



July 30, 2015 Board Meeting, 7:00 pm, North Coast Food Web office, 577-18th St, Astoria

Present: Allie Evans,, Beth La Fleur (by phone), Matt Stanley, Angela Sidlo, Danny Rasmussen, Libby Lawrence, Norma Hernandez, Andrea Larson-Perez

Absent: Brad Hill, Hilary Herman (both excused)

Public present: None

Call to order: Allie called the meeting to order.

Board Comment: Norma asked if there has been feedback following the Daily Astorian article and conviction of former employee Mick Mitchell. He's on 5 years probation after he serves his jail time and Matt would like to continue the trespass against Mick. He was convicted of three felony crimes. Matt has discussed the situation with staff.

Allie relayed that the check out process is really slick now that no signature is required on transactions under \$50. Matt said members had been really annoyed with the number of buttons that were necessary to push and this is a better set-up. Soon we will be able to accept the digital chip cards.

Logistics: The next Board meeting will be Wednesday August 26th, 7 pm at the new location of the North Coast Food Web, 577 18th Street. September 24 will be September Board meeting.

August 11, Hilary and Angela will be doing to the Board Greet/Taste event 2-4pm. We will need two board members for the Sept 8 Board Greet/Taste. Angela will be doing a Beers to Your Health in September "Where Does Wellness Begin- Primary Food and Secondary Food."

Matt suggested a next Board retreat to be early 2016.

Minutes: Beth asked for a motion to approve June 18, 2015 Board minutes. Norma made the **motion** to approve and Danny seconded, and all approved.

Manager's Report: Matt reviewed the July 2015 Manager's Report. The Insurance Policy has been increased slightly to account for the increase in fresh meats/spoilage. Libby asked about earthquake insurance. Matt will check on that. We should, at some point, think about a generator for the current and new store. Insurance wants certain safety issues in place. Once Josh the new grocery manager starts, they will work on the safety committee and safety issues.

Matt informed the Board of the new grocery manager, Josh. He's coming from New Seasons as manager on duty in Portland. His first day will be August 10. He has 4 years of experience manager on duty at the Wily Street Coop in Madison, Wisconsin. He was first to apply, so he had been checking our website for postings. He interviewed with Ryan, Kelly, Zetty, and Matt. He had great references and passed background check. Background check will be required now as matter of course. Josh is having trouble finding a place for he and his partner, Thane, who also works at New Seasons. Rental/housing in Astoria is tough. Weekend crew does great and Josh will be able to help out the weekend crew.

This month will be a record month for a month that doesn't have a discount day/week. We are doing great. We are continuing to build cash. Growth could be a lot of things coming together—the weather, more customers, signage, all the hard work we've been doing.

We have a new Columbia Gorge Organics juice cooler end-cap. It was a freebie though required about \$500 in electrical work to install. Mystery shoppers are doing well.

Angela noticed that Fred Meyer has moved their organic produce from the middle of the wall of produce to the end because that is where they have noticed most people shop organics first and congregate there. This is an interesting strategy for layout.

Matt also discussed his decision to increase the Board store discount to 10% for a period of 6 months. It's an incentive to shop and incentive to be on the Board. Norma doesn't think it's necessary and won't impact her shopping. She is on the Board because she believes in it—not because of the discount. Allie said many co-ops give a higher percentage discount. Allie is happy for more money to stay in the Co-op. Motive is so that Board members shop at the Co-op and also to incentivize members to be on the Board and show up, because Board members are really needed and will be needed to show up and not miss Board meetings. Financially, the store can afford it and it is something the store can give in appreciation to the Board for the increasing amount of time and energy and commitment which is going to be required of the Board in the next months and years. This increase is always subject to reevaluation and change. It will not stack with special orders. It would only stack on one discount day.

Membership sign-ups are on an uptick. 36 new members this month—cashiers are doing a great job. Libby asks how many we lose. Matt said one or two a quarter. Some people do ask for their membership refund, which is fine. Matt reminds that it is a refundable membership fee.

Matt's increasing the weekly huddles. He thinks it's more effective than just the typed updates though he still does those too. Most customers seem excited about expansion and don't really want to talk about it, but just see it get done.

Matt briefly reviewed the feasibility timeline. Matt asked for a motion to approve the timeline, all were in favor, no one opposed.

Matt discussed the store expansion process so far with the Development Co-op and the role of project manager. At this time, it is important to have an individual in that role. Allie made a motion to have Matt be the acting Project Manager and Norma seconded, and all approved.

The Board recused itself to Executive Session to discuss expansion plans and real estate.

Meeting adjourned at 7:45 p.m.

Respectfully submitted,

Beth La Fleur, Board Secretary