

**Minutes for the Potsdam Food Co-op Board Meeting
February 21, 2017
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, March 21, 2017, above the Carriage House Bakery, the Treasurer moderating in the President's absence, and the Secretary being present.
- II. Attendees
 - a. Voting members in attendance included Laura Cordts, Robin McClellan, Samantha DaGrossa, Tim Messner, Abby Lee, Maggie McKenna, Erica LaFountain, Kayla French, Gail Anderson, and Jessica Diagostino.
 - b. Members not in attendance included Joseph Andriano, and Eric Ochraneck.
 - c. The General Manager, Eric Jesner, was present.
 - d. No guests were in attendance.
- III. Approval of Minutes
 - a. A motion to approve the consent agenda (minutes from the last meeting, and committee reports since the last meeting) was made by Laura and seconded by Maggie. It was passed.
- IV. Committee Reports
 - a. General Manager's Report was presented by Eric Jesner:
 - i. Sales Report
 - 1. 4.17% up for the year, up 4.2% this month.
 - 2. Sales per customer and total sales were up.
 - 3. In store bakery up 11%, and deli up 16%.
 - 4. EBT sales up \$1000 (43.72%).
 - ii. Buildings & Grounds
 - 1. Getting music service - some complaints about generic radio option, also complaints about staff picks including offensive content. Rockbot is the name of the service.
 - iii. Personnel
 - 1. Replaced Deli PT position
 - 2. Posted for Packaging Supervisor
 - iv. General
 - 1. New Card machines in process. Waiting for security steps.
 - 2. Staff Profit Sharing Bonus will be awarded shortly. Amounted to around 12 cents per hour worked. Over \$100 for pt, over \$200 for ft.
 - 3. More sandwiches being made on co-op bread.
 - 4. Eric will meet with the finance committee to discuss fund management vis a vis starting marketing study.
 - 5. Newsletter deadline April 1st.**
 - b. Marketing Committee Report was presented by Samantha DaGrossa:
 - i. Samantha asked for board approval to send an email from Eric J to membership (separate from the sales flyer) about the Membership Drive Kickoff event April 2nd. There were no objections.
 - ii. April 2nd, 2-5 Jernabi Coffeehouse Membership Drive kickoff event. Board members are strongly encouraged to come, and engage.
- V. Member Comments
 - a. Samantha's co-workers have asked about larger portion deli salads. While it's possible to special-order larger amounts, Eric J is skeptical that larger quantities of most salads would sell adequately.
 - b. Robin met with the co-op's old accountant, who noticed a difference in the store consistent with the increase in profitability.
- VI. Committee Action Plan updates
 - a. Governance Committee
 - i. Update board calendar
 - ii. Focus on board recruitment, utilizing ambassador training to prepare candidates.
 - iii. Fair labor standards act review and determination if we need to go back to an attorney to look further at this.
 - iv. Patronage dividends issue (along with finance). Poll membership.
 - b. Marketing Committee
 - i. Grow ambassadors training. Build list. Set up engagements in the community.
 - ii. Membership drive. Sign up 50 new members and engage current members.
 - iii. Update producer posters, and add to website.

- iv. Market study will guide 2nd half of year for this committee.
- v. Increase social media presence.
- vi. Engage low-income shoppers (these last two are ongoing discussion items).

VII. Adjournment

- a. Abby moved that the meeting be adjourned, seconded by Maggie, and this was agreed upon at 7:15 PM.

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