



# CONCORD FOOD COOPERATIVE

BOARD OF DIRECTORS BOARD MEETING MINUTES,  
Tuesday, March 18, 2025 5PM  
Hotel Concord, Concord, NH

Shawn Menard, President, called the meeting of the Concord Food Cooperative Board of Directors to order at 5:01 PM. **Attending in person:** Shawn Menard, Pete Engel, James Stever, Abigail McShinsky, Andrew Weakly, Zack Sheehan and Krista Helmboldt. Staff members included: Josh Belanger (Interim General Manager) and Melanie Waldvogel (Board Administrator). Board quorum is met (7 out of 9 present).

## WELCOME and MINUTES

**BOARD VOTE: Approve the February 18, 2025 Board minutes as submitted.**

*(Motion by Shawn Menard, seconded by James Stever; approved unanimously).*

## GENERAL MANAGER'S REPORT

Josh reported a net loss of \$1931.33 for February, an expected result due to weather closures. Cost of goods sold (COGS) remain over budget, partially due to pre-ordering for the spring holidays. The plan going forward for COGS is weekly tracking and continuing to cut expenses. There is already improvement here! Personnel cost is lower due to a department manager leaving, and less hours on the front end.

### February Monthly Sales - CONCORD

Actual	Budget	Variance \$	Variance %
\$652,266.68	\$660,414.98	(\$8,148.30)	-1.23%

The Board discussed the recent social media push for alternative and local stores, and the co-op is a perfect place for those shoppers wanting to support local! Staff will continue to amplify this through a focus on local on social media accounts, and with a Shop Local campaign for an upcoming commercial, stills and shorts. Krista noted this is very exciting because this is why many members became involved in the co-op in the first place. Other ideas for engagement and promotion included:

- “What is a co-op” campaign to promote differences between the co-op and a large retailer
- Promote the co-op in alternative press and media (reddit, online publications)
- Promote a membership drive because members are more invested in the co-op’s success
- Highlight how shopping local keeps more of your money in the community (67 cents for local versus 43 cents for large retailers)
- Key into trends and popular products and highlight on social media

The customer survey was also discussed, and some ideas gleaned from the recent one include: highlight lower cost products (Field Day and Co-op Basics brands) with a stronger presence, have staff ready and aware for the 11am-2pm lunch rush, and look into staff t-shirts or a way to easily identify staff members. Guides for interacting with customers and co-op values could be helpful.

## UPCOMING

- The bakery and its use of local and organic ingredients will be highlighted. There is now a cookie of the month, and a cookie punch card and toasted bagels will be forthcoming. Baked goods by the coffee station would be popular, too.
- A mini farmers market during Market Days (charging vendors a small fee or sales percentage to participate), a presence at the Coffee festival, and highlighting local farmers and companies in store are on the horizon

## POLICY GOVERNANCE

Josh continues to work on updating the Board records, and all Board members can sign a code

of conduct annually at the October board meeting.

**BOARD VOTE: Approve B8: Board Logistical Support as submitted.**

*(Motion by Shawn Menard, seconded by Zack Sheehan; approved unanimously).*

**BOARD VOTE: Enter Executive session at 6:06PM.**

*(Motion by Shawn Menard, seconded by James Stever; approved unanimously).*

**BOARD VOTE: Adjourn at 7:49PM.**

*(Motion by Shawn Menard, seconded by Pete Engel; approved unanimously).*

The next Board meeting will be Tuesday, April 15, 2025 at 5PM, Hotel Concord.