



Morrisville Food Co-op Board Meeting Minutes
January 22, 2020 5:00 p.m.
Tegu Building, Morrisville, VT
Approved February 26, 2020

1. **Action for Vote:** Approval of November Minutes
2. **Action for Discussion:** How to move forward with Julia's resignation
3. **Action for Discussion:** Questions/Clarifications on Reports
 - Executive Committee: Results of electronic majority vote included to hire Allison Hope as consultant is included with report.
 - Member Loan
 - Member Engagement Committee: Amend charge to allow for more than five members; Is there money available for programming or survey development?
 - Finance Committee
 - GM: December & January
4. **Action for Vote:** CFNE Columinate Project Contract
5. **Action for Discussion:** Review Draft Annual Planning Calendar
6. **Other Business:**
7. **Executive Session** (if necessary):

Present: Elly Ventura, Nancy Banks, Jack Pickett, Tricia Follert, Lisa Zinn, Kelley Lyons (call in), Nina Church

Guests: Lane Fury - CFNE, Liza Dupuis, Carol Lauber,

Staff: Mike Hauser, Olivia Buley, Kasey & Kyle Greene, Jen Stein

Elly opened the board meeting at 5:02 with introductions of attendees

1. **Approval** of November 20, 2019 board minutes by Nancy, 2nd by Jack, all in favor.
2. **Julia's resignation:** Mark Rue, (re LeFavre membership) possibly interested in board position, nominating committee to look for another board member.
3. **Executive Committee**

Allison Hope was voted by the board as to be the consultant to work with the store.
Is there a plan of action with Allison? Allison has not been overly responsive, there are concerns with Allison nonresponse. Store is working on some action items. Allison will be pinned down this week as to what we can expect from her.
Member Loan Committee: Reported by Tricia, Presentation packets being worked on

Member Engagement Committee: collected data on members as to shopping habits, card usage, basket sizes to figure out who and what members are actively engaged with the store. Planning activities to increase foot traffic and basket sizes. Working on surveys for members and reaching out to businesses that give discounts. More presentations, possibly Annie from Buffalo to talk about why shop at MoCo. Making priorities of each of our different segments of our members to be very intentional. Request made for the member engagement committee to be unlimited members, motion by Nancy, Jack 2nd, all in favor, would like possibly have some funding in the future budget.

Finance Committee: No meeting held in January. Jack reported we are pretty close to cutting our expenses to the bare minimum. How long will the finances be able to keep the store floating at this point? Expenses are right on target with our original business plan. It's now how are we going to get more people shopping at the store. Bottom line, we need more business.

GM Report: Now doing 6 week department inventories to get more reliable figures and ordering by analyzing the need. 40% of members (400) are doing 50% of sales but we need to increase member sales. Staff is asking people if they are finding what they are looking for.

4. **Approve Columinate Project Contract**, motion by Tricia, 2nd by Nancy, all in favor.

(to take advantage of the consultant program that CFNE is offering as $\frac{3}{4}$ payment towards, MoCo's portion is \$1,000). This partnership between CFNE and Columinate Consulting. This is for coops around that are MoCo's size that need some assistance. They will be doing $\frac{1}{2}$ day a very in depth audit in the store. This will not be an ongoing consultant, but will create a full report about some suggestions and follow up phone calls.

5. **Review Draft Annual Planning Calendar**

-RocktoberFest, 4th of July, Cancer walk,

Action Item: Please take a look at the calendar, it will be a discussion at the February meeting

Other item: Liza email concerns about the lack of patrons in the store. Organic, local, she feels the store has not done the connection with farmers, community. Need a fundamental shift, need to get back to ownership.

Top suggestions to create the community connection. Every opportunity to connect to customers, Buffalo Mountain being a resource. People need to be informed about every product that can't be in the store as well as the successes. The opportunities are to create more transparency and proactive about how the coop is running. How do we get the members more invested? Look back at surveys and 2 cents about customer comments. Customers need to be heard.

Meeting went into executive session at 6:49 pm to include board members. Came out of executive session at 6:57 pm

Meeting adjourned at 6:59pm

Respectfully Submitted,
Tricia Follert
Secretary