



CONCORD FOOD COOPERATIVE

BOARD OF DIRECTORS BOARD MEETING MINUTES,

Wednesday, July 21st, 2021, 4:30PM

The Chamberlin House at 44 Pleasant Street, Concord, NH

Katherine Leswing, President, called the meeting of the Concord Food Cooperative Board of Directors to order at 4:35 PM. **Attending:** Katherine Leswing, Cathy Menard, Pete Engel, and Krista Helmboldt, Board Candidate Jaran Blessing, Chris Gilbert (General Manager), Kim Brandes (Marketing Manager) and Melanie Waldvogel (Board Administrator). Board quorum is not met.

BOARD ELECTION

Board candidate for the 2021 election, Jaran Blessing, introduced himself to the Board as a loyal Co-op shopper with a young family. The Co-op became a big part of his family during the pandemic. An estate planning attorney, he shops primarily at the Co-op or local farms, and would like to help the Co-op and Board continue its important work.

MARKETING REPORT

New Marketing Manager Kim Brandes distributed her 2021-2022 Marketing Plan Overview to the Board, which listed four key areas of focus:

- Increase Sales
- Increase Membership and Brand Awareness
- Attract a Younger Demographic
- Ongoing Marketing Programs

Kim plans to focus less of the marketing budget on radio, and more on other forms of social media. The Board was excited to hear that Kim plans to educate the public on the history of cooperatives and the seven principles of the Co-op, and why the co-op is a different kind of place to shop. Kim will connect with all departments to coordinate signage and displays. The Board is interested in reviewing the budget Kim develops for the 2022-2023 Marketing year.

POLICY GOVERNANCE: B3 ASSET PROTECTION

This will be revisited next month when there is quorum.

PROPOSED B6 CHANGES

The Board agreed that updated B6 policy is an improvement, and would like to discuss the possibility of adding the livable wage language to this policy. This will be revisited next month when there is quorum.

GENERAL MANAGERS REPORT

Chris reported that sales are on target and new memberships are above last year's rate. Online sales continue to decrease, while catering sales are up with the Hotel Concord breakfast boxes and the reopening of the Jury Box Café. The hot bar has successfully reopened, and the salad and olive bars will remain pre-packaged at this time. Cost increases have been seen industry-wide, with distribution and supply chain issues.

Mandatory mask mandates have ended at this time, and Chris remains vigilant for the most up to date COVID guidelines. Plans are in place for holiday meals and catering increases, but the Co-op plans to be flexible and responsive in case of sudden changes.

ANNUAL MEETING CELEBRATION

The Annual Meeting will be virtual this year on Wednesday September 22nd from 7-8 pm. Ideas to motivate member attendance included interesting recipes videos in *Tik Tok* form or a cook-off contest.

OTHER BUSINESS

The Board will meet at the Hotel Concord for the rest of the year. The Board will forego food at its meetings with the earlier start time. The Board retreat will take place October 2nd in person at the Hotel Concord. Katherine will send a poll to Board members about possible retreat topics.

The Board adjourned at 6:02PM. The next meeting will be in person at the Hotel Concord on Wednesday, August 18th at 4:30pm.