 7%.
 - 4. Payables are the best since the reset.
 - 5. Working on building up a reserve on a monthly basis.
 - v. Action Plan for Profitability
 - 1. Created by Eric by Finance Committee request.
 - 2. Problem areas are the CHB and Produce.
 - a. CHB
 - i. CHB: Prices need to match food costs, but management is in charge of getting labor costs under control
 - ii. Restructuring wholesale pricing to 80% of retail (except Jakes and 1844 House for good exposure)
 - iii. No longer selling to IGA
 - iv. New items at increased margins will come after labor is improved
 - b. Produce
 - i. Working on decreasing produce losses (as well as losses for the overall department)
 - ii. Adding each produce intake to POS as soon as it arrives
 - iii. PLUs on all produce in the future
 - iv. Cut fruit program is in the pipeline as well

- b. Marketing Committee Report was presented by Samantha DaGrossa:
 - i. No report beyond what's in drive.
 - c. Governance Committee Report was presented by Joseph Andriano:
 - i. Action item: NOW THEREFORE LET IT BE RESOLVED, that in BPM section 3.7.6, strike "twice a year" and insert "once a year."
 - ii. The motion was brought by Joe, and seconded by Robin. The motion carried.
 - iii. Two prospects for Board candidates.
 - d. Membership/Events Committee Report was presented by Maggie:
 - i. Maggie will be taking over reports for this committee.
 - ii. There has been a lack of organization, which is being worked on.
 - iii. CCC has been successful and continues this week!
 - e. Finance Committee Report was presented by Robin McClellan:
 - i. Went over adjusted financials.
 - ii. Still fumbling with quickbooks conversion. Probably won't happen until January.
 - f. IT Committee Report was presented by Eric Ochraneck:
 - i. Going to purchase a wifi extender.
 - g. C-op Forward Committee Report was presented by Marie Richards:
 - i. Report in drive. Discussed AdWorkshop proposal, created an RFP and put it out to 2 other companies including CDS and one in the Adirondacks that Tim found. Forward plans to bring any results to committee before the next board meeting. Maggie will contact Aviva to see if she wants to bring the RFP to Citek as well.
- V. Old Business
- a. No October official potluck, just CCC 4th thurs, 6p.
- VI. New Business
- a. Laura reviewed the times the Committees meet because there have been some changes.
- VII. Member Comments
- a. Joe likes the new parking lot.
- VIII. Open Forum
- a. Laura: To prevent management burnout, one suggestion the Executive Committee made was that Eric designate staff members to attend committee meetings where his presence is nonessential.
 - b. Robin: As a board we are responsible for oversight, we offer advice, and we DO things to support the GM.
 - c. Joe: Learned from an experienced marketer: there are 4 reasons people buy things 1. Functionality, 2. Value, 3. Sign, and 4. Signifier. The last two are the most important in marketing: what our purchases mean to ourselves, and to other people around us. The Co-op needs to understand what making purchases here *could* mean to them.
 - d. [More great discussion ensued but was not recorded by the secretary because it was quite fast, so many good points were made, and the secretary wished to be fully present in the discussion. All in all, the humble secretary deemed the open forum a success.]
- IX. The board voted to go into executive session (Laura motioned, Marie seconded) to discuss changes to the GM salary. The executive session began at 7:22 PM and ended at 7:24 PM.
- X. Adjournment
- a. Laura adjourned the meeting at 7:29 PM.

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