

Potsdam Food Cooperative Board Meeting
October 18, 2022 Tuesday 6PM
Community Room in Town Hall of Potsdam

Present: Jim Fryer, Karen Bage, Mike Corse, Megan Lane, Kim Jukic, Aviva Gold, Camille Frazier, Marshall Issen, Andy Peet, Katie McLaughlin, Mike Corse

Excused: Lauren Smith, David Bradford
Resigned: Erica Leigh and Andy Rawdon

Motion by Megan to accept the Minutes from the last Board Meeting. Seconded by Katie.
Abstain: Aviva
All else in favor of accepting minutes from September. None opposed.

GM Report: Andy Peet

- a) Buildings & Grounds – some parking lot repair has happened.
- b) Personnel – PT baker was let go before probationary period was up. Carly thinks more bakery & deli staff are needed.
- c) Sales Report - Overall sales are slightly positive over the past month. Mostly due to Community Appreciation Sale and Open House. Shop small the Saturday after T’giving will happen. Advertising through mail chimp and social media and flyers. Aviva suggested going through the Potsdam Chamber of Commerce to help with advertising.
- d) Cash flow is still tight. Andy P needs to come up with an emergency plan (as directed by Finance Comm) to address profitability. Bob Penski has offered to work with Andy. They will meet this week to document measurables that can be tracked weekly to examine profitability. Will look at departments with the lowest profit and highest personnel costs (bakery, deli, produce and coop-pack). Andy is daunted by the idea to be tough on these departments, because they involve the sales that are attached to the dept. First stage is to get the data – to document what’s going on. The 5 Cs (consolidate, contract out, collaborate, consignment, close). Mentioned the need to communicate the Coop’s financial situation to the Membership and encourage involvement. Daily/Weekly email updates for elected receivers.
 - a. Aviva – Is NCG involved yet? Andy – yes, the on-boarding process is occurring now.
 - b. As of October 1st the Coop is a member of NCG (payments are due on the 26th). Can’t fully participate in the sales until January 2023.
 - c. Andy feels very hopeful about the Co-op’s future, through the interactions with David of NCG.
 - d. Marketing position – if it gets filled at the Co-op, that person would be a major liaison with NCG. What will be the board involvement with NCG?
 - e. Aviva mentioned that there have been long-term problems with lack of “follow-through” regarding the Co-op.
 - f. Idea = the board members can each take a week (or two) to write a blurb to communicate to the members. Ideas of how to support the co-op, get involved, what’s going on, etc. We already have our e-newsletter each month. Now add

another update. Twice per month updates should go out. Who will provide oversight?

- g. How will NCG help with pricing product at the co-op – during this period of inflation?

Winter Games update? Has applied for the voucher program, staff will adopt-a-delegation. Andy hasn't heard back from Logan about the voucher program. Kim and board have offered to assist. Due date for finalizing our involvement with the Winter Games is 10/31/22.

Partnership with schools update? Andy says we have 2 new accounts (Clarkson soccer team and SLU Sustainability course) and 2 new events the co-op is catering/donating food to. Hospice giving us Silver designation.

College cards update? Fees for Coop? Kim thinks it's worth it to try the cards. There is a program fee to get involved and a % fee for purchases on the cards. Megan shared info from SLU Wellness...

Zac Miller has set up a photo box to photograph product and make videos to share via social media. Professional quality.

Online ordering system (and Double Up Food Bucks) update? No progress. Can Andy delegate this issue to someone? Andy says Laurie (POS Administrator) needs to be freed up from some of her weekly duties, in order to tackle this. Recommendation to see how NCG can help us with setting up an online ordering system and/or making a timeline to do so. Suggestion for Andy to talk to David (NCG) about this. Laurie and Andy needs to make a plan to solve this problem by the end of October. Andy will talk to Laurie tomorrow and email the board about what they come up with.

Not participating in Mighty Markets training...too costly.

Karen – idea for contracting out for the Deli items. Andy and Bob have discussed this. Different days of the week could feature a different source (Hoof n Horn; Foster the Plant, etc) for deli items.

Outreach Committee (Kim):

- a) Open House - need to move to a Sunday, in the future. Farmers Market vendors felt the conflict with Sat.. Next year is our 50th anniversary. Articles of Incorporation say January 17th, 1974. Megan will try to find out about the box of papers that were taken to SLU archives.
Sunday Sept 17, 2023 will be the big day for Open House/Anniversary including a group photo at noon. Shirts and t-shirts. Artifacts from Co-op history. 1-day liquor license? Co-op trivia with prizes. Funds raised could go to the Neighborhood Center.
- b) Clarkson Family & Alumni Weekend Mixer - Kim and Andy will be attending. The Co-op is catering the event.

