



General Meeting Agenda

Date/Time: Wednesday January 26th 7:00 - 9:00 pm

Location: [Zoom](#) (remote)

Facilitator: Patrick Smith

Note-taker: Brit Byrd

Any person attending may participate equally in discussions, but only Co-op Board members may vote on any issues.

The Co-op's 2022 calendar can be viewed [here](#).

Community Agreements

- Take space/make space - be aware of sharing space and hearing from multiple voices.
- Ask for clarity - default to curiosity. Information moves quickly and not everyone can be up to date on everything happening in every committee. Ask what has been done before assuming no one has worked on it or thought about it.
- Center cooperation - think about who is already working on certain areas before bringing something into the meeting.
- Move through defensiveness towards shared learning and responsibility.
- Open space for disagreement and multiple perspectives - we don't all have to agree all the time, we're making the best decisions we can with the information and resources we have currently
- We operate always with a commitment to anti-racism and dismantling systemic oppression.

Welcome/Orientation **7:00-7:10 (10 min)**

Welcome and introductions. Brief explanation of the purpose of the Board Meeting. Questions welcomed!

Board members present: Ray Jowdy, Patrick Smith, Hannah Weitzer, Stefanie Steele, Brit Byrd

Not present:

Others members attending the meeting: Natalie Southwick, Amanda, Joel Henriquez, Isaac Johnson, Theres Wegman, Liz Clayton, Zoe, Luis Calleja, Ian J.

Consent Agenda **(skip unless items are added)**

A collective vote on decisions that have already been made or that don't generally require/solicit discussion. Attendees can pull out any item they would like more discussion on, and this item will be moved to discussion at the end of the meeting. Information on all consent agenda item votes will be circulated in advance of the meeting.

Approve Minutes **7:12-7:15 (3 min)**

Board votes whether to approve the public minutes from the Annual meeting. These minutes will then be ready to post online.

- [Link to minutes](#) from December 15, 2021, Annual Meeting
- All board members approve.

General Manager Update **7:15-7:25 (10 min)**

- Sales are up (\$78K so far this month)
 - Bananas, avocados, yellow onions, garlic, rice moving fast

- Store has been more consistently stocked, credit to merch
 - Big shopping weekends leaving us bare, could increase our backstock
- Patrick: is open shopping adding a lift?
 - Theres: we have added an early week produce delivery
 - Amanda: UNFI is our main vendor for this, they have a limit of 100 cases. We have been trying to avoid backstock previously, but can adjust for quick moving items.
- Kombucha is fixed, have a good vendor in place
- New fridge is up and running: still have to put in shelving/tags/stock
- Turnstile is in, but needs to be flipped
- Card readers/iPad
 - Replaced iPad at second station this weekend, but card reader still not working
 - Replacing one item means replacing other items/processors
 - Finance has approved buying new iPads – Joel can go ahead and buy
 - Travis, IT have doc with different plans/scenarios for full POS overhaul
- Proposal to present smaller design/build tasks to the general membership rather than just design/build listserv
 - Hannah: question for membership on how to balance with staffing needs?

Committee Asks and Gives 7:25-7:30 (5 min) (Committee Chairs and Liaisons)

Committees ask for help or support / others give below:

- Natalie: Need support for flyering on weekends; outreach packets available in store as well
- Amanda: Work with marketing/ops to have someone take photos of produce on Friday both for social media and for Ops reference/guide material

Agenda 7:30-8:50 (80 min)

- I. Fridge update 7:50-8:00 (10 min)
 - A. Draft update/thank you note to GoFundMe donors, social media
 1. Joel, Ray to take lead
- II. Ways to improve the shopping experience 8:00-8:20 (20 min)
 - A. General cosmetic improvements: floor, shelves, paint, etc.
 1. Hannah: would it be possible to either shift this to floor attendants, or to schedule a morning/half-day “glow-up”?
 2. Joel: Yes, will make a list of smaller tasks that can be done and a date in February. Will push to Slack for sign-ups.
 - B. Card readers, contactless payment, showing a running total to shoppers as they are checking out. New/fixed produce or bulk scale
 - C. Credit cards?
 1. Amanda: could depend on the POS system, currently we pay a flat charge with Mercury, if we moved to Revel entirely then it would be a percentage. Can give more info in a month.
 2. Patrick: if we stay with Mercury could we do a credit card surcharge?
 3. Amanda: in NYC can't do a surcharge, has to be implemented as a discount for non-credit card payments
- III. Inviting CBFC members to shop 8:20-8:35 (15 min)
 - A. Isaac: Raina from CBFC presented proposal for cross-shopping to CBFC board. Had previously thought there may have been requirement for CBFC members to also work at

GHFC. Clarified that was not the case, CBFC is interested and wants to hear fleshed out proposal.

