

Potsdam Food Coop Board Meeting
March 15, 2022
6 pm Potsdam Town Hall

I. Attendance:

Introduction of new members: Andy Peet, Erica Leigh (new), Camille Frazier, Kim Jukic, Marshall Issen, Jim Fryer, Mike Corse(employee-board rep), Katie McLaughlin, Megan Lane, Aviva Gold, Karen Bage, Andy Rawdon, Lauren Smith(new), David Bradford.

Guests: Jessie LaRose

Absent: 0

- II. Approval of February meeting minutes.** Motion by: Katie. Second by: Karen. Motion passes without dissent.

III. REPORTS

- A. General Manager (by Andy Peet): Report in file. Hired Carman Forrester for PT baker. Net sales are pretty flat this month compared to Feb. 2021. Whitten Family Farm wants Coop to be a drop off site for compost materials. Cherie Whitten is the contact. She is starting a composting business. Customers would drop off food scraps at the Coop and Whitten would pick up regularly. Jessie wonders if they would also take compostable cups, etc in addition to food waste. Andy will ask. We would be supporting a local business and helping the environment...2 of the Co-operative Principles. New NYS law (DEC) will be requiring communities to compost their organic waste. Co-op could partner with Whittens on this project. Karen asked about repairing the Co-op driveway and parking lot. Andy P. will look into it. Mask policy discussion. The majority of responses think the Coop should NOT require masks for all shoppers. 46% say that lifting the mask requirement would impact their shopping habits. Discussion about having certain hours for masked shopping only. Continue with curbside delivery. Discussion about what guidelines to follow about masking policy in the store. How should the Coop decide when to relax the mask policy? Jessie says the Coop has definitely lost sales due to people who don't want to shop with the mask mandate. Andy thinks the staff should follow whatever we decide the customer mandate will be. County guidance? No one wants to change the mandate frequently because it would be confusing for customers. Aviva asked Andy to try to come up with a Mask Policy for the Co-op at the end of next week.

IV. COMMITTEES:

- A. **Outreach:** (by Kim Jukic) Met on 3/1 and discussed the Business Partnership Program and have been adding new business. Businesses will offer a discount at their business for Coop members. Outreach comm will upcoming events = Sustainability Day and Green Living Fair on April 23 at St. Lawrence Univ. They will focus on bulk foods. Outreach Comm needs at least one more board member to take a shift on that Saturday. Outreach will possibly attend the LoKo Arts Festival along with the St. Lawrence Arts Council. Also, may attend Strut Your Mutt on May 7th. Focus on pet-related Coop items. Hand out dog treats. North Country Folk Festival 4/30 1-4 pm at SLU. Coop can sell drinks and snacks. Still working on sponsoring a local sports team. Jim Fryer has connections with local school baseball teams. Jim Fryer mentioned that on Sat. April 23rd there will be a "BrewHaHops" at Pine Street Arena.

- B. **Governance:** (by Katie McLaughlin) Met on 3/8. Vanessa B. has put together a task list for 2022. Develop an electronic voting system. Hoping to revamp our Orientation process for the board. Put together a board policy document summary for new members. Need a naming convention for the google drive. Camille reported that 8 people responded to the survey. Most people feel positive about being on the board. Relationships with members and the difficulty in recruiting new members are 2 areas that respondents feel need to be addressed. Update the member prospect list.
1. Need to pick a date for the Orientation. Katie will
 2. **Motion by Aviva for the following slate of board officers, Kim Jukic for President, Katie M for VP, Megan for Secretary and Marshall for Finance. Second by David Bradford. Discussion = positive comments all around. All in favor = Unanimous approval. Motion passes without dissent. Applause!**
- C. **Finance:** (by Marshall Issen) Sales are flat this month compared to last month. Sales are behind last year. Cash flow is not where it should be. Still working on integrating Cashier Sales with Catapult. Susan Goodreau is working on a process to make sure Coop is tracking expenditures. Meets second Tuesday of the month at 7 am, for now; will be changed in the Fall.
- D. **Fundraising:** (by Karen Bage) Met in March. Round Up for Relocation has raised \$24,000 - goal of \$40,000. Have decided not to pursue the HFFI Grant this time; maybe next cycle. Coop did *not* receive the Congressionally Directed Spending Request. Andy Rawdon has invited Chuck Schumer to come visit. What will we have to show him? Poised to launch the Fundraising Campaign. Currently working on promotional materials. We have \$27,000 in donations and \$217,500 in member-loan pledges.
- E. **Relocation/Expansion Working Group:**
1. Description of committee.
 2. Purchase offer is in, with all the contingencies (like asbestos removal) removed. But the sale price has not been lowered. Owner wants us to take the building as is. More negotiations are on-going.
 3. Financing progress - need a signed purchase offer.
 4. NCG Proposal - (National Cooperative Grocers) will consult with us regarding the new store/location. We have to become a member and pay them \$160,000. This would be considered (in part) professional fees. Andy P would be the "point person" and work directly with NCG. There are funds available to pay for additional labor to pick up for Andy when he takes on additional duties.
 5. Mechanicals Assessment - David Bradford. There is deferred maintenance that we don't want the current owner to "fix" because we have our own ideas. Plug into subsidized programs to help us make energy-efficient updates to 63 Market St. A Free Energy Audit will be conducted if we commit to going all electric. (Need to talk to the bakery and deli staff). Coop wants to take full responsibility for the building including what type of energy the tenants use.
 6. Plan B" 71 Market St - Does not have enough parking associated with it. The owner of the property and the realtor are working on 'finding' parking to go with it. They are motivated to sell.
- V. **Project Working Group** - meeting minutes in google drive. Meet every Sunday morning at 9am. And there are meetings and work to do during the week. Need a communications person to get the word out to the membership and community.
- VI. **Old Business:**

- A. Consumer Survey is ongoing. 396 responses so far. CDI will help us to evaluate the survey responses. May use the monthly e-newsletter to get results out to the membership. Jessie and the staff are already looking at the responses and looking into making changes like reducing plastic in Coop packaging.
- B. Double up Food Bucks
- C. Compensation Task Force
- D. Naming of files in Google Drive

VII. New Business:

- A. Retreat planning: Tuesday May 17th. Evening 5-9pm? An Orientation style? What topic should we focus on? All members should think about what we need to tackle and bring ideas to the next meeting.
- B. How to communicate to the members about time and location of each Board Meeting? Website should have board meeting announcements. Put the info in the newsletter each month.

VIII. Member Communication:

- A. Monthly e-news assignment. Every month a different member writes a blog. David Bradford volunteers to write a blog about the consumer survey.

IX. Member Comments: Mask survey. Consumer survey.

X. Announcements :

- A. Next Board Mtg is April 19, 2022 at 6 pm. Potsdam Town Hall, likely.

XI. Adjournment: Motion by David Bradford to adjourn meeting at 8:00pm. Second by Megan. All in favor and motion passes without dissent.