



April Board Meeting Recap – submitted by James Kloor

Strategic Planning Update

The Visions & Goals Committee met for the first time in March to discuss and craft a survey for Co-op members to participate in the formulation of our next 5-year strategic plan. If you haven't had a chance to fill out a survey, please look in the stores for the surveys, or fill one out on our website at www.northcoast.coop/survey. Your input will help us guide and shape the Co-op through 2023, so keep your ears and eyes tuned for more strategic plan updates.

Eureka Remodel Update

In March the board held a special meeting to discuss the Eureka remodel, as well as the Fiscal Year 2019 (FY19) budget and business plan. Given the number of setbacks already besetting the Eureka remodel, from financing delays to increasing financing rates, the board decided to indefinitely delay the project. Management is committed to addressing the issues that members have voiced regarding the Eureka store, and expect to begin rolling out small, incremental improvements over the next year. All hope isn't lost for the Eureka store, as Co-op management hopes to implement a revised remodel plan in April 2019.

Business Plan & Fiscal Year 2019 Budget

With the decision to indefinitely delay the remodel, it was necessary for management to revise the FY19 budget, as income and expenses would differ than if the remodel had been implemented. We are now forecasting for a .2% net profit at the close of FY19, down from a 2% net profit as previously budgeted with the remodel. A summary of the business plan would be to say that North Coast Co-op Management Team is taking a laser focus to operations, and fine-tuning processes to better serve our members. The remodel served as a grand catch-all to many ailments, and without it management has more flexibility to outline and prioritize how those issues will be addressed.

Ben & Jerry's Boycott

At our Member Action Committee (MAC), members voiced alignment with the Organic Consumers Association's campaign to boycott Ben & Jerry's (organicconsumers.org/essays/dirty-dairy-why-consumers-need-force-ben-and-jerrys-go-organic). In keeping with our tenants and values of 'Democratic Member Control,' the board moved to support the ban on Ben & Jerry's. The board directed staff to begin educating members and consumers about this choice, stop ordering Ben & Jerry's and find an alternative substitute. If you have any questions or concerns regarding the ban, please attend a MAC meeting, email board@northcoast.coop, fill out a comment card in stores or attend a Board of Directors meeting.

Future Meetings & Committees

As always, please join us for one of our committee meetings or come to the board meeting every first Thursday of the month at 6pm at the Ten Pin Building at 793 K Street in Arcata. Meeting agendas are posted one week in advance of meetings and can be found on the Co-op website at http://northcoast.coop/about_us/board/board_of_directors_minutes_agendas.php, in the quarterly *Co-op News*, and in the stores. We'd love to see you there, and hear your thoughts regarding our Co-op.