

Morrisville Food Co-op
Annual Meeting Minutes
Monday, November 6th 2017
Peoples Academy – 202 Copley Avenue, Morrisville VT

In addition to the notes below – please see the 2017 Annual Meeting PPT.

Welcome & Introductions – Nancy Banks, Board Chair & Treasurer

- Board Chair Nancy Banks welcomed everyone to the meeting. Banks reviewed the agenda for the meeting and explained that there would be an opportunity for questions and a visioning activity.
- Banks introduced the current board members that were present: Cheryl Hartt, Susana Keefer, Carol Lauber, and herself. Board members Bill Bourne, Caitrin Maloney, Sarah Thomas, Jason Macarthur, and Jack Pickett were unavailable for the meeting.
- Banks introduced the current MoCo Staff Members: Sue Aikman, Matt Allen, Mark Andrews, Nancy Betz, Elizabeth Casparian, Chris Kellogg, Jamie Kollar, Jessica Miller, Kenny Smith, Jenn Stein, Edgar Thomas

Celebrate MoCo Achievements & Thank You's – Susanna Keefer, Board Member

- Susanna introduced self, and reviewed many MoCo Achievements since the last meeting including: Online Market & Indoor Farmers' Markets - Online market reached 150 Clients with a gross profit of \$3,590.28 on 327 orders; Start-up funding, including over \$250K in member loans; Successful Kickstarter Campaign; Annual Community Corn Roast; Store fit-up; New website & new look; Membership—956 at last count!; CFNE Approval for Funding & Loan; Founding Member Celebration 8/25; Soft Opening 9/10; Grand Opening 9/30; Store Open!!
- Keefer also thanked many members/volunteers including: Community Engagement Committee; Susan and Bob Titterton for their ongoing support; Many volunteers who made/brought soup for tonight's meeting; Mansfield Bread for bread; and ??? Cheese??

Financial Report - Nancy Banks, Treasurer

- Nancy introduced self, and explained that she is the treasurer as well as Board Chair – will be handing over her Board Chair role shortly. Banks explained that the treasurer completes bookkeeping tasks, banking tasks, and reports to board and members.
- Banks showed the Balance Sheet and Profit & Loss Reports for the year ending June 30, 2017. Banks explained the various sources of revenue – donations, events and sales. Banks explained that expenses are small right now because we are a small organization – a number of the store opening costs will be in next year's Income Statement. The payroll line item includes expenses for employees – GM and others working to open the store.

- Banks presented the Store Opening Budget and explained that some line items were higher and others lower as the numbers were a “best guess” for specific costs.
- Please see Annual Meeting presentation for the specific numbers.

New General Manager Introduction - Cheryl Hartt, board member

- Cheryl introduced herself and explained that she has been involved with MoCo from day one. Hartt introduced Michael Hauser, who will be starting full time on Monday, November 13th 2017 as the new General Manager of MoCo. He was formerly at Hunger Mountain CoOp; he makes his home in Stowe and is very eager to work with the community to ensure MoCo is a success.
- Hauser made a few comments about his excitement and interest in working with MoCo and looks forward to working with the community.

Member Feedback & Questions – Carol Lauber

Carol Lauber, Board Vice Chair, provided an update on feedback that has been received for MoCo and what has been done to date including:

- “2 Cent” comments are organized by department and reviewed weekly by board and staff
- Revamped bulk section, including coffee grinder & expanded selection of items
- Bottled milk now available
- Fresh bread delivered daily – to better control freshness
- Freezer doors being installed week of 11/6
- Beer & wine on sale
- New products added weekly
- Pricing under review

Specific note was made that what you see in the store in 6 months will be different from today. Your continued feedback is important and welcomed. Member questions were then asked and answered.

Questions from the audience:

Q. Pricing Review – how will we ensure that MoCo is accessible to all members of the community regardless of economic ability?

A. MoCo is completing a margin review of all products and finding some errors in the pricing which are being corrected; reviewing pricing relative to other area CoOps and reviewing the product mix. It was not mentioned at the meeting but there is also an option to donate to cover a Members start up fee.

Q. In regard to pricing – are there buying groups MoCo can participate in?

A. MoCo is buying direct from many farmers/supplies; buying through distributors and will look for other ways to maintain margins and have competitive pricing such as partnering with other co-ops.

Q. How to engage members and community who may be in lower income brackets to embrace health eating options?

A. MoCo is working to become an EBT Provider; will continue to host seminars such as the one just completed with the Department of Health on Gluten Free food

options; the Community Engagement Committee will be focusing on how we partner with organizations to address community needs.

Q. Will the online market still be an option?

A. The intent of the Online Market was to provide information about items the community wanted in the store. Will consider this as a future option.

Q. Special Orders – will they be offered?

A. MoCo will be offering this soon with some products from our current distributors. Will continue to review and expand.

Q. Will there be a focus on herbal medicines and staffing to support?

A. Yes, MoCo is adding more herbal offerings but we may not be able to afford to have specific staff to support and advice should not be provided in a store location.

How you can help MoCo to thrive

Maggie Cleary, MoCo Member and CEC Volunteer presented ways that Members can help MoCo grow and thrive:

Shop

- Shop MoCo first!
- Invite your friends to shop at MoCo

Serve - Join a current committee:

- Community Engagement
- Finance
- Nominating
- Consider serving on the board or on new committees as they are formed

Share

- Share suggestions via “2 cents” forms in the store or on MoCo’s website

New Business

Board Member Cheryl Hartt introduced 3 new and 1 returning Board member candidates that were voted in at the meeting. Returning Board Member: Susanna Keefer – is seeking a one year extended term; New Board members: Tricia Follert; Michael Rooney; Laurie Wood – are seeking 3 year terms. Current Board Members Bill Bourne, Caitrin Maloney, Sarah Thomas, Jason Macarthur and Cheryl Hartt are stepping down. They were thanked for their service and contribution to getting MoCo up and running.

A motion was made to approve minutes from the 2016 Annual Meeting by Peter Christie, and seconded by David Koier. The motion passed unanimously.

MoCo Visioning

Next board members and volunteers joined tables to lead focus groups where information was collected about the community Vision for MoCo. A few of the Visions included:

- Better Lighting
- Guided Shopping – Recipe with tour of where to find the items in the store

- Full Kitchen
- Prepared Food – Grab and Go for sandwiches/sushi
- Less heavy carbon footprint
- Cooking classes
- Food introductions with samples
- Donation Meal/Soup Bucket
- Lower priced coffee
- Membership options – break on membership/register prices for different income brackets
- Community Cookbook tied to products in the store
- Education programs to connect to local farmers/farm visits
- Affordability/accessibility
- Unique reflection of the community
- Taking on the whole building – using the upstairs for MoCo
- Living wage for MoCo employees
- Forging relationships with town businesses

Lastly people enjoyed soups; bread and cheese provided by vendors and volunteers.

Respectfully submitted,

Laurie Wood, MoCo Member & potential Board Member