



# CONCORD FOOD COOPERATIVE

## BOARD OF DIRECTORS

### BOARD MEETING MINUTES

**Wednesday, July 18, 2018, 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 5:30 PM.

**Attending:** Cathy Menard, Pete Engel, Tracie Sponenberg, Finis Williams and David Marshall.  
**Staff:** Chris Gilbert (General Manager) and Melanie Waldvogel (Board Administrator). **Guests:** Gary Janinda, Traci Komorek, Chuck Gilboy (all Board candidates).

### **BOARD CANDIDATES**

Candidates Gary Janinda, Traci Komorek and Chuck Gilboy all introduced themselves and explained their interest in running for the Co-op Board. Gary has a background in the food industry (grocery and restaurant) and information technology at credit unions. He owns and operates a small-scale farm. Traci Komorek is a registered dietician who owns and operates Fresh Roots Nutrition in Concord. She is a familiar face and volunteers monthly as "Ask a Dietician." A proponent of whole, local and organic foods, her core values directly align with the Co-op's mission. Chuck is a frequent customer who works in lending for the NH Community Loan Fund. He would bring his enthusiasm for the Co-op and financial skills to the board.

### **POLICY GOVERNANCE – B5: Treatment of Consumers**

Chris Gilbert noted the improvement in participation in the March 2018 Customer Satisfaction survey. We had nearly double the participation of last year's survey; 345 online responses and 100 hard copy responses (thanks to board members who encouraged members).

In almost every area the results showed improvement. Highlights included:

- The likelihood of customers recommending the Co-op to a friend or colleague increased by 13%.
- Overall customer satisfaction increased by a combined 11% for the Extremely Satisfied and Satisfied categories.
- Concern about high prices declined by 7% indicating that FY2018 efforts to lower prices are appreciated by our customers. Lowering prices will continue as an important area of focus.
- How well we are meeting customer needs increased by 6%.
- The amount spent per customer has increased by 3%.
- More customers travel from further away to shop at the Co-op.
- People enjoy shopping for fresh, real and simple food that avoids negative ingredients and to strengthen the local food system

Areas where change is indicated:

- 41% of customers surveyed are 60+, and only 6% in their 20-30's. Clearly, we are highly interested in growing our base of younger customers.

- We will continue efforts to further reduce prices and offer discounts.
- Customers are disinterested in online shopping and prefer the experience of shopping in our stores. The Co-op has discontinued Rosie, the online shopping program.

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

*(Motion by Finis Williams, seconded by Tracie Sponenberg, all in favor).*

**NATIONAL CO-OP GROCER (NCG) BOARD BULLETIN**

Cathy drew attention to a new participation report from National Co-op Grocer (NCG) which will be specific to our Co-op (when it is issued) and will provide:

- a) a high-level snapshot of Concord Food Co-op's financial trends
- b) the status of our participation in NCG
- c) how much we saved in 2017 on regular purchases through NCG's contract with United Natural Foods (UNFI)

Chris explained that membership in NCG is a way to increase the co-op's buying power by joining with over 146 co-ops throughout the country. The NCG provides deals on products, technical support from specialists and access to training at national conferences. Upon joining NCG, each co-op puts funds on deposit to a national joint liability fund to cover our shared responsibility for the UNFI contract. The fund functions as a self-insurance mechanism to cover any losses by ailing co-ops. The required deposits are set by a regional risk management committee made up of representatives from member co-ops. Chris serves on the risk management committee for our region.

Sales growth through the entire NCG system was 3.1% for the quarter ended March 31, 2018, down from 3.8% for the quarter ended December 31, 2017.

**BOARD VOTE: Approve the June 20, 2018 minutes as amended.**

*(Motion by Finis Williams, seconded by David Marshall; approved unanimously).*

**GENERAL MANAGER'S REPORT**

Chris submitted a written report to the Board and met with Board members last week. Of note:

- Training for the new Point of Sale (POS) system will begin shortly.
- Our farm at Shaker Village received its annual organic certification.
- The Co-op has several new catering prospects such as UNH Law School.

**POLICY GOVERNANCE B4: Membership Rights and Responsibilities**

Chris observed that allowing members to join online has been helpful in growing membership. During FY2018 our membership increased to 7,254 members of June 30, 2018.

**BOARD VOTE: Accept Policy B4: Membership Rights and Responsibilities as submitted.**

*(Motion by Finis Williams, seconded by Pete Engel, all in favor).*

**BOARD VOTE: Motion to Adjourn at 6:39PM.**

*(Motion by Tracie Sponenberg, seconded by Finis Williams; approved unanimously).*

The meeting adjourned at 6:39PM. The next meeting is scheduled for Wednesday, August 15, 2018, 5:30PM at New England College.