

**Minutes for the Potsdam Food Co-op Board Meeting
December 20, 2016
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, December 20, 2016, 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, Robin McClellan, Samantha DaGrossa, Tim Messner, Abby Lee, Maggie McKenna, Erica LaFountain, and Eric Ochraneck.
 - b. Members not in attendance included Rajiv Narula, and Marie Richards.
 - c. The General Manager, Eric Jesner, was present.
 - d. No guests were in attendance.
- III. Approval of Minutes
 - a. A motion to approve the minutes of the meeting held on November 15, 2016 was made by Joe and seconded by Robin. It was passed.
- IV. Committee Reports
 - a. General Manager's Report was presented by Eric Jesner:
 - i. Buildings & Grounds
 - 1. Bought another chest freezer. Lid didn't shut anymore and couldn't be fixed.
 - ii. Personnel
 - 1. Replaced Deli PT position
 - 2. Expanded hours in carriage house to 7 days production. Going well.
 - 3. Alyssa has asked for additional full-time support in the store. Eric presented to her the option of decreasing the allowance of hours worked in the front end by 10/week in order to free up money to pay for the benefits of moving someone to full-time.
 - iii. General
 - 1. Soon to expire emails going out monthly - started in October.
 - iv. Sales Report
 - 1. Net sales, up 5% for November, 3.5% up for the year.
 - 2. Total bakery sales up 23.6%. Deli sales up 11%.
 - 3. Percent of sales to members up .6%
 - 4. Down 18 members for the year.
 - v. Budget
 - 1. Total expected income: \$1.75 million. Gross margin 42%.
 - 2. Joe asked about \$15k in spoilage from produce. Unfortunately, due to our size, this is normal. We see 7.5% vs 5% industry standard.
 - 3. Eric overbudgeted for everything to play it safe.
 - 4. Goals for CHB: Food costs 30% or below, labor 40% or below.
 - 5. Didn't budget for staff development due to CDS expenses planned.
 - 6. Professional fees: market and marketing study \$15k budgeted, plus \$4.3k for accountant fees.
 - 7. Total expenses \$737.7k.
 - 8. Projected operating profit: \$2.1k.
 - 9. Projected net profit: \$19,982.
 - 10. Robin moved to approve the budget. Eric seconded. The motion passed.
 - b. Newsletter Committee Report was presented by Maggie McKenna:

- i. We are in the editing phase. The newsletter will come out 2/1. We need to be sure to give members "notice of election" 30 days before the annual meeting as per bylaws. Postcard, email, and a sign in the store will suffice.
 - c. Marketing Committee Report was presented by Samantha DaGrossa:
 - i. Gardenshare wants to cosponsor an event (movie and discussion) with the Co-op at the Canton winter fest. Feb 12, 4-6p. Co-op will provide some refreshments.
 - d. Membership/Events Committee Report was presented by Maggie McKenna:
 - i. Setting event dates for next year.
 - ii. Monthly farm trips for members planned for March-October.
 - iii. Baking Fest debriefing planned for January. Send any thoughts to Maggie.
 - e. Governance Committee Report was presented by Joseph Andriano:
 - i. Laura: Please complete board self-evaluation.
 - f. IT Committee Report was presented by Eric Ochranek:
 - i. Nothing to report.
 - g. Finance Committee Report was presented by Robin McClellan:
 - i. Budget reviewed.
 - ii. Switching to Quickbooks
 - h. Co-op Forward Committee Report was presented by Laura Cordts:
 - i. No meeting was held.
 - ii. Looks like Forward will dissolve or take a break, having accomplished the first phase of their plan to address the Co-op's future. It will likely reconvene after 1st phase of CDS' research is done to discuss facilities planning, and possible affiliation with other Co-ops. We will wait for Marie clarify the fate of Forward at the next meeting.
- V. New Business
 - a. We recently approved a change to Eric's salary that reflected new federal salary law. That law was since overturned. The executive committee recommends keeping the change to his salary that we approved.
- VI. Member Comments
 - a. Anne Johnson sent an email to Eric J, which was shared with the board. Laura will interview her for the newsletter regarding her history of baking bread for the Co-op.
 - b. A shopper requested via twitter that the co-op make more baguettes. Eric has looked into the issue and determined that the supply of baguettes nearly always meets demand.
- VII. Adjournment
 - a. Laura and Robin moved that the meeting be adjourned, seconded by Joe, and this was agreed upon at 7:11 PM.

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