



March 4, 2015 Board Meeting, 7:00 pm, 486-12th Street, Astoria

Present: Allie Evans, Hilary Herman, Beth La Fleur, Matt Stanley, Angela Sidlo, Sam Seulean, Libby Lawrence, Norma Hernandez, Brad Hill

Staff: Zetty Nemlowill, Leonard McGrath, Geena Barker

Public present: No one from the public was present.

Call to order: Allie called the meeting to order and welcomed the staff members present. Sam's staff liaison board position is coming up in April (2 year term) and now is a great time for staff to check out what is involved in the Staff Liaison position. This position is voted internally by staff only.

Logistics: Allie mentioned the need for having predictable Board meetings (ie certain day of the month every month). The Board agreed that the 4th Thursday works well for all. Allie will be developing a "Board Calendar" for the next meeting, complete with dates for all board meetings, and known events for the next year. That said, the next Board meeting ("March") will be April 2, and the April meeting will be April 30, 2015. Board meetings will take place at 486 12th Street, at 7 pm. The annual meeting is planned for May 3, 6 pm at the Red Building by the Port of Astoria.

Matt mentioned the Run on the River, put on by the Astoria Parks and Recreation Department. There will be a 5K, 10K and half-marathon. The Co-op could do a donation, or do something bigger and perhaps even have Board entry fees waived if we do something bigger. Matt took a show of hands of potential participants.

March 15 is the newsletter deadline. A couple of Board members are writing pieces for the newsletter.

Matt mentioned the open Board seat and that Libby and Norma are up for re-election this May. They were both elected in May 2013. If they could please write up a short piece on who they are and why they would like to continue to serve on the Board, that would be much appreciated. Allie was also elected in 2013, but her term is 3 years. For potential Board members, 3/19 is the date by which they need to submit the required signatures to get on the ballot. After that, the Board can appoint members if no one runs.

Zetty mentioned the upcoming Beers to Health lecture on OHSU maternal nutrition findings.

Minutes: Beth asked for a motion to approve January Board minutes. Hilary made the **motion** to approve, with minor edits, Angela seconded, and all approved.

Strategic Plan Review: The Board reviewed the draft strategic plan with graphics. Allie suggested better identification of the pictures for those who may not know the people in the pictures (ie know that the man in picture is a farmer). There was discussion of the subtle implied messaging vs having more words on the page.

Geena suggested a map with dots, or a graphic with a more geographic focus rather than a person who represents a place for those who may not actually know the person or the place. Brad expressed concern for consideration for vendors who are not pictured in the Plan.

Matt asked for additional input to the Plan. Emails have not come in yet and the comment box in the store is pretty new. He anticipates owner-comments.

There was general agreement that the words “consistently compelling story” in the Individual and Community Health page were superfluous and could be deleted.

Libby will give Matt a copy of her mark ups and edits to consider, as she was rather feverish and ill while at the Board retreat when we developed the outline of the drafted Plan. Matt assured the Board that the document may seem obtuse to some, but it will be useful to Board and Staff when it is completed. Other comments included that perhaps a final “conclusive” page would be helpful on how to get involved, what’s next, what a member can do to make the plan happen, etc. Norma reminded us how effective it was for the Port Townsend Co-op to hang individual posters of their strategic plan around the store—keeping it obvious and perhaps we could do the same. By April 2, the Plan should be finalized.

Manager’s Report: Matt discussed the end of the year fourth quarter. We lost a little money and it was not a “profitable” quarter, because we had unusual expenses. That said, we still had a profitable year.

Norma suggested tightening up cashing out vacation time during an employee’s tenure vs at the end of the employment. Typically, in other employment situations, an employee may only cash out vacation time at the end of employment. This might give more stability to that particular portion of the budget.

Matt reviewed the POS request, as outlined in the Managers Report. The hardware and software are not jibing and it is causing the POS to be unusually slow and crashing and causing customers to wait too long at the register. Matt will ask AMPM for a new 1 year warranty and a Plan B if the upgraded system doesn’t perform as expected. Leonard requested he also ask about the debit machine relationship to the POS. Brad motioned to approve the request for \$3,243 to upgrade the POS system with AMPM. Angela seconded and all approved.

Allie asked if we could do a retrospective on this past year since discount days have been changed to owner appreciation weeks. Geena suggested something unique to each customer, at the bottom of the receipt, showing how much a customer has saved year to date, to show how their \$25 ownership is being met in product savings. Matt will need to look at the system and see if we can do that sort of reporting a meaningful way.

Allie iterated and the group agreed that it is good for us to hear from the staff perspective. Leonard and Geena agreed that owners and potential owners are interested in where their money is going, especially if they are not “making the \$25 back” in purchases. Having talking points and tangible statistics on where the money is used would be helpful for staff as they talk to potential owners about becoming an owner. Suggestions included having a short list of most recently completed projects and most anticipated projects/expenses, statistics of member savings, projects currently in effect (ex School Fruit Box project), having information at register/flyers/posters and in new member packet. Norma reminded that we are here for health, quality of food, social justice, etc and not just for savings.

Matt agreed that reiterating the Co-op purpose and ownership value would be helpful. This messaging is not static. Allie mentioned that while she worked at People’s Co-op, it was an often-done training.

Allie reminded that there will be an Executive Session at the end of the next meeting. Please submit Matt’s reviews to her within the week.

Matt mentioned he has the new current Board liability policy if anyone is interested in reading it.

Brad asked Matt to look into the subject of an October 15 deadline whereby retailers will need to have sales processed with chip-in-credit-card capability.

Brad also mentioned the idea of auctioning off low/unused owner numbers as a potential store fundraiser. The group liked this idea.

Meeting adjourned at 8:55 p.m.

Respectfully submitted,

Beth La Fleur, Board Secretary