



Board of Directors Meeting Minutes January 4, 2018

Ten Pin Building – 793 K Street, Arcata

Present at meeting:

Board Members: Colin Fiske - *via phone* (Board President), Robert Donovan (Vice President), Leah Stamper (Secretary), James Kloor (Treasurer), Cheri Strong

Absent Board Members: Ed Smith, Mary Ella Anderson

Co-op Employees: Melanie Bettenhausen, Emily Walter, Laurie Talbert, Vince Graves-Blandford, Jason Davenport, Travis Morgan

Member-owners: Roger, Kathryn Donahue, Steve & Trudy

1. Welcome

Meeting was called to order at 6:03pm by James at the Ten Pin.

2. Agenda Review

It was decided to remove agenda item 8b., Policies & Procedures Committee, due to lack of a board member present to report.

3. Approval of the Minutes

James noted two typos in the December minutes in the Policies & Procedures agenda item and the Executive Session.

Motion: Approve the December 7, 2017 board meeting minutes as corrected.
Approved by consensus - Motion passes

4. Member Comment Period

- Melanie – thanked the board members present for attending and coming to the meeting prepared.
- Roger – agrees with Melanie that there is great board participation and support. Noted that the Arcata store looked really empty in some areas over the holidays, particularly some of the local bread. There was no Arise Bakery bread. Maybe we could reach out to these bakeries in the future to get more product for the holidays in the future? Perhaps freezing product is an option. Putting up signs in advance if product is not scheduled to be delivered would be helpful to customers.
 - o Melanie – we are aware of the empty shelves over the holidays and management is working to correct this for future holidays.
- Kathryn Donahue – concern about dairy products from Humboldt Creamery. Has been noticing that the product is going bad faster, and sometimes before the expiration date, now that it was sold to Foster Farms.
 - o Melanie – we are aware of problems with Humboldt Creamery and getting quality product from them. This is a problem for all retailers in the area. We hope this will be improved soon.
 - o Leah – suggest contacting Humboldt Creamery directly when you purchase bad product. They will often mail out coupons.

5. Board President Report – Reported by James (a & b) – Reported by Colin (c & d)

a) Board Report Assignment

Leah will write the board report for the January 2018 board meeting.

b) Nominating Committee Chair

Cheri agreed to be the Nominating Committee Chair following Mary Ella stepping down from the position. The board would like to check-in with the absent board members before making an official vote.

c) Board Retreat

Does the board want a retreat? When? Would the retreat be with management?

- Cheri – enjoyed the board management retreat.
- Colin – interested in a retreat that is team building.
- Melanie – a gathering following the remodel would be nice (August or September possibly).

The board concluded that they had no strong feelings about when they should hold a retreat this year. They will keep it in mind and have it budgeted if they choose to hold one.

6. Board Education – Reported by James

James did a 20-minute presentation with PowerPoint that reviewed the basics of reading and reviewing financial documents. The PowerPoint presentation is available to the board and for future trainings.

7. Review and Approve the Board Budget for FY19 – Reported by Colin

This board budget is specifically for board related expenses. This budget will be included in the operating budget for the Co-op. The line item for trainings is a guess. There is a list of some of the trainings we are aware of but there could be additional trainings to attend.

- Cheri – has attended the CA Cooperative Conference in the past and found it to be a refreshing experience, much different than an National Cooperative Grocers conference. It would be great to have a board member attend next year's CA Cooperative Conference in San Diego.

Motion: Approve the FY19 Board Budget.

Motion by James, 2nd from Cheri, Motion passes (5/0/0).

{ 5 MINUTE BREAK }

8. Committee Reports/Motions

8a. Earth Action Committee (EAC) – Reported by Leah

Leah reviewed highlights from the December EAC meeting. The EAC discussed wanting to survey customers to find out what transportation they use to get to the store, while collecting data on their purchases at the same time. They'd like to see if there is a difference in basket size between modes of transportation.

