



# CONCORD FOOD COOPERATIVE

BOARD OF DIRECTORS

BOARD MEETING MINUTES

**Wednesday, July 17, 2019, 5:30 PM, Nature Conservancy, Concord, NH**

Cathy Menard, President, called the meeting of the Concord Food Cooperative Board of Directors to order at 5:35 PM.

**Attending:** Cathy Menard, Finis Williams, Pete Engel, Krista Helmboldt, and Traci Komorek.  
**Staff:** Adam Orcutt (Concord Store Manager), Greg Lessard (Director of Development), and Melanie Waldvogel (Board Administrator).

## BOARD SELF-EVALUATION SURVEY

All attending Board members filled out a yearly survey of board performance, the tool used to monitor the Co-op's C&D policies. There are now 3 years of comparison data. Results will be presented at the August board meeting with and without the General Manager's responses.

## MARKETING

Greg Lessard presented the FY20 Marketing Plan and Budget, recognizing the able assistance of Wendy Gilker at the New London store. The plan calls for increases in 4 areas:

### 1. Sales

"What would cause you to shop more?" (2019 Co-op Customer survey)

Answer was lower prices for 43% of customers who responded. Marketing will continue to feature Field Day and sales items; offer messaging about Co-op competitive advantages such as the value of organic products, feature organic products through the demo program.

### 2. Customer Count

Emphasis is on the Co-op as a trusted local source of fresh, real and simple food that avoids negative ingredients. Advertising reach has become increasingly fragmented. As a new approach, targeted digital ads were implemented in the past 6 months.

### 3. Membership

Leslie Finke (Marketing Specialist) will staff a membership sign-up station in addition to running the demo program.

### 4. Percent of customers 20-40 years old

The Co-op will participate in events that attract a younger demographic and offer messages that emphasize shared core values. Promotions of grab-and-go products and international cuisine are planned to attract younger customers. Age of customers who responded to the survey is trending modestly away from 51+ toward 20-40 years old. Consistent with this trend, the Co-op's list of customers who prefer communication by email is shrinking while followers on social media are increasing.

Customers who participate in the Round-it-Up at the register program will get to vote in August for their favorite nonprofit organizations to receive the donated funds. The Board shares Greg's excitement about this successful Co-op program which supports and builds local community.

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

Adam Orcutt, Concord Store Manager, presented the B5 report and Customer Survey highlights. First, he noted a typo in the opening line where the phrase “except the global policy” should be removed. The Co-op is fully in compliance with B5 policy, so the first line should read that the General Manager reports “compliance with all parts of this policy.”

Adam described continuing efforts to lower prices and identified further avenues to explore. The Customer Survey results are trending in the right direction on this issue, reflecting careful attention to price by our department buyers to control costs, resulting in savings to our customers. The Buying Club program could generate additional customer savings but is currently underutilized.

The final question of the Customer Survey provided space for people to make comments and give feedback. There were 192 responses which were reviewed with interest by all. A spirited discussion ensued about the vital importance of Customer Experience in attracting and retaining customers. Knowledgeable staff who are trained in making human connections are a key part of the equation; however, everyone has a part in creating a friendly atmosphere and better store experience. Board members can engage customers in friendly conversation while in line at the cash register, for example. Adam observed that when he oriented his replacement, Renee Lavoie (Customer Service Manager), he hadn't had to do a training for a while, indicating that front end turnover had declined.

**BOARD VOTE: Accept the B5: Treatment of Consumers report as revised.**

*(Motion by Finis Williams, seconded by Pete Engel, approved unanimously).*

## **POLICY GOVERNANCE B4: MEMBER RIGHTS AND RESPONSIBILITIES**

The total number of members is 7,525 as of June 20, 2019. Online membership enrollment is available as well as a membership sign-up station at the store.

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

*(Motion by Finis Williams, seconded by Traci Komorek, approved unanimously).*

## **RETREAT PLANNING**

A draft agenda for the October board retreat was prepared by Michael Healy (of Columinate). For the training portion of the retreat, Michael will lead the board through discussion of several scenarios which highlight current issues facing other co-op boards across the country.

**BOARD VOTE: Approve the June 19, 2019 minutes as submitted.**

*(Motion by Finis Williams, seconded by Traci Komorek; approved unanimously).*

**BOARD VOTE: Enter Executive session at 7:33pm.**

*(Motion by Finis Williams, seconded by Traci Komorek; approved unanimously).*

**BOARD VOTE: Approve the June 19, 2019 Executive minutes as submitted.**

*(Motion by Finis Williams, seconded by Krista Helmboldt; approved unanimously).*

**BOARD VOTE: Exit Executive session at 7:34pm.**

*(Motion by Finis Williams, seconded by Krista Helmboldt; approved unanimously).*

**BOARD VOTE: Motion to Adjourn at 7:34PM.**

*(Motion by Finis Williams, seconded by Pete Engel; approved unanimously).*

The meeting adjourned at 7:34PM. The next meeting is scheduled for August 21, 2019, 5:30PM at the Nature Conservancy.