

**Minutes for the Potsdam Food Co-op Board Meeting
June 20, 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, June 20, 2017, above the Carriage House Bakery, the President being in absentia, the Treasurer filling in as meeting facilitator, and the Secretary being present.
- II. Attendees
 - a. Voting members in attendance included 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 Laura Cordts, Joseph Andriano, Eric Ochraneck.
 - c. The General Manager, Eric Jesner, was present.
 - d. Alyssa, Linzie, and Andy, all staff from the store, were guests in attendance.
- III. Approval of Minutes
 - a. Anything to remove from the consent agenda: Nothing
 - b. A motion to approve the consent agenda (minutes from the last meeting, and committee reports since the last meeting), was made by Erica and seconded by Abby. It was passed.
- IV. General Manager's Report was presented by Eric Jesner:
 - a. Sales Report
 - i. Up 4.5% for the year.
 - ii. Credit card sales are up ("out of control"), but processing rate is now under 2%.
 - iii. 984 active owners.
 - iv. Sales per household up slightly.
 - v. EBT purchases up significantly.
 - b. Buildings & Grounds
 - i. Hired Simon (Matt & Beth's son) for lawn mowing
 - ii. Sent list of summer projects to committee, mild response, will hire if necessary
 - c. Personnel
 - i. Alex gone & New Jessica in Carriage House, and Beck in CH.
 - d. General
 - i. CDS Update:
 1. Market Study payment is in the mail. Did not deplete our savings account. \$10,463 total.
 2. Marketing Study: We are in the information-gathering stage. Rebecca Torpie has copies of our communications with members, and will get a virtual tour of the co-op. The Marketing Committee will be on a conference call with her soon.
 - ii. Ginger and Doug Welch have reached out to Eric about the single-payer health insurance proposal being put forth in NY. Eric has agreed to speak to state senators as a small business manager. Board members can send any reactions to Eric J. Board members should let Erica know by email whether or not they believe the co-op should publicly support the New York Health Act (Singly payer health insurance state-wide).
 - iii. Should the Co-op allow a political candidate to collect signatures on the co-op porch? We need a policy. Would it disrupt business? Would it be off-putting? General agreement that the Co-op serves as a "town square", a place where diverse ideas can be expressed, and where community engagement is encouraged. Erica had concerns about allowing any candidates to accost customers on the porch since their behavior could not easily be monitored even with a policy in place, however at the signature-gathering stage this does not bother her.
- V. Membership/Events:
 - a. Maggie is planning the October potluck at which the membership will vote on whether to change the bylaws to include the possibility of patronage dividends.
 - b. Tuesday October 19 6-6:45 potluck, then business meeting. Board meeting 17th. Fright Night 27th.
 - c. **M/E proposes that Committee chairs get an increase in discount from 15% to 20%. Erica moved, Abby seconded, the motion passed.**
 - d. Co-op Community Cooks is this Thursday.
 - e. In the future, M/E would like to propose a change to the lowest level of working membership, however it will be tabled until next meeting.
- VI. New Business
 - a. **July 15 is the next newsletter deadline.**
 - b. If a committee meeting is cancelled, change on Google calendar and mark as cancelled.

- VII. Member Comments
 - a. Uninspired by vegetarian selection in sandwiches. The variety was good for a while, and then not recently. Eric took note.
- VIII. Open forum/Discussion
 - a. The Market Study.
 - i. The take-away: Survive through expansion or survive through contraction. CDS recommends expansion. 4,500 square ft (half of the IGA). As is, we have no option but to be an alternative store. If we had a store with many more departments (meat, café, full deli, more produce, etc.) we could be a destination for one-stop shopping.
 - ii. Tim: We still don't know why people shop or don't shop here. Let's use the survey to find out.
 - iii. Robin: We need to estimate costs of making a location change.
 - iv. Alyssa feels the current location is unsafe and inefficient. Storage, parking, the split location are all big issues. Linzie and Andy both feel we could do more in the community, and increase efficiency. Gail: We need the numbers, and Robin: We need a champion, people interested in details, and in the bigger picture.
 - v. Eric: increased efficiencies could bring prices down in a larger location.
- IX. Adjournment
 - a. Abby moved that the meeting be adjourned, seconded by Maggie, and this was agreed upon at 7:30 PM.

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