



CONCORD FOOD COOPERATIVE

BOARD OF DIRECTORS BOARD MEETING MINUTES,

Tuesday, June 17, 2025 5PM

Hotel Concord, Concord, NH

Shawn Menard, President, called the meeting of the Concord Food Cooperative Board of Directors to order at 5:03PM. **Attending in person:** Shawn Menard, Pete Engel, James Stever, Joe York, Andrew Weakly (via zoom), Krista Helmboldt, Sam Pike and Abby McShinsky. Staff members included: Josh Belanger (Interim General Manager), Rachel Becker (Marketing) and Melanie Waldvogel (Board Administrator). Board quorum is met (8 out of 9 present).

WELCOME and MINUTES

BOARD VOTE: Approve the May 20, 2025 Board minutes as amended.

(Motion by Joe York, seconded by James Stever; approved unanimously).

MARKETING PLAN FY26

Rachel submitted her report and budget to the Board, and reported that her marketing team has focused on empowering the staff to embrace marketing and promotions in their own departments. Their focus is on improving positive value and price perception, streamlining templates for staff to use, and having brand materials and resources readily available for staff.

Rachel mentioned she participates in marketing to the community when available (tables at local events, handing out goodie bags). Board members encouraged her to look into community tables at local businesses, and utilizing social media whenever possible, as well as collaborate with marketing department peers to share ideas. How to capture foot traffic to the new restaurant complex next door was also discussed. Classes and education series will continue monthly, as well as a ramped-up kid's club. The new member brochures look great! Working on metrics to measure marketing progress would be helpful.

GENERAL MANAGER'S REPORT

Josh reported that sales remain high, with a Net Profit of \$17,708.84 for May.

Personnel was under budget, but \$90,000 over what was spent last year, and COGS (cost of good sold) also remain high. Pete sees opportunity in the future for further savings. The Co-op recently hired a fractional CFO to help look at these numbers and refine a budget for the future.

May Monthly Sales

Actual	Budget	Variance \$	Variance %
\$726,304.27	\$719,586.08	\$6,718.39	%0.93

YTD Sales

Actual	Budget	Variance \$	Variance %
\$7,828,134.09	\$7,800,738.97	\$27,395.12	0.35%

Additional discussions included:

- Focusing on local foods, such as cheeses and smoked meats, would be great
- Outreach to local business through farmers markets, social media or direct asks could generate new vendors!
- The alternative brands guide is really helpful
- Making sure the parking lot is available to Co-op customers, and looking into security systems, towing companies and more parking attendants may be needed as traffic to the area increases
- The POS system will be up and running by the end of September
- The vestibule will be revamped with displays on Co-op membership and a savings station

NOMINATING COMMITTEE REPORT

Sam, Nominating Chair, reported that there have been close to a dozen interested candidates, but candidates must attend a board meeting by August to be considered for election. All board members up for election are interested in retaining their seats.

ANNUAL MEETING

The tentative date is Wednesday, September 17, 2025. The plan is vendors, samples and fun, as well as a business message and social time for members. Round it Up recipients could have tables and promote this event to their socials, customer base and donors. Depending on space inside and expected turnout, use or partial use of the parking lot is an option.

BOARD VOTE: Enter Executive session at 6:41PM.

(Motion by Shawn Menard, seconded by Krista Helmboldt; approved unanimously).

BOARD VOTE: Adjourn at 7:34PM.

(Motion by Krista Helmboldt, seconded by Sam Pike; approved unanimously).

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