- B. Isaac: noted concern that cross-shopping could cannibalize CBFC sales once they open, but can plan with this in mind.
- C. Hannahh: support this proposal, can revisit once CBFC opens a location
- D. Stefanie: maybe we can share best practices/lessons learned with CBFC as well
- E. Isaac: Agreed, would be in spirit of solidarity first mentioned in December
- F. Patrick: Support this idea, best practices document could also be helpful exercise for us as well.
- G. Brit: what exactly does CBFC want to see from us?
 - 1. Isaac: a stable offer with basic terms down in writing
- H. Hannah: could we also have an open offer for CBFC members to work a shift?
- I. Patrick: how would that land with CBFC?
 - 1. Isaac, would probably land well. May offer their members a chance to see how running a location looks
- J. Joel: many PSFC members approach asking if they can work, many people seem to appreciate having a place to contribute/show up to work
- K. Liz: second these sentiments, can phrase it as an invitation
- L. Stefanie: could be an opportunity for CBFC members to learn different roles
- M. Vote: Passes with unanimous support.**
- N. Hannah and Isaac to work on drafting a proposal.

IV. Possibility of hiring an assistant manager 8:35-8:50.(15 min)

- A. Ray: it needs to happen, don't think the store can maintain momentum without adding staff. We need to offer our top candidates we've interviewed the job, with the understanding that we are in an improved financial position but not totally clear.
- B. Luis: we can make projections, what timelines/scenarios should we look at?
 - 1. Ray: should model around hiring someone for at least a year
- C. Zoe: the number of hours we offer is also key. The candidates we interviewed were looking for this to be their one job.
- D. Patrick: in support broadly. Three good weeks of sales, January is generally a solid month, so don't want to make decision based on our recent financials alone.
- E. Joel: agree with Patrick that we don't have enough info for us to be sure we are in a better position. Trying to emphasize making existing work more efficient/easier to train. Not ready yet to hire.
- F. Renee: if we hire, should only be part time. Would like to see an increase in membership numbers before moving forward. Possible to hire on weekends at first, maybe?
- G. Hannah: our job description/ad last fall probably attracted people looking more for full time. Could potentially do a search for more temporary assistants like we did at beginning of COVID.
- H. Brit: what were the hours advertised in the fall?
 - 1. Hannah: 25, which is a sort of awkward in between part time and full time.
 - 2. Brit: so if we resumed hiring process with 15-20 hours listed we could get more applicants interested in part time?
 - 3. Hannah: yes, possibly. And the labor market has shifted in that time already. Sensing a shared caution, would like to hear more from Joel on viability of continuing with one staff.
- I. Joel: small improvements like Ops Hub, IT changes being made by Emily, Travis are doing are key to making having one staff member more viable. With these changes there is a future where it is not super urgent to hire a second staff member.

- J. Hannah: perhaps we can restart convos hiring a staff member for outreach.
- K. Brit: have we been able to reduce our outstanding invoices in this last month?
 - 1. Ray: broadly, yes
 - 2. Brit: maybe we can use cost avoidance from hiring to pay off debts, but not rely on it in our general operating budget
- L. Patrick: revisit in one month when we have more info on increased sales
- M. Hannah + Zoe: touch base with applicants to let them know we haven't forgotten
- N. Luis: can do further financial projections to have ready for next month's meeting
- O. Amanda in chat: how viable is it to find someone with both grocery and outreach experience?
 - 1. Hannah: Not impossible, but not easy.

Patrick takes over as facilitator

V. Membership drive 8:15-8:45 (20 min)

- A. August:
 - 1. Successful weekend of flyering + outreach. Many positive convos on the sidewalk
 - 2. "Carrot" sign is up, looking to add more signage in store with messaging about campaign
 - 3. Outreach packages are in store, have weekly flyering on Saturday mornings.
 - 4. To-do: set up buddy system.
- B. Natalie: don't have full numbers yet, so largely anecdotal but very positive so far
 - 1. Noticeably positive response to open shopping, effective way to invite people into the store.
 - 2. Collecting feedback that will be useful to inform further strategy/decision
 - 3. One quirk: several people said they tried to join but our website says we're not accepting members, but cannot find what they're talking about. Following up/investigating.
- C. Patrick: plan to draft an email to general leave/recently deactivated list pitching them on returning to check out the store.
- D. Patrick: proposal to make February an open shopping month for these groups.
- E. Ian: tech questions depend on motive: do we want to collect info, or just serve as a check-in? Can devote attention to it either way.
- F. Hannah: can we include question to this group about what made them leave, or offer a buddy?
- G. Hannah: continue circulating our Linewaiters Gazette piece
- H. Renee: working on survey w/r/t model change, so weary of doing too many surveys
- I. August: advocate giving the membership drive a full go before taking action on restructuring.
- J. Brit: maybe develop the restructuring proposal in the background while giving the membership drive a full push
- K. Vote: Passes unanimously to make February an open shopping month for general leave and lapsed/former trial members.**
- L. Plans for February:
 - 1. Another check-in meeting, review full January numbers
 - 2. Keep pushing reminders for buddy system, open shopping
 - 3. Writing copy to send to their peers/groups/networks
 - 4. Developing training/practice for talking about the co-op

Brit + Joel to connect offline about developing list of tightening up/efficiencies

Bike Rack 8:50-8:55 (5 min)

Closing 8:55-9:00 (5 min)

Board reviews votes at the end of each Meeting

Vote 1: Draft a written proposal to the CBFC board to invite their members to shop and work at GHFC.
Passes unanimously.

