

**Minutes for the Potsdam Food Co-Op Board Meeting  
November 15, 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, November 15, 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, Abby Lee, Rajiv Narula, Maggie McKenna, Erica LaFountain, and Eric Ochraneck.
  - b. Members not in attendance included Marie Richards.
  - c. The General Manager, Eric Jesner, was present.
  - d. Kayla French, Jessica Diagostino, and Brianna (Clarkson student) were in attendance as guests.
- III. Approval of Minutes
  - a. A motion to approve the minutes of the meeting held on October 18, 2016 was made by Abby and seconded by Maggie. It was passed.
- IV. Committee Reports
  - a. General Manager's Report was presented by Eric Jesner:
    - i. Buildings & Grounds
      - 1. Porch is painted.
      - 2. LED light conversion is complete.
      - 3. Replaced sump pump at holding tank. Robin: suggests building and grounds create a maintenance schedule.
    - ii. Personnel
      - 1. 7 day full production at CHB now. Fresh bread in store on Sundays.
      - 2. Both new front-end hires have been let go. Working on filling positions.
      - 3. Training for board members in Keene, NH. 1/7. Overnight course. Open to current or incoming board members.
      - 4. Rising Stars training for grocery cooperative management. Eric has passed the expense of 2 attendees by the finance committee. Eric will approach them to determine enthusiasm.
    - iii. General
      - 1. This Thurs 6:30 board and staff happy hour.
      - 2. 12/15 Newsletter due date.
    - iv. Sales Report
      - 1. Up over \$12k for Oct. Gross up \$48K, \$42k net.
      - 2. % sales to members down compared to 2015. Sales per household up to \$99.62. Up \$90 per household over the year. Aviva Gold has determined that If every member household spent \$25 more per month at the co-op we would reach \$2 million in sales.
      - 3. IT committee will work on a Co-op wiki in 2017. Erica will attempt to clean up the Current Meeting File.
  - b. Marketing Committee Report was presented by Samantha DaGrossa:
    - i. Nothing to report beyond gdrive.
  - c. Membership/Events Committee Report was presented by Maggie McKenna:

- i. Annual meeting Thursday 2/16 in Trinity church.
  - ii. Actively recruiting new committee members.
  - iii. Event brainstorming for 2017 will begin soon.
  - iv. Baking Fest date will be on 12/11 at the Potsdam Town Hall. 12-3pm. Posters to be distributed soon.
  
- d. Governance Committee Report was presented by Joseph Andriano:
  - i. The Governance and Nominating Committee proposes the following bylaws changes be proposed to the Membership at the Annual Meeting:
    - 1. Add to Bylaws, Art. III, Sec. 4, "After one year beyond the normal expiration of a lapsed membership, these share monies will be considered donated to the general fund of the Co-op."
    - 2. Delete Bylaws, Art. V, Sec. 7 and add as new Art. V., Sec 7: "Any member of the Board who misses more than three consecutive Board meetings without being excused by the President shall be deemed to have resigned."
    - 3. Bylaws, Art. VI, strike "Not-for-Profit Corporation Law" and substitute "Cooperative Corporations Law."
    - 4. Delete the text of Article VII and insert: "These By-laws may be adopted, repealed or amended on the affirmative vote of two-thirds of the memberships voting thereon. Said vote shall be held at a meeting held in accordance with Article IV."
  - ii. Motion to approve these changes came from Joe and was seconded by Maggie. The motion passed.
  - iii. The Governance and Nominating Committee recommends that the board select Gail Anderson to fill the unexpired term of Pamela Mauer. Motion by Joe, second by Rajiv. Motion passed.
  - iv. The Governance and Nominating Committee has selected the following slate. Their bios are in the Governance Committee gDrive Folder:
    - 1. Laura Cordts
    - 2. Kayla French
    - 3. Jessica Diagostino
    - 4. Gail Anderson
  
- e. IT Committee Report was presented by Eric Ochraneck:
  - i. Nothing to report beyond gdrive.
  
- f. Finance Committee Report was presented by Robin McClellan:
  - i. Nothing to report beyond gdrive.
  
- g. C-op Forward Committee Report was presented by Laura Cordts:
  - i. Report provided summarizes the rigorous process by which the committee arrived at the current proposals.
  - ii. Laura reached out to other co-ops who have used CDS and received glowing reviews from each.
  - iii. Samantha: A single response from a marketing committee member recommended CDS as well.
  - iv. Forward recommends that the Co-op move forward with this two-part Market Study (market analysis, and review of current assets) by CDS by including the cost of the CDS market study in the 2017 budget. The cost will be \$9250 plus travel and incidentals.
  - v. We discussed the process for moving forward.
  - vi. Laura will write an article to bring the membership up to speed. She will focus on the process and the reasons for choosing this route.

V. New Business

- a. 12/20 next board meeting. Most board members will be present.
- b. Laura will distribute board self-evaluations at that meeting.
- c. Eric and Maggie and the Marketing Committee will work on an article about the co-op being a welcoming and diverse place. Marketing is planning a membership drive.
- d. Feel free to bring refreshments to the next meeting!

VI. Member Comments

- a. Abby: someone complained about \$6.59/lb apples when there are local apples this time of year. Eric will recommend that the produce manager locate more local apple suppliers because Canton Apples ran out.
- b. Samantha: someone generally complained about rising prices at the co-op. They love the prepared foods and the spices though. Joe: it's the produce that seems most pricey to him and it potentially colors how people see the rest of the store after leaving the produce aisle. Eric: Produce is a loss-leader, but he gets complaints if he doesn't stock organic produce even though it's more expensive.

VII. Adjournment

- a. Laura adjourned the meeting at 7:24 PM.

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