

Minutes for the Potsdam Food Co-op Board Meeting
January 17, 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, January 17, 2017, 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, Marie Richards, Gail Anderson, Maggie McKenna, Tim Messner, Abby Lee,
 - b. Members not in attendance included: Eric Ochraneck, Erica LaFountain, Samantha DaGrossa, and Rajiv Narula
 - c. The General Manager, Eric Jesner, was present.
 - d. No guests in attendance.
- III. Approval of Minutes
 - a. A motion to approve the minutes of the meeting held on December 20, 2016 was made by Joseph Andriano and seconded by Maggie McKenna. It was passed.
- IV. Committee Reports
 - a. General Manager's Report was presented by Eric Jesner:
 - i. Monthly Sales Report
 1. Up by 4.6% (approx. 6800)
 2. Up \$62,000 (3.5%) over the course of the year. Nearly 1.8M.
 3. Staff discounts up over \$6,000. Doubled from 4 years ago. This means that the staff is buying a lot more stuff, which is a good thing.
 4. Sales to members: up 2.31% (up to 64.12%). However, number of member households is down. This means that sales per member household is up 9.45%.
 5. Credit card fees up \$28,000.
 - ii. Buildings & Grounds
 1. Nothing to report.
 - iii. Personnel
 1. Nothing to report.
 - iv. General
 1. Quickbooks conversion.
 - a. In process. Requiring more time than anticipated.
 2. Action plans from manager group in process.
 - a. Focusing on tightening the operations.
 3. Produce
 - a. Eric spending more time in produce to set standards.
 4. Happy Hour at Maxfields Thursday @ 6:30 PM
 - v. Eric's Action Plan for 2017
 1. In Google Drive.

2. Major topic areas:

- a. Improved financial reporting
- b. Further implement advanced features of Catapult
- c. Improved Carriage House operations
- d. Improved produce operations
- e. Staff morale
- f. Conduct studies with CDS

- i. Discussion: when will this happen?

- 1. Answer: it is cash flow dependant. We are hoping it will happen in Q2.

- g. Invest in physical plant improvements

- b. Marketing Committee Report was not presented, but was discussed.
 - i. Marketing committee is working on programs for low income shoppers. This will be up for discussion at a future meeting.
 - ii. Marketing committee is working on the Ambassadors Program training. That training may also be given to the board.
 - c. Membership/Events Committee Report was not presented.
 - d. Governance Committee Report was presented by Joseph Andriano:
 - i. The election is going.
 - ii. Board Self Eval. This can be reviewed at a retreat.

- 1. Discussion was had that the self-eval identified membership engagement as a significant weak point.

- e. IT Committee Report was presented by Robin McClellan
 - i. The IT committee discussed its action plan.
 - f. Finance Committee Report was presented by Robin McClellan
 - i. Quickbooks conversion has been a major project
 - ii. Review of sales numbers occurred.
 - iii. Discussion of bonuses
 - g. Newsletter Committee Report was presented by Eric Jesner:
 - i. It is at the printer and we will be sending it out ASAP.
 - ii. The Newsletter committee structure is working very well.

V. Old Business

- a. A motion to dissolve the Co-op Forward committee was made by Marie Richards (Robin McClellan second). The board thanked Marie for her work on this committee. The motion carried.
 - b. Please remember to complete the GM evaluation ASAP.

VI. New Business

- a. Annual Meeting is on February 16 at 6 PM at the Trinity Church.

- i. Committee Chairs: let Laura know if you will be willing to make a 2 minute report. If not, give info that would be in your report to Laura by 2/1.
 - ii. Also give your report to Laura so it can go in the annual report by 2/1.
 - b. February Regular Board meeting will occur at the next meeting.
 - c. Board Retreat
 - i. BPM requires a March retreat.
 - ii. Does a retreat make sense, considering the upcoming marketing study? However, retreat can be beneficial to get to know new members.
 - iii. Discussion was had about how a short meeting would be good to get to know each other and also to discuss how board members could be best involved.
 - iv. A short retreat will be held on 3/4 from 8:30-11:30 AM.
- VII. Adjournment
 - a. Joseph Andriano moved that the meeting be adjourned, seconded by Abby Lee, and this was agreed upon at 7:05 PM.

Respectfully Submitted,
Joseph Andriano
Secretary Pro Tempore, Potsdam Food Co-op