

**Minutes for the Potsdam Food Co-op Board Meeting**  
**August 21, 2018**  
**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, August 21st, 2018, 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, Marshall Issen, Tim Messner,, Maggie McKenna, Erica LaFountain, Kayla French, and Jessica Diagostino, (8)
  - b. Members not in attendance included \_Kim Bouchard, Eric Ochranek, Gail Anderson\_\_\_\_\_
  - c. The General Manager, Lee Van de Water, was present.
  - d. No guests in attendance.
- III. Approval of Minutes
  - a. Anything to remove from the consent agenda: \_Committees
  - b. A motion to approve the consent agenda (minutes from the last meeting, and committee reports since the last meeting), made by Joe \_\_\_and seconded by \_Erica\_. It was passed.
  - c. Committee Reports
  - d. General Manager's Report was presented by Lee Van de Water:
    - i. Buildings & Grounds
      - 1. Nothing major to report
    - ii. Personnel
      - 1. Jayne Ryan has submitted her letter of resignation, effective September 14th
        - a. Lee will be looking at her job to see how particulars can be divvied up amongst existing staff and determine the particulars of the job we will be hiring for
    - 2. New cashire is on staff
  - iii. General
    - 1. Weekly emails will be initiated. Daily and monthly emails will be eliminated- to begin in September
    - 2. Ramping up communication about seasonality of produce

- a. local produce by nature is erratic- using social media and other communication outlets to communicate to the public what is available when
3. Revisiting central table and lighting in produce section to something more visually appealing

iv. Sales Report

1. July numbers are consistent
  2. August is showing an upswing in sales- within a percentage point of this time last year
  3. Bakery and Deli are still lagging behind other departments in the store, but showing improvement
  4. Number of customers in the store is down. Sales to all categories tracked (board, employees, working-owners) is down. Sales to EBT users is significantly down compared to last year.
  5. Sales from member accounts is significantly down from last year- members are using other methods of paying.
  6. Friday and Saturday brought gross over \$6k, something that had not occurred in a significant time- students are trickling back into town
- e. Outreach Committee (formerly Marketing/Membership/Events/Newsletter) Committee Report was presented by Maggie McKenna
- i. Committees have been consolidated under an umbrella
  - ii. Open House will now be Local Food Fest and focus on local vendors
  - iii. Lee presented on new logo design and aesthetic- will be working closely with outreach committee on design
    1. Discussion of how to approach internal designers
- f. Governance Committee Report was presented by Erica LaFountain:

**Recommendation for board action:**

Adding policy regarding who can serve on the board

The BPM doesn't spell out any rules for who can be a Board member. The

Governance Committee proposes the following change to the BPM, to be added at 3.3.

- Current paid employees can't be Board members.
- More than one person from the same member household may serve simultaneously on the Board, but no more than one person per member household may serve as an officer.

#### Outreach committee changes to BPM

The Governance Committee proposes the following changes:

**Remove** 3.8.4. Membership/Events Committee

**Remove** 3.9.3. Newsletter/Blog Committee

**Replace** 3.9.2. "Marketing Committee" with

**3.9.2.** Outreach Committee. This committee's scope encompasses interactions between the Co-op and member-owners as well as between the Co-op and the wider community. This committee reports to and supports the GM, and will include any staff deemed relevant by the GM. It is tasked with developing an overarching marketing plan and will focus on the following areas: increasing sales, organization of events, communication with membership and expansion of member-owner benefits, and education. As outreach tools, the newsletter and blog will be under the purview of the Outreach Committee.

**Replace the 3.8** bullet that lists the current standing committees with "The current standing committees are Executive, Nominating/Governance, Finance, Outreach, and IT"

Changes recommended to the BPM- moved by Erica, seconded by Jessica, 8 in favor, no opposed, no abstentions, both changes passed.

ii. The governance committee recommends the board approve Sarah Harris to fill the vacancy on the board until the next election

1. Nominated by Erica, Seconded by Maggie 7 in favor, 1 abstention: Joe. Movement passed

iii. Gail Anderson is resigning from the board

iv. Joe is requesting a leave of absence due to teaching schedule

- g. Finance Committee Report was presented by Marshall Issen:
    - i. Be it resolved that Marshall Issen and Lee Van de Water be added, and Robin McClellan be removed as signatories on all Potsdam Consumer Cooperative, Inc.'s accounts including those held at SeaComm Federal Credit Union and North Country Savings.
      - 1. Moved by Marshall, seconded by Maggie- in favor- 8, no opposed, no abstained
  - h. Newsletter Committee Report was presented by Erica LaFountain:
    - i. Newsletter has been sent to print
    - ii. There is a problem with getting content, specifically from board members
- IV. Old Business
- a. None
- V. New Business
- a. Board-staff party- last year was piggy-backed on open house. Potluck bar-b-q last year. Will discuss and plan such event this year, perhaps in conjunction with Jayne's departure
  - b. Ends Policy committee has the results of the survey, but nothing to report yet
  - c. Erica asked the board to read and respond to the email regarding the mission statement re-working
- VI. Member Comments
- a. Understanding as to why we moved away from co-op pack seeds, however experience with the new seeds has not been positive. Fewer seeds and not improved germination
    - i. generated discussion about bringing co-op pack seeds back for next year
  - b. music has improved in the store
- VII. Open forum/Discussion
- a. Joe discussed ideas about 'future studies'- how to plan for a business so that it is not obsolete. Many businesses plan for the future based on today, but need to plan for the future that will be. Big question- what does the local food scene in St. Lawrence County look like in 5-10 years? What will the larger grocery scene look like in 5-10 years?
    - due to time constraints, the board decided to continue the

conversation at another time that would be better focused and give the amount of time and energy the topic requires

VIII. Adjournment

- a. Laura moved that the meeting be adjourned, seconded by Kayla and this was agreed upon at 7:38PM.

Respectfully Submitted,  
Kayla French  
Secretary, Potsdam Food Co-op