- c) Fright Night on 10/27. Marissa (staff) and Megan (board) will be involved. Sara Lynch will also be present downtown.
- d) Baking Fest – December 4th (Sunday) 12-3 in Carriage House. Board members are encouraged to volunteer for a shift, or two. Money raised could go to the Potsdam Holiday Fund (which is a Christian organization). Discussion about how the Co-op should not support just one religious organization over the December holidays; people of other religions/no religions wouldn't receive the same benefits. Money could go to the Neighborhood Ctr because they may need extra food that time of year. Or the Food Bank of Central NY. Or Office for the Aging.

Governance Comm Camille & Jim:

- a) Plans for recruitment. Who is running again, who's not? We need at least 3 seats filled. How to recruit people? We typically use word of mouth or talking to people we know...which is marginally successful. Everyone on the Board should be trying to find new potential candidates. Need for an Annual meeting timeline. Feb. 7th 2023 is proposed as the annual meeting at Episcopal Church on Fall Island, in person. Jim said Zoom/remote attendance options could also be made available.
 - a. How will voting be conducted? Digital and/or In-person? Katie had to leave the meeting early, so Jim and Camille will have to talk to her about this and get back to the board.
 - b. There are a few possible candidates but the Committee is looking for more – maybe persons with specific qualities/talents. We need to think “outside the box”.
- b) Rules for committee members. Should there be a minimum attendance for members in order to keep receiving their discount? Gov. Comm should look into writing up a new policy?

Finance Comm – Marshall:

- a) Uptick in bakery sales (new accounts)
- b) Deli was down.
- c) Cash flow is still a problem
- d) Bob Penski joined the committee as a guest for now...maybe longer-term?
- e) P & L and Balance sheets not available
- f) Andy is tasked with making an Operational budget for 2023. Get it approved in November so the Board can see it in December. Aviva wonders if NCG could help develop the budget for next year.

Renovation/Expansion Comm – Karen:

- a) Project Team- Aviva, Mike, Megan will be a part of it. We should look outside the Board (former board members?) to serve on the Expansion Comm.
- b) Building Info Modeling Class (Bill Olsen from Clarkson) Co-op has supplied him with Marketing Study, Consumer Survey, UNFI Designs, Architectural Needs list, “This Could Be Yours”, etc. The team will visit the class Monday, October 24th: Kim, Aviva, Karen & Camille will attend. Goal: We need a site plan that can be used to put with the (re)-application/proposal to NYS for funding (\$1.659 million).
- c) Discussion about acquiring the lot next door to PFC vs using just the property we already own.
- d) Discussion about how many plans and what kind of plans (requirements) WE have for the class.

- e) Possible student presentations to Board in late November/early December
- f) Brooks Washburn contacted Karen. Offering space at Market Square Mall for the Co-op. Some board members will go check it out this Friday.

Consumer survey results: (Jim)

- a) 2 categories = Fix or Going well? 90% of comments say the thing needs to be “fixed”.
- b) 2 categories = Now or Later? People want more options already and need to know about them. Jim asked for some specifics – what in particular do you want and can the Carriage House actually do it. Aviva said she has supplied many recipes and suggestions to Andy P. but hardly any have materialized.
- c) New menu items need to be advertised and then become regular items.
- d) (Aviva) There needs to be accountability for implementing the making of new products and getting the word out. Andy is ultimately accountable.
- e) Kim will contact Lauren about meeting with Andy and Carley.

Ends Policy will be discussed next month.

Look through “Member Manual” handbook provided by Kim.

New Business: Need to expand the Expansion/Renovation committee. All of us think of one-two.

Twice per month member updates.

Aviva will write something about NCG by Wednesday and Andy will publish it on Friday.

Nov. 9th deadline – Megan will write about T’giving Turkeys.

Should ‘Round Up for Rebuilding’ still be promoted?

November 15th 2022 is our next meeting at 6:00pm in the Community Room of the Potsdam Town Hall.

Katie and Kim will be away in December. There will be no formal Board Meeting in Dec. Business will occur through email.

Save Feb 7th 2023 for our Annual Meeting.

Motion to adjourn the meeting at 8:25 by Aviva. Seconded by Megan. All in favor – none opposed. Motion passes.