



CONCORD FOOD COOPERATIVE

BOARD OF DIRECTORS BOARD MEETING MINUTES

Tuesday, July 18, 2023 5PM

Hotel Concord, Concord NH

Jaran Blessing, President, called the meeting of the Concord Food Cooperative Board of Directors to order at 5:04 PM. **Attending in person:** Jaran Blessing, Katherine Leswing, Pete Engel, Cathy Menard, James Stever, Krista Helmboldt, Chris Gilbert (General Manager) and Melanie Waldvogel (Board Administrator). Guests Amanda McCray, Sam Pike and Zach Sheehan also attended. Board quorum is met (6 out of 9 present).

INTRODUCTIONS

Sam, Amanda and Zach, interested in Board candidacy, introduced themselves. Amanda McCray lives in Dunbarton and runs her own Marketing and Communication company. Sam Pike is a Concord resident, a middle school science teacher and a beer and food historian. Zach Sheehan is a NH native and recently bought a home in Concord. He studied food access and food deserts, spent time in the food industry and currently works in non-profit. The Board welcomed them to the meeting!

GENERAL MANAGER'S REPORT

June sales were up from last year, and exceeded the budget! Customer counts are also up. July began with higher than expected sales. Interviews for key open positions are being conducted and staff just received a 3% pay increase. A mock Human Resources audit was conducted, and all records are updated. Chris reported on the discontinuation of the senior discount. While a rare few terminated their memberships, many continue to shop and support the co-op. Member discounts and perks are touted for seniors, and Food for All sign-ups have increased. Krista was happy to see discounts based on economic need versus age.

FINANCIAL CONDITION UPDATE

Michael Healy is working with the Planning committee on a dashboard financial metric for easy access to the financial numbers Board members want to see the most. These reports will be monthly (versus quarterly for the Policy Governance Financials Conditions). All departments are currently hitting their labor dollar budgets.

POLICY GOVERNANCE

The Board reviewed the policy governance reports. Current insurances were listed and the co-op now carries cyber insurance. Files and servers are backed up and human resource and employee files are up to date, including language-wise. Security cameras counteract shoplifting on the main floor, entry and exits. The New London lease is renewed every three years.

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

(Motion by Cathy Menard, seconded by Katherine Leswing; approved unanimously).

According to the customer survey, conducted in April, customers are happy overall, and appreciate the local, fresh and simple food and produce offered by the co-op. Customers can get in touch with staff through the in-person customer service desk, e-mail and by phone. Generally, 75% of customers choose to send emails and 25% use the phone to get in touch. Health inspections have been great all year. There have been no customer accidents, and any recalled products and/or customer issues are addressed swiftly. Customer surveys were largely positive. The board discussed conventional goods as a way to address high pricing concerns. Space, and having to replace current products, could be a deterrent, as well as the fact that pricing for the co-op would remain higher than the pricing a larger store could obtain. A small

convenience/conventional section may be a possibility in the future if demand remains high. Customers would also love more bread options. As of now, it is too costly/difficult for the co-op to produce their own bread.

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

(Motion by Cathy Menard, seconded by James Stevers; approved unanimously).

PLANNING FOR ANNUAL MEMBER CELEBRATION

The Board discussed ideas for the event September 16th and ways to boost attendance.

Ideas included:

- Find local celebrities to attend
- Announce ballot results in a timely manner at the meetings
- Find a cool location (the Co-op parking lot, inside of the Co-op after hours, Generation Farm)
- Have vendor and product demos and sampling
- Have a street party or replicate a farmer's market
- Use food trucks (mobile pizza oven) or have internationally-themed food
- Offer craft beer, wine and other non-alcoholic beverages
- Have raffles and prizes

Krista and James will serve on a subcommittee to craft some general plans.

NEW BUSINESS

- Pete recommended looking into food pop-ups in the co-op and/or hot bar (and mentioned Batulo's as a possibility)
- James would love to see more Outreach towards local farmers, including an annual farmer meeting and visits to the local farms. There are Marketing possibility around this as well.

BOARD VOTE: Approve the June 20, 2023 minutes as submitted.

(Motion by Katherine Leswing, seconded by James Stevers; approved unanimously).

The Board adjourned from regular session at 6:56PM.

The next Board meeting will be Tuesday, August 15, 2023 at 5:00 PM, at The Hotel Concord.