



Board of Directors ~ Agenda Committee

Wed., Nov. 12 – 7.30 - 9.30pm

The Co-op: 18 Putnam Ave, Brooklyn

Facilitator: Renée

Note-taker: William

Timekeeper: Keith

Present: Renée, William, DK, Sean, Keith, Rachelle, Allison, Jeannie, Lauryl, Joe (PSFC), Ann (PSFC)

Absent: Hillary (notified)

- Update on Action items from previous [Working Session](#) (All, 15 min)
 - Keith: store coordinators ideas for increased sales
 - SC Liaisons: can we do shopping during store-close hours?
 - Update from Lauryl: Going fine, not much sales, people appreciate.
 - Can we make it more formal, announce as a trial?
 - **ACTION ITEM: Write up for newsletter---who?**
 - GM at store updates: chairs, heat, cleaning
 - Insulation happening
 - Chairs came from Pablo
 - If time:
 - Update on Membership/Outreach EOY fundraising and membership drive ideas
 - Marketing: Status of in-store signage encouraging members to shop more.
 - Festive themes, etc.
 - DK talked about making a variety of membership materials “more welcoming”
 - Store decorating party on Sunday Nov 16, 3-6pm
 - Open shopping day in Dec 10th or thereabouts
 - Home delivery partnership w/cargo bike
- Finance Report (Sean, 10 min)
 - Sean speculates sharing some financial information with members as a way to spur more shopping
 - **ACTION ITEM: Print out shopping “matrix” for distribution - Sean/Marketing**
 - Joe: “temporary trial membership”, direct mailing to the neighborhood

- **ACTION ITEM: Three month provisional membership (how to make that work) - William**
 - Discussion about opening the store all the time
 - Need to generate membership reporting similar to financial
 - **ACTION ITEMS: Keith & Allison Ann: schedule Lauryl effectively when member leadership is weak**
 - **ACTION ITEM: Jeanne, Matt & Lauryl: Need to strengthen member leadership in the store - Had mtg, in progress**
- Store Coordinator check in (SC liaisons, 10 min)
- Investment fee amount, why so high? Can we lower to entice more members to join? (Renee/All, 10 mins)
 - Joe: give people more time to pay their investments?
 - Most Board did not support
- PSFC discussion with Ann and Joe (All, 45 min)
 - One fee, shop at both? - How to manage the member status aspect?
 - Joe “I really want you guys to make it”; idea could backfire; too tempting for sales to go to PSFC or other places
 - **ACTION ITEM: Joe/Ann: Letter to PSFC members in GH catchment area: PSFC members can shop at GHFC for next three month if they complete? Find out why they have not joined GHFC, would they join?**
 - Joe: idea needs to be approved by PSFC general coordinators
 - Rachelle: could PSFC designate one of its staff members to work at GHFC on a consultancy basis?
 - William: turn Rachelle’s idea around and send some GHFC members to PSFC to learn from their staff.
 - We become PSFC annex?
 - Finance support
 - Solutions for improving sales?
 - more?

ACTION ITEM: Next Agenda meeting devoted to hammering out six month plan to open store all the time

Board decided to hold AM and GMs at 7:30pm

- Why are we a member only Co-op? Should we consider opening to the public? (All, 15 min)

- GM Agenda: (All, 10 min)
 - POS update/vote (need one sheet comparison and client reviews)