



# CONCORD FOOD COOPERATIVE

## BOARD OF DIRECTORS BOARD MEETING MINUTES,

Tuesday, June 20, 2023 5PM

Women's Club of Concord, Concord NH

Jaran Blessing, President, called the meeting of the Concord Food Cooperative Board of Directors to order at 4:59 PM. **Attending in person:** Jaran Blessing, Katherine Leswing, Pete Engel, Cathy Menard, James Stever, Krista Helmboldt, Chuck Gilboy, Chris Gilbert (General Manager), Kim Brandes (Marketing Manager), Daniel Broussard (Service Leader) and Melanie Waldvogel (Board Administrator). Guests Shawn Menard and Joe York also attended. Board quorum is met (7 out of 9 present).

### INTRODUCTIONS

Shawn Menard and Joe York, both interested in Board candidacy, introduced themselves. Shawn runs Seacoast Eat Local as their Executive Director, previously worked at the Concord Co-op and lives in Epsom. Joe is the Senior VP of Impact and Innovation at Walden Mutual, a bank devoted to food and agricultural lending. The Board welcomed them to the meeting!

### MARKETING REPORT

Kim Brandes outlined the Marketing plan for the next year:

1. Attract New Shoppers and Improve Customer Relations
  - Instore events, frequent sampling and increased signage, focusing on what makes us different and retaining our valuable senior members
2. Create Positive Price Image
  - Promote and highlight affordable programs and sale items
3. Increase Brand Awareness
  - Advertise and local sponsorships
4. Ongoing Marketing Programs
  - Round it up, increased classes and promotion of diversity and inclusion

Kim also discussed the co-op's participation in the Multi-cultural festival and the difficulties with promoting the co-op and encouraging foot traffic during Market Days.

### GENERAL MANAGER'S REPORT

Chris reported that sales are up for the month, but down by 1.6% for the year. The salad bar reopened with great success, and generated one of the most liked/viewed social media posts to date. Customers and item counts are down, which is very typical in the warmer months. Renovations next door have been pushed back to the fall. Chris is very excited about the new financial program launched by NCG called JIRAV. The program will eventually be sold to co-ops to use, but our co-op is able to test run the system for a year, the only multi-store to do so. Chris is brainstorming ways to use the innovative system, which is capable of running many different kinds of reports and forecasts. The Board noted that the positive financial trends are very encouraging.

### POLICY GOVERNANCE

The Board reviewed the budget and the main cost savings last month. The actuals have been updated, and a positive net income is the goal. The Board asked all questions regarding the final budget, focusing on sales per labor hour and recalibration of these numbers using JIRAV, removal of the senior discount, contactless check-out, and margin adjustments. Chris was thanked for the steps he is taking towards profitability.

**BOARD VOTE: Approve Policy B2: Planning and Financial Budgeting and FY2024**

***Proposed Budget as submitted.***

*(Motion by Jaran Blessing, seconded by James Stevers; approved unanimously).*

**SENIOR DISCOUNT UPDATE**

Seniors have been informed that the senior discount will be discontinued in the new fiscal year, causing roughly \$175,000 savings for the store. The staff will monitor the transition carefully with managers on the floor to listen to customers. Daniel reported that there were emotional responses from seniors, including disappointment. The staff will promote alternative programs, such as Double-up, and Food for All for those that need financial assistance. Krista noted that discounts for economic need are key. The staff is aware that many seniors shop at the co-op for the social aspect and will look for opportunities to celebrate this.

**NOMINATING COMMITTEE UPDATE ON ELECTION**

Cathy spoke of four open seats and only one application to date. Board members are encouraged to reach out and encourage those ready and able to serve.

***BOARD VOTE: Approve the May 16, 2023 minutes as amended.***

*(Motion by Cathy Menard, seconded by Chuck Gilboy; approved unanimously).*

***BOARD VOTE: Enter Executive Session to discuss the budget at 6:37pm.***

*(Motion by Katherine Leswing, seconded by Chuck Gilboy; approved unanimously).*

The Board adjourned from regular session at 7:03PM.

The next Board meeting will be Tuesday, July 18, 2023 at 5:00 PM, at The Hotel Concord.