

Minutes for the Potsdam Food Co-op Board Meeting
4/16/2019

- I. Call to Order
 - A. The regular monthly meeting of the Board of Directors of the Potsdam Food Co-op was held on Tuesday, April 16th, at 6pm above the Carriage House Bakery, the President being in the chair and the Secretary having resigned.
 - B. Attendees
 1. Voting members in attendance included Erica LaFountain, Sarah Harris, Marshall Issen, Laura Cordts, Tim Messner, Stefan Grimberg, Joe Andriano, Jim Fryer and Aaron Scott.
 2. Members not in attendance included Kayla French and Karen Bage
 3. A quorum was present.
 4. The General Manager, Lee Van de Water, was present.
 5. No guests were in attendance.

- II. Tim Weld's resignation
 - A. Erica LaFountain recording minutes in absence of secretary:
 1. Tim Weld has asked that we accept his resignation from the board and his position as Secretary. It was moved that we relieve Tim from his duty as Secretary and accept his resignation from the board. The motion passed.
 2. Erica asked if Tim Messner would be willing to serve as secretary. Tim M. was willing. Joe moved that we appoint Tim Messner as Secretary of the board. The motion passed unanimously.
 3. Aaron Scott generously offered to manage the listservs and Drive permissions.
 4. Tim Messner took over recording minutes at this time.

- III. Approval of Minutes
 - A. Minutes from the last regular meeting were approved.

- IV. GM and Committee reports
 - A. General Manager's Report was presented by Lee Van de Water:
 1. Finances
 - a) "Sales are creeping along" 5% improvement from last year. Overall though, things are down. Bakery and deli are coming back. CBD continues to draw customers. Slow sales leading to cash flow being tight.
 - b) 20K quote on the walk-in cooler – not the direction Lee wants to go.
 - c) Mike G., local contractor, suggests tearing down as much as possible and then putting in a pre-fab box. Estimated a much lower cost (well within the approved 18K).
 - d) Becky is putting together quotes for the carriage house. Seems reasonable. Can probably manage with minimal member loans.

- e) Laura suggested targeting 10 people for loans at \$2,500. Should only take a few days. “Bob probably has that history”. Sarah “What’s the payback” answer – 5 years. But can pay it off early.
2. Website
 - a) Aviva and Lee looking into marketing and membership
 - b) Shortcomings with Coop outreach materials. Lee “Has a hold on what needs to change”.
- B. Outreach Committee Report was presented by Sarah Harris:
1. Scheduled a meeting with Eric W.B. about the website.
 2. Lee – had a conversation about launching an E-commerce business. It would make online transactions a reality. ECRS based in Chapel Hill. “No advantage to sticking with the current web platform”. WordPress is an option. Already own the domain. We’re paying an antiquated host for the Potsdam Coop domain. Would save money to change.
 3. Sarah – once we have full access to the website. Ryan will remake it. The committee has talked about design/content and has a vision for the future of the website.
 4. Sarah – asked if Erica contacted Newsletter contributors to see if they’d be Blog contributors. Paula and Mary are the only regulars, Paula is doing workshops.
 5. Sarah – worked the Norwood health fair. Has ideas for strategic changes when doing outreach. Folks wanted to buy stuff, but we have no way of selling stuff. None of the handouts have info about the coop. The display board is beat up and in need of repair. No way to sign people up for the coop membership. Lee – “there was once an idea behind it, but...things have gotten lost”. Sarah - not mission driven and not sales driven. Joe – coupons? Lee - it needs work, physical printed coupon could be done. Trade your email for a 10% coupon. Sarah, the tabler needs the skill to interact with public and collect information. Laura – “years ago there was training” for ambassadors and outreach. This included safe food handling. Lee – we need to be able to successfully communicate the mission of the coop. Sarah – we need an “asset sheet” an information booklet that can be handed out. Marshal – there’s an ambassador document on google documents. Lee – tabled (SLU, north country folk fest) and went with a product to sell, cookies and such. Selling “is a solid way to have an interaction”. Sarah – it needs to be adaptable. Lee – we can print out a poster. A lot of the content can come from the website (Local, Student, etc.). Different stuff for different places. Erica suggests beet flavored cotton candy.
 6. Lee – we have a blog. But would like to print for display. Needs images of board members in high resolution. Aaron would like a themed photoshoot.
- C. Governance Committee Report was presented by Joe Andriano:
1. Joe – spoke about a random folder on Google Drive. Eric owns many of the documents on Drive and for that reason can’t remove them. FYI... Current Meeting Folder is in Current Year Folder.
 2. Joe – the committee hasn’t met in months. But there is now an opening on the board and we’re courting prospective board members. Intent to

develop a pool of reserves in case there's an emergency. Governance committee will select someone to recommend. Erica – no objections would mean they could start right away. Any suggestions would be greatly appreciated. Governance could use some help – so help.

3. Erica – the employee manual needs legal counsel to review it when significant changes have occurred.

D. IT Committee Report was presented by Aaron Scott:

1. The committee met and talked about the website
2. Joe – question about Quickbooks integration. Is this something that can be outsourced? Aaron – initially not a possibility. Marshal – “we have been discussing it” (a lot). We need to go outside the coop structure. As long as nothing fails, we're good – for now. Lee – would like better data on profit and loss. Discussion ensued...
3. It was suggested that we build a Quickbook overhaul into the current member loan ask – discussion ensued.

V. Unfinished Business

- A. “Trash” under the porch, isn't trash – it's the infrastructure for the plant sale. It will be hidden with lattice.
- B. Plant sale – Ya'll ready? Lee's got it covered. Discussion ensued.
- C. Erica – staff appreciation day needs to be on the calendar.

VI. New Business

- A. Aaron is the “keeper of keys” if you got new folks on committee – tell him.

VII. Member Comments (Only items of interest to the whole board, otherwise contact Lee directly)

- A. Member was mad at the price of organic parsley. The member felt the price was “off putting”. This member left the store because of this.
- B. Lee's response – he's been studying this, and disparities in price do sometimes exist but it's not a universal.
- C. Laura – where did the Field Day cost savings go? Discussion ensued...

VIII. Adjournment

- A. There being no further business to come before the board, the meeting was adjourned at 7:40 PM.

Tim Messner
Secretary, Potsdam Food Co-op