

**Minutes for the Potsdam Food Co-Op Board Meeting
Tuesday, September 15, 2015**

1. Call to Order
 - The regular monthly meeting of the Board of Directors of the Potsdam Food Co-Op was held on Tuesday, September 15, 2015, above the Carriage House Bakery, the President being in the chair and the Secretary being present.
2. Attendees
 - Voting members in attendance included Joseph Andriano, Mary Egan, Erica LaFountain, Laura Cordts, Abby Lee, Vanessa Bittner, Robin McClellan, Pam Maurer, Eric Ochraneck,
 - Members not in attendance included Rajiv Narula, Martha Pickard Palmer, Marie Richards,
 - The general manager, Eric Jesner, was present.
 - No guests in attendance.
3. Approval of Minutes
 - A motion to approve the minutes of the previous meeting held on August 18, 2015 was made by Pam Mauer and seconded by Robin McClellan.
4. Reports
 - Member Comments:
 - i. Eric J: A member bought a mum and it prematurely died.
 1. Eric's response: they are root bound. If people come in they can get a refund.
 - ii. Laura: Front end staff needs to be better instructed as to what to do when someone wants to be a member owner.
 1. Eric's response: we will work on better training the staff
 - iii. Eric J: The Beastie Boys music is too loud. They ran in and got everything and left.
 1. Eric's response: the volume may be an issue, but he likes the diversity of music in the store.
 - iv. Abby: Everyone loves the peaches that Abby served.
 1. Eric's response: They're amazing this year!
 - General Manager's Report was presented by Eric Jesner:
 - i. Buildings and Grounds
 1. Carriage House Painting
 - a. Moving along. Major portions of the building are done, people keep coming in to finish it up. In particular, the front is done.
 2. Parking Lot Lines painted.
 3. Porch furniture redone.
 4. Seating area.
 - a. Moving along. Eric presented the plan. The person building it is only charging us \$100.

- b. For stools, Eric continues to look for what would be the best/cheapest option.
- c. However, in order to make the shelving work to create an end cap so we lose minimal shelving. Since it needs to be shipped on a pallet, the total cost of this will be \$100 + \$300 shipping. Some discussion was had on other options. There may be a possibility to have it done locally or a closed/closing store may have the part we need. Eric will do this research, but will move forward if he can't find anything.

ii. Personnel

1. We have two new people in the front end: Janis and Jack.
 - a. Janis used to work at the coop in 1999.
2. We have three new people in the Carriage House: Dylan, Rob, and Andreanna.

iii. General Stuff

1. Card Reader Liability:
 - a. Liability is shifting on cards that are stolen that had chips. Meaning, if a card does have a chip and there is fraud, it's on us. If the card does not have a chip, then it's still on the credit card company.
2. Eric's Vacation
 - a. Oct. 3-12
3. **Requested Motion: Resolved, that Eric Jesner shall be authorized to remove all people from all coop bank accounts, and maintain the following people on all bank accounts for the coop: Andrew Peet; Robert McClellan, III; and, Eric Jesner. Moved by Joseph Andriano, seconded by Vanessa Bittner. The motion passed.**
4. Newsletter: due before 10/1/15. E-mail everything to Eric. He will bring it to the editing committee, and then bring it to Lucas for layout.
 - a. The following people will do an article: Abby.
 - b. Every committee will do a report, plus the secretary's report.

iv. Sales Report

1. We were down just under 1% (\$1300). We lost about \$3000 in sales during the week the Carriage House was down for repairs, so that explains it.
2. Credit Card Sales: up 7.5%
3. Number of active owners: down to 993, exactly the same as 12 months ago
4. Sale per household is up.

- Membership Committee Report was presented by Erica LaFountain:
 - i. The committee report is posted on drive.
 - ii. Erica organized the committee documents and is happy with Google drive.
 - iii. New Member Welcome Kit is done, will be at the open house.
 - iv. We Are The PFC Update
 - 1. Nice pictures going up on Instagram. Also accessible through the new website.
 - 2. The Board Photo will be up soon.
 - v. Business Partner Program
 - 1. Ongoing. Will be making a script to call current partners and look to get new ones on board.
 - vi. Meeting again 10/1/15.
- Governance Committee Report was presented by Laura Cordts:
 - i. BPM Draft Revisions
 - 1. Posted on Google Drive.
 - 2. Abby points out that Vanessa and Robin have put a lot of work in to this.
 - 3. We ask that board members look at it before the next meeting and share their concerns or questions with the committee before 10/1/15.
 - 4. Next month we will seek to approve the BPM.
 - ii. New Board Member Checklist
 - 1. Abby is working on setting this document up.
 - iii. Board Self-Evaluation
 - 1. Laura has been cleaning that up.
 - 2. Will be done via SurveyMonkey moving forward.
 - iv. New Board Members
 - 1. Two first choice potential nominees. One is not interested. The other will have lunch with Laura and Annie M. soon.
 - 2. Please let the Governance Committee/Laura know if you have suggestions for people.
 - 3. Abby shared that Martha is planning on resigning by the end of the year due to other commitments. We appreciate all that she has done during her time on the board. This means we need to fill two slots.
 - a. Robin suggested that we need to begin the process to fill Martha's term because it does take a few months to do this process.
 - v. Comments on new BPM:
 - 1. Pam: Should the Newsletter things be in there?
 - a. Robin: we have talked about teasing out the policies and procedures.