Vote 2: Make February an open shopping month for members on General Leave or lapsed/former members.

Passes unanimously.

Zoom chat:

19:03:58 From Ray Jowdy to Everyone:

I'm going to restart and rejoin

19:04:06 From Patrick Smith to Everyone:

https://docs.google.com/document/d/1T2gUA63QxD_U5WIHM4_tJC8a6AjugTsMUqOg7KPm8-c/edit?usp=sharing

19:05:24 From Patrick Smith to Everyone:

<https://www.silive.com/weather/2022/01/bomb-cyclone-carries-significant-threat-of-snowfall-for-nyc-this-weekend-says-forecaster-heres-the-latest.html>

19:05:27 From Hannah (she/her) to Everyone:

welcome to those joining! we're sharing something we like about winter

19:05:32 From Patrick Smith to Everyone:

plenty of snow coming

19:06:30 From natalie southwick to Everyone:

Patrick is calling us from inside a 90s movie

19:06:41 From stefanie steele to Everyone:

amount of snow still up in the air according to last report

19:07:41 From Patrick Smith to Everyone:

"bombogenesis"

19:10:08 From Hannah (she/her) to Everyone:

https://docs.google.com/document/d/1T2gUA63QxD_U5WIHM4_tJC8a6AjugTsMUqOg7KPm8-c/edit#

19:11:31 From natalie southwick to Everyone:

The in store vibes were so good this past weekend!

19:11:47 From Ray Jowdy to Everyone:

Veganuary is in effect!

19:13:34 From Patrick Smith to Everyone:

love early week produce delivery

19:15:43 From Hannah (she/her) to Everyone:

THE NEW FRIDGE!!!!!!

19:15:44 From natalie southwick to Everyone:

YAYAYAYAYAYYYYYY

19:15:52 From natalie southwick to Everyone:

An iconic moment in GHFC history!!

19:16:09 From Patrick Smith to Everyone:

We should post a photo in the GoFundMe

19:16:19 From Hannah (she/her) to Everyone:

was just thinking that, Patrick

19:16:31 From Patrick Smith to Everyone:

But we'll never have to replace anything ever again

19:16:38 From Amanda, Merch Co-chair, she/her to Everyone:

we are planning a Krasdale Dairy order for Friday!

19:21:29 From Hannah (she/her) to Everyone:

Welcome, Luis - here's the agenda if you want to follow along:

https://docs.google.com/document/d/1T2gUA63QxD_U5WIHM4_tJC8a6AjugTsMUqOg7KPm8-c/edit#

19:24:56 From Patrick Smith to Everyone:

But it's kind of fun once you're out there!

19:25:17 From Patrick Smith to Everyone:

and wearing an apron on the corner of Fulton and Franklin

19:26:16 From Liz C to Everyone:

Natalie can we connect later about a social post about the outreach kits? I was on standby to find out if we still had them before we social 😊

19:27:17 From Hannah (she/her) to Everyone:

https://docs.google.com/document/d/1T2gUA63QxD_U5WIHM4_tJC8a6AjugTsMUqOg7KPm8-c/edit#

19:27:27 From Renee Renata Bergan (she/they) to Everyone:

thank you!

19:30:36 From natalie southwick to Everyone:

Store glow up 2022

19:31:27 From Patrick Smith to Everyone:

+1 on dealing with lines as we try to bring more people in the store

19:42:04 From Renee Renata Bergan (she/they) to Everyone:

yes we can do that

19:42:35 From Renee Renata Bergan (she/they) to Everyone:

well IT can 😊.

19:51:22 From Joel Henriquez to Everyone:

Thanks for brining that to us, Isaac!

19:51:48 From Isaac Johnson (he/him) to Everyone:

Thanks Joel!

20:02:39 From Amanda, Merch Co-chair, she/her to Everyone:

That's a super crappy message to send. Id much rather say X hours for Y Weeks/months

20:05:06 From Zoe / HR to Everyone:

we had far fewer candidates when we posted fall 2021 than when we posted in Feb 2021 (when we hired Joel)

20:06:44 From natalie southwick to Everyone:

Democratizing access to information!