- Melanie – doesn't think a survey should be conducted at the register. Asking a question would slow down the ability to get customers through the purchase line in a timely manner. This specific question would likely ignite a conversation. There are other ways to collect this information that Marketing could help with. RCAA was recently collecting similar information in Eureka by tabling.
- Colin – the reason EAC discussed having it happen at the register was to make sure it was a random sample, and secondly that it would be attached to their basket size.
- Laurie – Getting the accuracy in answers that you're looking for from a cashier could be difficult. Seasonality could also impact a survey like this. Spring and Fall are the best time for accurate transportation data.
- Colin – getting multiple samples at different times of the year would be interesting.
- Leah – would like to capture data on sunny, foggy, windy and rainy days.
- Colin – I think staff can come up with a survey strategy without board approval.

ACTION: Laurie will attend next week's EAC meeting to discuss this item further as far as exactly what information the board would like to get from the survey.

Motion: Direct staff to collect information from a random sample of customers about how they are getting to the stores and how much they are spending on those trips – completion date to be determined by staff in consultation with EAC committee.

Motion by Leah, 2nd from James, Motion passes (5/0/0).

8b. Policies & Procedures Committee (PPC) Update

Removed from the agenda.

8c. Member Action Committee (MAC) – Reported by Cheri

Cheri reviewed highlights from the December MAC meeting. A conversation was started about whom owns who? This is about what companies own what products. This discussion will continue at the January MAC meeting. Kiya has reached out to HSU about collaborating with the Co-op on a Racial Equity training. This item is on hold until student return for the spring semester. The Co-op Access Program will be rolling over 48 current CAP members. There will be no new enrollments into the program until after a report has been reviewed from the pilot program.

11. General Managers Report - January 2018 – Reported by Melanie, highlights include:

Holidays

The stores operated smoothly over the winter holiday season. Staff attitude was great with a lot of cooperation to get a lot done during a very busy time. Instead of hiring temps the management team worked on the floor the week of Thanksgiving and Christmas.

- Cheri – would like to specifically thank Jason for being super helpful as a cart returner and being a super bagger.

Department Restructuring

Restructuring of two departments have recently taken place. The Arcata deli and bakery were combined into one department. Everyone in the merchandising department is now a merchandiser with everyone being trained in all aspects of merchandising.

Remodel

Everything is looking good for the remodel. We have currently done everything we can and are now waiting for the USDA to finalize everything on their end.

Finances

Arcata was up in November but down in December. Likely because there were patronage refunds out in December the previous year. We are having a hard time finding qualified applicants across the board for open positions and have yet to fill all accounting positions.

Misc.

- Workers Comp has been renewed at a lower rate because we reduced the number of open claims we have.
- There will be a winter employee party on January 20.
- The Arcata deli is really looking good and staff appear to be doing well and interacting positively with customers and each other. The new hot bar menu is doing very well and is the same in both stores now.
- The new single-person membership transition went into effect January 1. The transition is going smoothly.
- Colin – were there any customer comments concerning Ben & Jerrys or Diestel Turkey lately?
 - o Vince – only spoke with one customer with a concern about Ben & Jerrys. He refers customers to bring concerns to the board. Nobody directly commented on the Diestel Turkeys. The front ends have FAQ sheets on Ben & Jerrys and Diestel Turkey.

ACTION: Laurie will forward the Ben & Jerry's FAQ to the board. Make sure that the boycott policy is the most current one.

ACTION: Emily will check in with Brandy about engaging with Wagner CPAs.

Motion: Approve the January General Managers report.

Motion by Leah, 2nd from James, Motion passes (5/0/0).

12. Member Comment Period

- Kathryn – brought information to the board about SB562, the Healthy California Act. She is interested in

getting the bill passed into law.

- Colin – the board submitted a letter in August to Assemblyman Wood in support of SB562. As far as further actions, the letter we sent could be available to members. Members can also submit an article to the editor of the Co-op News.
- The board invited Katheryn to write a letter to the editor of the Co-op News.
- James - bought a Co-op pizza and it was GREAT!
- Leah - people were in a really fun mood in the Arcata store on Christmas Eve. The Arcata deli staff are super helpful, especially Phara.

13. New Business (items for next agenda):

- None

Consensus reached to adjourn the January 4, 2018 meeting at 8:19pm and move into Executive Session.

Minutes by Emily Walter



North Coast Co-op
Board of Directors Executive Session Minutes
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Absent Board Members: Ed Smith, Mary Ella Anderson

Approved guests: None

No reportable action this month.

Executive session ended at 8:29pm

Reported by Leah Stamper