



# CONCORD FOOD COOPERATIVE

## BOARD OF DIRECTORS BOARD MEETING MINUTES

Wednesday, July 20<sup>th</sup>, 2022, 4:30PM

Hotel Concord, Concord NH and Zoom

Jaran Blessing, President, called the meeting of the Concord Food Cooperative Board of Directors to order at 4:30 PM. **Attending in person:** Jaran Blessing, Pete Engel, Katherine Leswing, Finis Williams, Cathy Menard, Alisa Barnard (Board candidate), Chris Gilbert (General Manager), Daniel Broussard (Service Leader), and Melanie Waldvogel (Board Administrator). **Attending remotely:** Krista Helmboldt, Tracie Sponenberg. Board quorum is met (7 out of 9 present).

### MARKETING REPORT 2022-23

Kim Brandis presented a concise and visually appealing Co-op Marketing plan for 2022-23. Marketing will focus on:

- **Increasing Sales:**
  - Highlighting affordability and budget friendly options as key.
  - Bring back sampling!
  - Break the fancy and gourmet stigma
- **Increasing Membership:**
  - Ramp up media content (farm interviews, maps, photos and fun coverage)
  - Customer service can be encouraged to promote membership in new and engaging ways at the register ("Are you a member? Are you interested in learning more?")
- **Focus on Diversity and Inclusiveness:**
  - 65% of customers that responded to our survey want more prominent diversity and inclusivity
  - The Co-op remains committed to promoting diversity in its products and staff

Ongoing and successful programs include Round it Up (over \$115,000 raised!) and Wellness classes (online only for now). The web-site is being revamped and rolled out in another month or two. Krista Helmboldt suggested listening sessions with the community with respect to diversity and inclusion as a way to gauge our diversity of products to ensure we have what the community is looking for. Kim was thanked for her report to the board.

### GENERAL MANAGER REPORT

**Store Update:** Chris reported Concord sales are down 5.26% for the month of June, due to Market Days and road closures, which was held in August last year, New London is up by 4.36% with the return of the summer customer base.

Combined store sales are trending on track with NCG data, and the summer months are always the slowest. While combined sales are 7.67% lower than budgeted for the month, they increased 1.29% from last year's sales. A 2.5% increase in sales is predicted in the 2023 budget.

There were 30 online sale orders in June. which is the lowest month to date.

Prices (and fees) continue to inch up. Large catering orders continue to roll in, and double up/EBT programs are a great benefit for shoppers. Staff continue to look at updating the hot bar and salad options.

Chris reported that no additional ERC funding was received this month, and none was disbursed since last month's report.

**Human Resources Update:** Nine new employees were hired in June. HR will be updating and revamping all job descriptions.

**Staff Update:** Jake and Pat attended NCG's Fresh Food Conference. The conference generated

some great ideas they are excited to promote in the store.

## **POLICY GOVERNANCE**

### **Policy Governance B3: Asset Protection**

Chris reported all insurances are up to date and remain the same as the previous year. A new bank account procedure fully insures all funds, even over \$250,000. Security and fire systems, files and servers are updated regularly, and a new refrigeration monitoring system was installed.

**BOARD VOTE: Approve Policy Governance B3: Asset Protection as submitted.**

*(Motion by Finis Williams, seconded by Katherine Leswing; approved unanimously).*

### **Policy Governance B5: Treatment of Consumers**

Chris reported customer count continues to increase. Customers are welcome and encouraged to submit any comments through phone, email and a comment/suggestion box at the front of the store. Comments are checked regularly. All comments are taken seriously and directed to the appropriate departments, and implemented as feasible. Two health inspection visits were successful. There was one customer accident during an ice storm and nothing reported from customers regarding 11 product recalls. Krista mentioned that the many comments on the recent customer satisfaction survey regarding "Why I shop at the co-op" were heartening.

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

*(Motion by Finis Williams, seconded by Cathy Menard; approved unanimously).*

## **NOMINATING COMMITTEE REPORT**

Alisa Barnard introduced herself to the board and is the only candidate for the one open board seat. The slate of three candidates will be voted in at the annual meeting, scheduled at Generation Farm in September. Diversity was mentioned as a possible topic for the board retreat.

**BOARD VOTE: Approve the June 15, 2022 minutes as submitted.**

*(Motion by Finis Williams, seconded by Jaran Blessing; approved unanimously).*

Executive meeting for board members only was called to order at 5:29 pm by Jaran Blessing.

The Board adjourned at 6:17 PM. The next meeting will be Wednesday, August 17, 2022, 4:30pm.