



**Morrisville Food Co-op Board Meeting
May 24, 2021 5:30 p.m. - 7:00 p.m.**

APPROVED June 28, 2021

Present: MJ, Beth, Jack, Mark, Larry, Rachel, Kelley and Cari
Absent: Scott & Elaine

- 1. Approval of April 26, 2021 Meeting Minutes** - Larry motions, Mark seconds, all in favor, minutes approved.

- 1. Vote and Welcome Scott Weathers**

Jack motions, Mark seconds, all in favor. Scott is filling Elly's for position, which is up at the In October. He will have to be voted on by members.

- 3. Committee Reports:**

- b. Marketing Report- MJ**

MJ – down on page views 16%, users is up 17%, new users up 15% and bounce rate is down.

Stowe, Montpelier, Craftsbury and Burlington are moving up in page views.

Facebook isn't that involved, but Instagram is growing.

New signage based on new logo, umbrellas to go up

MJ is working on handbook, wants all employees to sign-off – needs updated GM message, MJ will send draft to board

Stowe ad is going up

Staff training

Located where signs should go

Flower boxes going up

MJ sees young demographic and thinks improvement can happen with increased dollars.

4. Discussion:

30 minutes

- **Employee Hiring, Orientation and Documentation Procedures**
- **Doc**

Staff liaison position on the board used to exist, we need an employee hiring policy

Board to meet with staff and review employee handbook

List of things, documents to share with new hire

Emergency contact information

Board contact information and photos

Request to MJ for draft of employee handbook

Board should review employee handbook every year – (Cari should keep track)

- **Meeting Calendar, Time, Place**

Board working calendar, includes when board terms are up, taxes due, alcohol license.

5. Executive Session:

- **Board Recruitment**
- **Employee Performance Process and Review**

Mark motions 6:23 for executive session, employee process and review, Kelley seconds it.

Kelley motions, Mark seconds to end at 6:41

Jack motions to adjourn, Kelley seconds, all in favor 6:44

To Do

MJ- Send draft of Employee Handbook to board

Cari - Create Board calendar