20:09:14 From stefanie steele to Everyone:

A one time we had interns through a city program that payed their salaries. Is this an temp option for us?

20:10:04 From Hannah (she/her) to Everyone:

it's a summer program, Stefanie. but it was great and we should definitely try to do it again!

20:10:35 From Amanda, Merch Co-chair, she/her to Everyone:

To Liz's point, how hard would it be to find someone with Grocery Experience as well as organizing/outreach?

20:10:42 From Ian J. ✨Bklyn to Everyone:

Hey all. Sorry for being late. Has I.T. been spoken to? Or the POS systems and Payment Processing?

20:10:44 From Amanda, Merch Co-chair, she/her to Everyone:

experience (the same in the same person)

20:11:09 From Ian J. ✨Bklyn to Everyone:

Im out still but can pop in to convey a little info.

20:12:00 From Ray Jowdy to Everyone:

Ian, we've discussed the terminals and Joel gave some updates but we haven't assigned anyone to spearhead buying the new ipads.

20:14:41 From Zoe / HR to Everyone:

I think it will be hard to find someone with grocery experience + outreach experience.

20:18:23 From Isaac Johnson (he/him) to Everyone:

i just emailed you about that! super excited for it

20:19:30 From August, he.him to Everyone:

YES!

20:22:21 From Hannah (she/her) to Everyone:

are they confusing us with park slope?

20:22:24 From Patrick Smith to Everyone:
Could they have mixed us up with PSFC?

20:22:25 From Renee Renata Bergan (she/they) to Everyone:
no that doesn't exist

20:22:34 From Renee Renata Bergan (she/they) to Everyone:
absolutely not anywhere!!!

20:22:36 From Patrick Smith to Everyone:
maybe they went to the PSFC website?

20:22:51 From Renee Renata Bergan (she/they) to Everyone:
ya, PSFC did that...

20:23:46 From Renee Renata Bergan (she/they) to Everyone:
but a blessing in disguise since we now have the NEW FRIDGES!!!

20:23:50 From Amanda, Merch Co-chair, she/her to Everyone:
Weather on Saturday will be really windy, regardless of the snow totals. Sunday will be just really cold!

20:24:13 From natalie southwick to Everyone:
Lure them back with fancy new fridge status

20:24:54 From Ian J. ✨ Bklyn to Everyone:
And running water!!!!

20:24:58 From Ian J. ✨ Bklyn to Everyone:
And heat!

20:25:08 From Ian J. ✨ Bklyn to Everyone:
No joking!!!

20:26:03 From natalie southwick to Everyone:
Exclusive first-look fridge access for former members!

20:26:25 From Joel Henriquez to Everyone:
I think they would need some sort of pass from it

20:26:59 From August, he.him to Everyone:
stack

20:27:12 From Zoe / HR to Everyone:
would a QR code to activate for a month work?

20:29:15 From Patrick Smith to Everyone:
And then August sorry just seeing the stack

20:30:30 From Hannah (she/her) to Everyone:
could it be 1 survey with multiple questions?

20:32:23 From Renee Renata Bergan (she/they) to Everyone:
this would be intel survey 😊

20:34:09 From Ray Jowdy to Everyone:
I vote in favor

20:34:47 From Renee Renata Bergan (she/they) to Everyone:
patrick it's almost done!!

20:36:50 From Patrick Smith to Everyone:
I'd add contact with electeds to the list

20:40:10 From natalie southwick to Everyone:
Training/hype session

20:41:52 From natalie southwick to Everyone:
I LOVE COMPOST LET'S DO IT

20:42:26 From natalie southwick to Everyone:
And Eleni!

20:42:38 From Ray Jowdy to Everyone:
So great to see!

20:46:44 From natalie southwick to Everyone:
This is the content we want

20:46:49 From Hannah (she/her) to Everyone:
the people want the fridge!

20:47:17 From Ray Jowdy to Everyone:

Best board meeting moment ever
20:47:40 From Zoe / HR to Everyone:
+1
20:47:41 From Joel Henriquez to Everyone:
Liz I sent you a couple of photos
20:47:59 From Liz C to Everyone:
Bless U joel!
20:48:20 From Isaac Johnson (he/him) to Everyone:
thanks!

Reports in writing:

- **Committee Reports** [Folder](#)
- **Membership and Finance Report**
 - Finance Statements will be added to [this folder](#). Email ray@greenehillfood.coop if you are unable to access the folder.
 - Monthly Membership report ([link](#))
 - Summary of report through December 2021
 - Current number of working members (includes parental and medical leaves, does not include any new Members in onboarding status): **344**
 - Number of new members, reactivated and deactivated/cancelled last month:
 - 19** new members (includes Zucchini) and reactivated members
 - 21** one month trial members
 - 21** members who cancelled, deactivated or went on General Leave
 - 1** membership gain or loss since last month