



September 24, 2015 Board Meeting, 7:00 pm, North Coast Food Web office, 577-18th St, Astoria

Present: Allie Evans, Beth La Fleur, Matt Stanley, Angela Sidlo, Danny Rasmussen, Libby Lawrence, Brad Hill, Norma Hernandez, Andrea Larson-Perez

Absent: All in attendance.

Public present: Todd Holm, member/owner

Call to order: Allie called the meeting to order.

Public Comment: Todd introduced himself. He is the Payment Solutions Consultant with US Bank and has been working in the Columbia-Pacific region for 7 years, exclusively with businesses. He is an Astoria resident, a Co-op owner/member and is interested in becoming a Co-op Board member.

Matt described the board appointment process and the relationship the Co-op has with the National Cooperative Grocers (NCG) and current relationship with the Development Co-op of the NCG. When filling a vacant Board position mid-year, the Board can appoint a member, who is then voted in (or not) at the next annual Board meeting (in this case, May 2016).

Board Comment: Libby ask that we not make a non-GMO store policy. Matt said the store purchasing policies are guidelines and not restrictions or exclusions, and he understands the importance of being able to adapt to the market. It is relatively easy for us to not carry GMO products, particularly with produce. Interestingly, about 20% of zucchini is GMO, as are most papaya and corns. Danny reiterated that at our store, GMO produce is not sold and is easy to avoid from a buying and stocking perspective.

Agenda: Matt asked for an approval of the September 24, 2015 Board Meeting agenda. Norma motioned and Andrea seconded, all approved.

Logistics: The next Board meeting will be October 22nd, 7 pm at the new location of the North Coast Food Web, 577 18th Street. November 17 and December 15th are the next scheduled Board meetings, at 577 18th Street, 7pm.

Meet and Greet: Oct 6, 11am-1pm Brad, 4pm-6pm, Angela; Oct 13, 11am-1pm, Allie and Beth; Oct 21, 11am-1pm, Danny; Oct 29, 11am-1pm, Libby and Andrea.

Angela will be doing a Beers to Your Health in November “Where Does Wellness Begin”

Minutes: Beth asked for a motion to approve August 26, 2015 Board minutes. Angela made the **motion** to approve and Norma seconded, and all approved.

Manager’s Report: Matt reviewed the Strategic Plan with the Board. We discussed questions such as “what is something you’d like to see happen in 2016”, “what would feel like a sign of success”, etc. We discussed a variety of points already in progress (rebranding, financially profitably for 8 consecutive quarters) as well as potential future points as they relate to each of the strategic plan objectives, such as expanding strategic giving; activities that include customers (i.e. a “turkey drive” and other leveraged/targeted giving programs); offering different fruits/veggies in the kids basket;

increasing Co-op Basics program to better our pricing strategy, for staff to stay committed to accommodating all different requests, so customers feel part of the store, not just asking a business if it has something; stay present in place that we're at in the midst of the excitement of relocation; continue our commitment to excellence. Other ideas were to retain gathering space to enjoy community and each other; explore an awning and heat lamps.

Signs of success included more regular visits, new members, larger basket size, "lingering" of customers, 100% success rate for mystery shoppers, "buzz" about our service, routinely asking about bagging, explore reciprocity—makes people feel really good.

For "Thriving Local Economy" we discussed "continue to add local items; track local items and provide statistics; FaceBook local deliverers/producers—celebrate what they do; local public relations and education about them. Once month sponsor "The Taste" booth with OSU at the River People Farmers Market in the summer, as well as partner with Astoria Downtown Historic Development Association, Chamber of Commerce, and CHART (Community Health Advocacy Way to Wellville group); within the newsletter, have bubbles of "did you know" factoids, like x# of pints of local strawberries were sold during the month of June"; iterate how many jobs we provide; increase the number of local producers, increase number of new owner/members, continue to develop our management team and provide staff/career development opportunities.

Matt will type up responses in a meaningful format for the next meeting

Matt reviewed the owner equity drive scheduled for the month of October. The goal is to raise \$10,000 during the month of October simply by having owners either pay an additional or full equity payment and for those who are fully vested already (\$200), contribute up to the additional \$100 which is allowed by state law. All of these contributions are refundable. This equity will show community support for relocation efforts, better our debt to equity ratio and will build community excitement about our plans. This is about coming together on a goal—not about selling. All who contribute will receive a free canvas shopping tote with "I own a grocery store with my friends" on it, and will be in a raffle drawing for Chef Marco Davis to be a personal chef for a day.

Matt reviewed our preliminary site selection for a new location. Brad asked if it is possible for the Board to do a group tour of possible sites. Matt thought this would be a good idea at some point in the process. To review, we currently have a total square footage of approximately 3,100 square feet, and of that, 2,100 is retail space. We ideally desire 12,000 square feet total, with 8,000 square feet of that being retail space. This is about 3-4 times the retail size we have now and about 4 times the amount of office/deli prep/back-stock area we have now.

Matt will be continuing to work on a Business Expansion plan and looking into who will do cost estimation in the relocation process.

Board Appointment: Todd expressed interest again in being on the Board. Norma made a motion to appoint Todd to the Board, Danny seconded, and all approved. We are enthusiastic about his interest and experience and we welcome him to the Board!

Meeting adjourned at 9:06 p.m.

Respectfully submitted, Beth La Fleur, Board Secretary