- b. Eric: It is good to have some flexibility without that being in there.
 - c.
- Outreach Committee Report was presented by Pam Mauer:
 - i. Open House
 - 1. All setup will be Saturday morning at 9 AM.
 - 2. There seems to be enough people. We could use a little extra help on cleanup.
 - 3. Laura: who should we report to when we get there?
 - a. Pam: Report to Lynn.
 - ii. Local Living Venture Road Show (9/26/15)
 - 1. Going there, no food.
 - 2. Eric: The coop will be a sponsor--providing the food for their hospitality tent. Will have a banner up.
 - iii. Fair Road Show (10/28/15)
 - 1. We'll be there.
 - iv. First Saturday
 - 1. Eric: looks like a lot of people came in to hand in the raffle slips.
 - 2. We went through one of four packets of discount coupons.
 - v. Fright Night (10/22/15)
 - 1. We'll participate again, our usual of foccacia eyeballs.
 - vi. Newsletter Guidelines
 - 1. Being finalized.
 - vii. Potluck (10/20/15)
 - 1. Will have a short meeting before: 5:30-6:00 PM
 - 2. No vendors.
 - 3. At Trinity Church
 - viii. Annual Meeting
 - 1. Easter is early this year.
 - 2. The best week for the church is the week the public schools are closed. Could basically be the first week of February or the last week of the month, with Lent being the issue. We must do the election before the 14th.
 - 3. Other venues?
 - a. Town Hall
 - b. The TAUNY Center
- Finance Committee Report was presented by Robert McClellan, III:
 - i. 2% Discount for Cash
 - 1. Can we move pricing to give a 2% discount for cash sales to address the credit card issues?
 - 2. Robin found another credit card processor which will only charge 1% for debit cards.
 - ii. Financial Ratios

1. We are still struggling in the red. How can we get in the black?
 - a. No conclusions, but places to look.
 - iii. Profitability By Department
 1. Worked on that.
 - iv. Historical Financial Analysis
 1. Go to the Dashboard tab
 - a. Shows the Current Ratio
 2. Robin is considering doing a workshop on this stuff. Erica expressed interest.
 - v. Questions?
 1. Abby: ATM issue?
 - a. Robin: the person researching it couldn't make the meeting, it still is an active discussion
 - o Dues and Shares was presented by Joseph Andriano:
 - i. Executive Committee is going to meet to talk about long term vision to drive this process, which may lead into the future strategic plan.
 - ii. Vanessa suggested everyone should review the current strategic plan.
 - o Web/IT was presented by Eric Ochraneck
 - i. New Website
 1. Ready for launch. Waiting on Eric WB
 2. Once website is up and running, Joe will be creating a listserv for each committee and the board.
 3. Eric will be creating a new e-mail board@ which could be forwarded along.
 4. The new website is missing some things:
 - a. renew membership
 - b. sign up
 5. Once the new website is up and running we will begin to look at testing some additional functionality.
 - ii. Google Drive
 1. There was a little snafu when we transferred to GD. However, things are being worked out.
 2. Some discussion was have of mentoring. Eric O will be helpful if there are any questions.
 - iii. File Structure
 1. We will be trying to standardize a file structure moving forward.
5. Old Business
 - o None.
6. New Business
 - o Cranberry Event.
 - i. An e-mail will be sent out this week that there is a membership event of a visit to a cranberry bog on 10/3/15. People who go can but cranberries at \$0.75/lb.

- ii. Robin: this is one of the most exciting things we've done in quite some time and it really is an important part of engaging the membership of the coop
 - iii. Eric: we need cranberry recipes for the newsletter.
- 7. Announcements
 - o None.
- 8. Adjournment
 - o Robin McClellan moved that the meeting be adjourned, seconded by Pam Mauer, and this was agreed upon at [time of adjournment].

Respectfully Submitted,
Joseph Andriano
Secretary, Potsdam Food Co-Op