Chequamegon Food Co-op Board of Directors Meeting

November 15th, 2022- 5pm Zoom meeting

BOD Present: Mick Parent ’23 (Chair), Cynthia Dallzel ’24(Vice Chair), Sarah Adams ’25 (Secretary), Karly ’23, Gary ‘24, John Adams ‘23

BOD Absent: Laura Nagro ’25

GM Present: Kiersten Galazen

Minutes: Sara Beadle
Meeting called to order at 5:02 pm by Mick Parent ’23 (Chair)

Preliminaries

Consent Agenda: passed by consent.

- Agenda Review
- Last month’s minutes

GM monthly report - October

1. Membership – Co-op month owner drive was quite successful.
2. Financials – First month in quite a few we came in under budget by about half a percent, and about the same over last year. Still ran a profit.
3. Department Updates- Fall generally has high turnover, and this year was the same deal. Two hires that didn’t quite work out. New hire Caleb is doing well. The big news is that Jane put in her notice, and her last day was last Friday. We are in the process of hiring for a new FE Manager
4. Staffing/personnel – Nice 3rd quarter bonus for staff. Won a display contest, which hasn't happened recently.
5. Infrastructure -
6. Marketing – Good lineup of events. Boo Bash was a bit of the zoo but with a huge turn out. We donated 40 lbs or tabouli to Big Tap Chautauqua.
7. COVID considerations – A whole month with no covid cases!
8. Other- Sara and Maya toured Superior Small Batch. Still working on solar, budgets, and strategic plans with managers and staff. Spent lots of time trying to figure out turkey trucking/delivery and gearing up for Thanksgiving.
9. Food -

GM Monitoring B3: Asset Protection

Kiersten reports compliance for all parts of the report. Not a lot has changed since last year.
Cynthia motions to approve the B3 report, Gary seconds, all in favor, motion carries.
Looking Ahead - Dec. B2 Planning, B1 Financial Condition

CFC Board Monitoring with Review from the Policy Committee

D3: Delegation to GMT and review of B1, B2, & B3
D3: “board’s ends” should be changed to “co-op’s ends”

GM Summary of board retreat and possible inclusion in strategic plan

Kiersten does not have a draft yet. She is basing the report off the ends and the retreat which will look like including something about the upstairs and serving members from a distance. One of the best ways to support local is to run a successful store - more sales in general leads to more local sales.

Mick - Growth targets?

KG - Not yet, but if you want to see that I can do that - I'm looking for consistent growth. Do you want a target for the sake of having a target? We're doing the best we can and trying to do as much as we can.

Mick - We would like some goals, not necessarily a percentage, but a goal as you see fit.

Sarah - Coming back to the plan every so often.

KG - Say every Feb. and July since we do the Ends report in February.

Mick - Will you have an outline next month?

KG - Yes, not as pretty as we might all like.

Board expectations for strategic plan - what does the board expect to see over the next five years?

Cynthia would like to see a pilot project of a delivery program, additionally the improvement of the deli. It's great now, but just more of what is so great! Making the store the best shopping experience that one can have in order to build the local economy.

John would like to see a financial analysis of COVID versus post-COVID. Agrees with building up the deli. Next steps on the upstairs. Hourly bonus of $2.50/hr … forecast for labor costs. SWOT analysis on demographics. Attracting young folks to the area for some demographic balance.

Gary would like to see the same two things as everyone else… plan for the upstairs and how to reach out to underserved areas.

Karly would echo what Gary just said, and what John said about younger families.

Sarah is in consensus with what has been said. Outreach programs are great for different demographics ie: boo bash and big tap. Plans for assessing the upstairs.

Mick would like to be checking in on the plan frequently - the world changes and so will we. We need to get out of our comfort zone. Yes, the base of our store is having the best store we can, but we can do more.

Discuss continued CBLD contract

Gary - What does it cost?

Mick - Around $8,000; thinks it's worth - Micheal is a wealth of information. Mick has had monthly meetings with him for his 3 years on the board.

Cynthia - Worth it.

Karly - I think they're great facilitators for conversation.

John - I'm kinda on the fence. Micheal is talented. I'm not sure we're collaborating with stores our size strategically. I'm not sure what ideas we're getting out of this.

Sarah - I did a two day training with them, which was helpful. Is it worth the cost/benefit?

Kiersten is a big fan of the relationship. It is indeed $7,500. We utilize some benefits more than others. There are some no-cost workshops, but it is usually just me that uses them since they are usually more

GM focused. We might have three open spots up this spring and Columinate is a steady presence against board turn-over.

Mick - I think we should at least keep it for another year. I am kinda on the fence though, however you don't know what you have until it's gone! Can I get 4 people to say they agree?

Sarah - Is it a one year contract? Yes, I would be in favor of keeping it. I would like to be a bit more disciplined to take more of their classes.

Karly will vote yes for keeping.

Gary was not in favor ; expressed over email earlier.

Cythnia would like to keep it for at least one year. She likes the financial courses.

John is still on the fence, but will vote yes.

Consensus to keep CBLD/Columinate.

<u>Board Recruiting</u>

We will have three by term. Unsure about Laura's absences. PLease reach out to those you think would be good fits. Sara B. will send Mick previous candidates information.

John - We should bag groceries to encourage board involvement. Consensus to do so when you can. Talk to Kiersten.

<u>Other:</u>

Kiersten would like to add a bylaw update to clarify who is a member, attendance, unclaimed property, what happens to deceased member shares, and a few other things. This should be in time for the spring grapevine, and could be voted on during the board vote. We should suggest items and then have an attorney look over them. Sarah suggests that KG gives a bullet point list and then the board can make a sub committee to dig through the bylaws. Kiersten will email out what needs to be changed.

Grapevine Deadline is Jan. 31st. FYI

Gary motions to adjourn, John seconds, all in favor, motion passes. Meeting ends at 5:57pm.