



## **Potsdam Food Co-op Board Minutes**

Tuesday, February 17, 2015

5:30PM: Snacks. Abby

Meeting at 6:00 PM above the Carriage House Bakery

Present:, Vanessa Bittner, Joe Andriano, Eric Ochranek , Eric Jesner, Laura Cordts, Abby Lee, Robin McClellan, Will Siegfried , Mary Egan, Erica LaFountain, Pam Maurer, Martha Pickard Palmer

Excused: Rajiv Narula, Janet Learned, Marie Richards

Visitor: Linda Moerschel – facilitator for Board Retreat to be held March 14, 2015 at Robin McClellan's home, 8:30/9:00 a.m. to 4:00 p.m.

Approval of January Meeting Minutes: Motion **Robin McClellan** made the motion to approve the January meeting minutes as written, **Joe Andriano** seconded motion. The motion carried.

Certification of new Board members –The signed statement on the count of ballots testified to 108 signed ballots – the certificate will be scanned and placed in Dropbox – The motion was made by the Governance Committee To accept the election results by the Governance Committee and appoint Martha, Joe, Eric and Erica to three-year terms (2015-2018), and Marie to complete the two-year term remainder of Tamijean Cole's seat. The motion carried.

Recognition of the outgoing Board members: Robin McClellan personally thanked Will Siegfried and Janet Learned, who was not present, and asked if Will would remain on the Finance Committee. Will advised he did not plan to; however, would be available for questions and input when needed.

Member Comments: None.

GM Report: **Eric** Jesner gave an update on the scale for register one: The scale was shipped to Florida and the results were that it could not be repaired as first thought. The parts are being shipped from China. The cost is now up to \$600.

Another cashier gave notice; he got a full-time job elsewhere. Eric did interviews today and will be hiring two students.

Update on the visit from the Department of Weights and Measures –We had positive results from their final visit. When we receive the repaired scale, they will have to come back to certify it.

SUNY Potsdam – Susan Novak, PR Professor/Communications’ class is using the Co-op as their project this year. They will use the following questions as their hypothesis: 1. how do we get more students into the store? 2. How do we get more shoppers into the Co-op? 3 Do you have to be a member to shop at the Co-op?

Internship – we will also have interns doing three articles: 1. Identifying what a co-op is, 2. The history of the Co-op; and three explaining more about what it is we do.

Monthly Sales: Sales were up 5 ¾ % for the year – credit card sales were \$7000 up this month, this month’s processing fees were \$1700 up \$226 from last year.

This year the percentage of sales to members is 62.59; last year was 60.12.

Active members for this year are 982; last year was 902.

Use of Member cards and Good Food Cards is up.

### **Committee reports** (including how each committee is addressing relevant Action Plan activities)

Membership – did not meet. Meet first Thursday at 8:15 A.M.

Governance – The committee voted on the officer slate, confirmed staff liaisons and reported on new Board member orientation.

Proposed slate of officers:

Abby Lee, President  
Laura Cordts, Vice President  
Joe Adriano, Secretary  
Robin McClellan, Treasurer

The Governance Committee made the motion to accept the slate of officers; Pam seconded the motion, the motion carried.

Staff Liaison: Robin McClellan and Pam Maurer are both willing to continue as our staff liaisons. – Vanessa suggested that the position needs a clearer definition in the Board Policies Manual.

New Board Member Orientation – it was agreed to do the remaining orientation over the phone.

Outreach – did not meet.

Finance – report in Dropbox. – The Committee reviewed the 2014 Financial Statements and they will be in Dropbox for approval after being reviewed by the committee. Trying to get a handle on how to cost per department. A larger report showing profitability by department will be useful to the manager. The Board's role is to lead and advise the Manager. Looking ahead at the retreat for goals for 2015 expansion, repairs. The last of the long-term loans will be paid, which will mean no more long-term debt. We still have some short-term debt. We now do “Perpetual inventory”: once a quarter we do inventory

and adjust monthly. We went to scanning inventory and it is much more accurate. Automatic ordering and integration ledger saves on bookkeeping. Goals will be specific and will measure if we get there. We plan to revisit patronage dividends, instead of offering a discount.

Overview – the Co-op had 1.7 million in sales, operating loss of \$35,000; net loss of 13,000. Actually operating profit in the last two quarters with increases in wages. We are well positioned for a strong year in 2015.

Website Committee – Report at meeting. – Met on Sunday – 80 to 90 % complete. Ask that each Board member send **Abby Lee** a list of 10 tags – if you are looking for a co-op in Potsdam, what would you put in as a search term?

Asked Eric Bergen-Williams to present at the March meeting – Board could ask questions, etc. We need to have a development environment for him, i.e. hosting website and development space, most importantly that this system be Mobile friendly.

Ad hoc Retreat Planning Committee – update on Retreat (no report in Dropbox; facilitator change). Linda Moerschel – facilitator for Board Retreat March 14, 2015 at Robin McClellan's home, 9:00 a.m. Please try to arrive at 8:30. Please bring a dish to pass for lunch

Homework – prepare a 5-minute presentation on your topic.

Old Business:

- update on Annual Report – in Current Meeting Files – will add financial reports

New Business:

- President updates Board Roster – in Current Meeting Files – asked new members to add information
- President updates Board member photos and bios for website – Vanessa updated the current files with new Board members
- GM updates Board member and officer terms in database – **Abby** to e-mail Jayne

Potential Clarkson MBA student project (Joe Andriano reporting)

- Joe spoke with Erin Draper. There is a group available to do data analysis, for example, to see how we can get to the 2Million in sales goal. Does it make sense because we don't have the people to do the work? Formed an ad-hoc committee with Joe, Eric and Robin to see if this would be an option.

WholeShare –

Abby's group is ending and requested if the Co-op would be interested in having it come to the store. Not sure because they have to add to the cost for the store cost. Eric can "turn off" items that are carried in the store, so they cannot be ordered through Wholeshare.

Future Business: Snack list for future meetings: Vanessa

- Newsletter article assignments: Vanessa Bittner, Laura Cordts
- Spring 2014 - April 1 deadline To be submitted to [potsdamcoopnews@gmail.com](mailto:potsdamcoopnews@gmail.com)

Approve 2014 GM evaluation and 2015 bonus agreement in executive session

Pam made the motion we go into executive session – seconded by Joe – Discussion on the evaluation.

Motion carried to approve the 2014 GM evaluation with **Vanessa** to insert one sentence, and 2015 bonus agreement.

Meeting adjourned at 7:55 p.m.

Subsequent meeting: March 17, 2015