

**Minutes for the Potsdam Food Co-op Board Meeting
17 November, 2020**

- I. Call to Order
 - a. The regular monthly meeting of the Board of Directors of the Potsdam Food Co-op was held on Tuesday, Nov. 17 at 6:03 pm via Zoom, with the president and the Secretary being present.
- II. Attendees
 - a. Voting members in attendance included Erica LaFountain, Aviva Gold, Marshall Issen, Becky Allen, Kellie Hitchman, Hillary Vaillancourt, Jim Fryer, Karen Bage, Philip Paige, Katie McLaughlin, Megan Lane, Jessie LaRose, and Deborah Massell. (13 = full board)
 - b. All members were in attendance.
 - c. A quorum was present.
 - d. The General Manager, Andy Peet, was present.
 - e. No guests were in attendance.
- III. Approval of Minutes
 - a. Minutes from the October 2020 regular meeting were approved.
- IV. GM Report
 - a. General Manager's Report was presented by Andy Peet:
 - i. Buildings & Grounds - Nothing new to report.
 - ii. Personnel - Nate (PT Cashier) has given his notice. Coop will need to advertise for a replacement. Jessica Devine has been hired as a Baker.
 - iii. Sales Report - Net sales, Number of sales, Bakery sales, & Wholesale sales are all *Down* compared to this month, last year. BUT, sales per customer, Credit card sales, In-store sales and Deli sales are all *Up* compared to this month, last year.
 - iv. General - Member card purchases are *Up* and continue to rise. About 60 people signed up for the Northern Power & Light promotion drive in October. The idea of conducting Exit Interviews to gain insight into the high turnover at the Co-op was brought up again. The Govern. Comm has been working on some questions for such an interview that Andy said he would share with Jimmy, the Floor Manager.
 - v. Andy shared some key points of the Budget that each Board member will review on their own before voting on it next month. Here are his key points:
 - 1. Projects sales in 2021 of over \$2 million. (2% over 2019 & 9% over 2020).
 - 2. Projects an increase in sales, esp for deli and bakery.
 - 3. Co-op has maintained good efficiency in managing its cost of goods & will continue to maintain this.
 - 4. Proposes to adjust the Co-op margin on Co-op Pack/Bulk items to make a better return for the Co-op.
 - 5. Proposes to increase the wages of all staff by .70/hour (the NYS increase in minimum wage for 2021).
 - 6. Would have to cut one cashier position (40 hrs/wk) to allow for the staff pay raise.
 - vi. Annual Baking Festival proposal. Bake Fest to raise funds for The Neighborhood Center. Plan is to recreate (in Carriage House) the winning dishes/recipes from past Baking Fests. and make them available for sale in the store. No Auctioning. Lynn will set up the in-store display. The Coop/CH will also take special holiday orders - as in the past. The staff will advertise these events and offers. Coop plans to take orders beginning the 2nd week of Dec.
 - vii. Round Up for Relocation has raised \$3,900.00 so far.
 - b. Fundraising Committee Report was presented by Karen Bage:
 - i. On Thursday 11/19 at 2:00pm there will be a Zoom Meeting with CDI (Cooperative Development Institute out of Northampton, MA. The discussion will include how potentially

- b. At least one customer is unhappy about not being able to buy only 1 or 2 potatoes (most are in bags). Andy says that there are single potatoes available.
- VIII. Announcements
 - a. Our next monthly board meeting will be held Tuesday December 15th at 6:00pm.
- IX. Open forum/Discussion topic:
 - a. How does the PFC mark-up compare to other co-ops? The 20% discount that is offered to core workers requires a higher mark-up on most items in the store. This fact is one reason why the PFC price on some items is higher than the same items available in other stores. Should we do away with the 20% discount? Aviva has a spreadsheet that she will share, that compares the discount structures of other coops around the country. Megan, Katie, Becky and Jessie are all interested in looking at this issue further. There was general agreement that the PFC needs to assess and adjust its discounts.
- X. Adjournment
 - a. There being no further business to come before the board, the meeting was adjourned at 8:01PM.

Megan Lane
Secretary, Potsdam Food Co-op