



**April 2, 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:** Andrea Larsen Perez

**Public present:** None

**Call to order:** Allie called the meeting to order. Matt welcomed Andrea to the meeting. She currently is on staff but will be phasing out and would like to continue to be involved with the Co-op, specifically on the Board. She brings many years of professional marketing and business experience and perspective to share as a prospective Board member. We have not had any active interest from owners regarding a Board position. Norma motioned to appoint Andrea to the Board, in light of the fact that she is phasing out of employment with the Co-op. Libby seconded and all were in favor.

**Public Comment:** Matt called everyone's attention to the two additional comments from owners Carol Newman and Pamela Mattson McDonald. The Board read their comments. No decision making was necessary.

**Logistics:** The next Board meeting ("March") will be April 30th. Board meetings 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. Libby and Hilary are not able to attend the annual meeting. June 4th is tentatively the next meeting after the annual meeting.

Allie discussed the Port Townsend Co-op's "Coffee with the Directors" events. She suggested we do a Board meet and greet during the May 13, 2015 food tasting, 4-6 pm. Libby and Angela will attend this first one and we will rotate Board members at subsequent meet and greet dates/times. June 2, 2015 will be Brad and Hilary, 4-6 pm. This will be good to increase communication with owners. Board members will chat ahead of time to figure out tastings.

**Minutes:** Beth asked for a motion to approve March 4, 2015 Board minutes. Allie made the **motion** to approve and Norma seconded, and all approved.

**Strategic Plan Review:** Matt and the Board reviewed the submitted comments by Carol and Patricia and staff comments and latest edits. Commenters will receive follow up communication that we have reviewed their comments. The Strategic Plan is intentionally broad. The operation and business plans are where the Strategic Plan becomes active or implemented.

Libby used the analogy of:

"My kids are going to become kinder people this year.

This year:

- (1) They will say Please, and
- (2) This year they will say Thank You.

Next year, they will

- (1)...” etc.

We had a discussion on what “value-added” means, and the concepts of leveraging volume and increasing our inventory. We discussed Co-op differentiation to other are stores and other stores “organic”, and what is “market share”.

Angela motioned to approve the Strategic Plan with the considered comment and discussed edits. Beth seconded, all approved. The Board has now approved the Strategic Plan!

Matt will be meeting with the Development Committee (of the NCG) soon. Developers are coming out of the woodwork. We might need to update our 2013 market survey. The original was \$9,500, and an update might run as much as \$7,000. We’ll see what the DC says and if a bank would need an update. Matt has put feelers out to Wauna and US Bank and is continuing to research what we can do with member loans regarding legal aspects and timing etc. Brad has concerns with dealing with contractors, developers, and being careful not to trip up. Matt iterated that this is where the DC will help.

Libby asked about the new POS. Matt replied it is not installed yet. There may be data entry errors from time to time- there will always be room for human error, and human error happens in every store at times.

Allie asked how the meat department is doing. Matt said meat is doing very well. It is a low case on Mondays but what is there still sells. Allie told the story of a customer who said they’d eat meat again because of our quality. Hilary agreed she will never buy chicken anywhere else.

**Manager’s Report:** Matt said we had 18% growth in March. Grocery and dairy as well as other departments were up. We’ve also had more foot traffic and more shop-lifting unfortunately. Often this involves people putting food into their own bags and walking out with it. We may do a tasteful sign by the baskets to the effect of “Please use our Shopping Baskets”. We can also do security measures with ADT or via Costco. Costco does not install or do IT. ADT install is approximately \$2,000 plus \$129 for monthly maintenance. Matt will double check the Costco quality vs ADT again (he did this a while back as well).

Beth asked if this is a typical security measure for grocery stores and co-ops of our size. Matt stated that it is typical. It’s part of “growing up”. Andrea mentioned how busy it can get and while cashiers may notice sketchy or suspicious behavior, it’s just too busy to do much about it and meanwhile it’s money and product walking out the door.

Brad made a motion to support the added security and go ahead with ADT, assuming it is a better deal than Costco, because time is money with this sort of thing. Norma affirmed the motion, and Brad seconded, and all agreed.

Matt reviewed the Mystery Shopper program of the NCG. The Co-op is now signed up with the program. IT is a great was to build teamwork and the staff will try to beat the score of the Mystery Shopper month by month. We’ll try it and see what they find and what we can improve upon.

Matt reflected that we’ve had a very good spring so far. This could be because of no snow in the mountains causes more people to head to the coast, maybe a rolling spring break, and the store resets. Resets are hard to do but sales are increased since then. We’ve also been advertising and had more publicity and better pricing.

Matt reviewed recently discussed sites, from conversations with City staff: Mill pond site, Lum site at 2nd and Bond, Locksmith Lot north of Marine Drive, and parking lot next to Burger King (may need DEQ approval).

Meeting adjourned at 8:32 p.m.

Respectfully submitted,

Beth La Fleur, Board Secretary