

# CONCORD FOOD COOPERATIVE

BOARD OF DIRECTORS

BOARD MEETING MINUTES

Wednesday, July 19, 2017, 5:30 PM, New England College, Concord, NH



Cathy Menard, President, called the meeting of the Concord Food Cooperative Board of Directors to order at 5:33 PM. A quorum was present.

**Attending:** Cathy Menard, Derek Owen, Jim McConaha, David Marshall, Finis Williams, Tracie Sponenberg, Tedd Evans and Krista Helmboldt. Staff: Nick Schneider (Operations Manager), Melanie Waldvogel (Board Administrator).

## **POLICY GOVERNANCE B5: TREATMENT OF CONSUMERS**

Highlights from the year include a continued upward trend in customer count and a strong safety record for customers. The recent customer survey will provide a great baseline for future customer surveys: there were 298 responses, mostly from people who have been members 5-20 years.

**Pricing** remains a priority which Chris is addressing with communication about price reductions and specials via multiple forums: store signage, email, and in his General Manager update in the July newsletter to name a few. Ongoing communication is needed for price reductions to register with our customers.

**Produce** received both positive survey comments and suggestions for improvement. An NCG consultant conducted a department review; the space was reorganized; fresh greens were moved away from the front door to protect product quality.

Derek asked that produce labels indicate the farm of origin. Most produce from the Shaker organic garden is labeled as such when it is placed out. Providing recipe cards was suggested for the produce department.

**Hot Bar** – As part of an effort to diversity hot bar selections, the staff developed Themed Thursdays. To date: comfort foods and Chinese have been on the menu. Vegetarian entrees are a work in progress.

Regarding the customer survey, the Board was interested in the following:

- For those customers who do 25% of their shopping at the Co-op, what are the products that bring them into the store?
- Are there areas where we could more effectively compete with larger stores?

Nick noted that product movement reports can be used by the Co-op to determine the most popular products.

**BOARD VOTE: Accept B5: Treatment of Consumers as submitted.**

*(Motion by Finis Williams, seconded by Tedd Evans; approved unanimously).*

## **NOMINATING COMMITTEE REPORT**

Jim McConaha noted that there are five candidates for the five open seats on the Board (four of which are incumbent). The Board was encouraged to begin thinking ahead to the next election and potential candidates. The Board discussed the process of online ballot submission and voting, and agreed that maintaining confidentiality was key. With an uncontested election, now is the best time to test the system and see if offering online ballot voting will increase participation, as most of the membership prefers receiving their communication with the co-op via e-mail. Other co-ops, such as Brattleboro and Monadnock, have successfully used online voting.

**BOARD VOTE: The Concord Co-op will implement e-balloting on a one-year trial basis to increase member participation in the voting process.**

*(Motion by Jim McConaha, seconded by Finis Williams; approved unanimously).*

## **BOARD CALENDAR UPDATES**

Changes to the Board calendar were noted: the Annual celebration will take place in September and the Ends report will be presented in October. The first evening of the October Board retreat will take place at the New London store.

## **GENERAL MANAGER'S REPORT**

Nick stood in for Chris for discussion of the GM Report. Although sales were under budget due to the July 4<sup>th</sup> week, for the past 4 weeks the Co-op has experienced sales growth compared to the previous year. Staff was commended for this positive trend.

2-3 online orders per week are being processed. E-shopping is a way to stay competitive, free up spaces in the parking lot, and may be used to gauge interest for grocery deliveries in the future. Nick encouraged the Board to create online accounts, log in and check out the site.

Wellness classes remain popular, although sign-ups for June were higher than actual attendance.

Sandwiches and salads at Shaker Village are selling well.

## **MINUTES APPROVAL**

**BOARD VOTE: Approve the June 21, 2017 minutes as amended.**

*(Motion by Finis Williams, seconded by Krista Helmboldt; approved unanimously, with Tedd Evans abstaining).*

## **ADJOURNMENT**

□ **BOARD VOTE: Motion to Adjourn at 6:45PM.**

*(Motion by Derek Owen, seconded by Finis Williams; approved unanimously).*

The meeting adjourned at 6:45PM. The next meeting is scheduled for Wednesday, August 16, 2017, 5:30PM at New England College in Concord.