

# Mountain People's Co-op Monthly Board Meeting

Thursday, February 13, 2025 @ 5:30pm, Nederland Community Library

**Present** - Mandy Kneer, Elsa Abookire, Cardamom Tea, Molly Turner, Brent Andrews, Rebecca Corona, Lisa Reinhart, Laura Vega, Erin Lester

**Absent** - Casey McCalip

- **Lisa's (Manager) Update**
  - **Generator:**
    - Mandy has had back and forth, and the generator we thought we wanted, doesn't necessarily meet the commercial aspects.
    - We are looking at a 20k to 35k cost for the generator we need.
      - \$500 a year maintenance fee would be paid to the dealer.
  - **Basement Lease**
    - Casey and Lisa generated a lease for the downstairs tenants
      - Will be signed before next meeting
  - **Store Theft - *We need to work on reducing this***
    - Camera discussion will help with shrink
- **Outreach - Elsa gave report**
  - Loyalty Bot - best approach of sending emails to members
    - Opt out question when members sign up so they don't feel spammed
    - Loyalty points can be created in ECRS instead of LBot
    - There may be a logistical or cyber reason why emails are being sent
      - Check the previous minutes, Casey brought this up after the ECRS Houston conference
  - Cashiers obtaining updated email address from members
    - Place sign on around store about emailed coupons
  - Updated Bios and Photos
    - Cardamom will send out some questions for board folks and employee bio
  - Employees should be able to access social media and post for the CoOp.
    - Kitchen staff posts menu items and tasty treats
    - What music is the team vibing to today?
    - Employee takeover - What keeps them excited each shift? Social Media
  - Member survey
    - Having a QR code, or suggestion box
      - Make 3-4 questions, short and sweet. Keeping engagement high
        - Turn survey into a raffle for merch, or percent off
    - Outreach planning to meet in the next 2 weeks to establish Phase 1 of the Capital Campaign
  - Capital Campaign

- Silent Auction
  - Fundraiser dinner
  - Letter to Members, asking for donations
  - Grants?
    - Rebecca has a contact for grant writing, Erin, can connect with Mandy regarding the financials. Offered a 20 percent discount for her services.
    - We can consult Jess about her experience with grants
    - GoFundMe?
    - Do a round up at the register
    - Donation Baked good of the week?
  - Lisa passed out a packet for a timed campaign giving some structure to the steps we could take.
    - Personal contact campaign vs whole community campaign
      - Utilize our tourist and visitor traffic.
    - Allowing members to purchase several year memberships to bring in cash flow up front for immediate needs
    - Establishing clear goals and needs
  - Generator is top of the list of priority for money raised
  - Article in the Mountaineer?
- **Finance**
  - Finance committee met since last meeting (1/09)
    - Lisa talked to ALSCO, credit card reports
    - Crafting a budget, how do we make it work?
      - Staying on track of cash flow during slow season
    - Using a template to plug in numbers to generate what resources we have
    - It will be a little bit of testing out which products do well this time of year
  - When a budget was followed strictly last year, it truly made a difference during the slow seasons.
    - Big repairs and unexpected expenses will affect the budget
    - Being strategic with rising costs of products
    - Sales increased for the month since last year
      - Town wide, slow season in general for retail
    - The goal is to meet in between monthly meetings to continue progress
- **Operations - Molly gave report**
  - Goal to meet monthly
  - Front door needs repaired *urgent necessity*
    - Casey tightened handle and latch, Aaron Tye may come look at it.
      - He'll need to check out the foundation under the door
    - Prior attempts to contact door repair companies have left us in the dust
  - Back door has a tricky doorknob - safety issue
  - Tye and Sam Bass have become on call handyman
  - Updating security cameras
  - Updated and reviewed job descriptions

- Will be updated in the manual by spring

**Next Meeting:** Thursday, March 13, 2025, in the Nederland Public Library Community Room

*Notes recorded by Cardamom Tea*