



Morrisville Food Co-op Board Meeting
April 15, 2026 5:00-7:00 p.m.
ONLINE ONLY

Meeting Minutes

Opening

Quorum Established 5:02. In attendance: Jessica Seddon, Eric Besseker, Beth Springston, Brooke Mars, Hope Sullivan, Paul Stewart, Zach Dimotta, George Aiken, Erika Gaudreau.

1. **Welcome:** Jessica Seddon and Paul Stewart (Board Chair and Co-Chair)
2. **Vote:** Approve prior meeting minutes
 - a. The board debated the appropriate level of detail for public minutes. Meeting minutes moving forward will represent the meetings to inform the public of discussions and Board approvals.
 - b. March 18th minutes approved following a clarification on an action item involving Sandy vs Leah.
 - c. The motion to approve by Jessica the March 18th minutes and was seconded by Hope. Approved by all present members.
3. **GM Report (Eric)**
 - a. Eric reported on March performance noting a 10% sales increase in February followed by 1% growth in March, mirroring slower national trends in co-op consumer spending. Efforts to improve sales include merchandising changes, reducing labor costs to a 23% target, and developing an affordability outreach campaign.
 - b. New memberships increased last month while renewals decreased, but no consistent pattern was observed in membership statistics.
 - c. Inventory adjustments at the end of March resulted in a positive net income of approximately \$4,000 for the month. Eric confirmed that basket size and customer counts have remained consistently flat compared to previous years.
 - d. Cafe performance showed positive signs with cost of goods down and sales up over the January to March period compared to the previous year. This is partially attributed to renovations designed to support additional rent costs. Eric has not been able to fully leverage the new storage space for bulk buying due to recent cash flow constraints, but they plan to move into bulk buying on popular deals now.



- e. The Board discussed the need for further market outreach including awareness around affordability to people not currently visiting the store, social media utilization, strategies for increasing foot traffic and sales and leveraging the cafe for additional revenue noting that the lack of consistency in product availability is an issue.

4. Finance Update (Zach & Beth)

- a. Zach sent a reporting template to the Board. No changes were suggested.
- b. With tax season behind us, our new accountant Justin should be able to prioritize generating the quarterly reports using Zach's template.
- c. The Board stressed the urgency of securing Justin's commitment before Beth Springston leaves the board to ensure a smooth transition. Must get a meeting on the calendar with Justin as soon as possible

6. Updates on town developments (Brooke)

- a. The Board discussed the topics on the engagement tracker and ways to engage the community. Some ideas for consideration include, presence at the local farmers' market, and how to leverage Wednesday night live. Potential for pre-ordered, prepared dinners for those attending the event. Additional ideas - T-shirts, tote bags.

8. Executive Session Jessica motioned to move into executive session; Erika seconded.

Approved by all present members. See separate meeting minutes.

Adjourn. Motion to adjourn Erika; seconded Jessica. Approved by all members

Next steps

- Erika Adjust Next Minutes as above
- Eric Update GM Report: Add contributions to the capital fund number to the GM report to ensure consistency with Beth's estimates.
- Eric to figure out how to track financial advantages gained from bulk buying due to increased storage space.
- Jessica to contact Emily to discuss pre-order dinner system logistics used at The Jenny.
- Eric will work with staff to investigate ways to leverage Wednesday Night Live events. Ideas as above.



- Eric to provide member list and founding member status to Jessica
- Jessica to Match Lists to understand founding member MOCO utilization
- Eric and Zach schedule Accountant Meeting
- Justin, Eric, Jessica Develop Business Plan: Build detailed business plans required for member presentation to explain co-op affordability structure.