

**Good Earth Food Co-op
BOARD OF DIRECTORS MEETING
March 19, 2015
Good Earth Community Room**

Present:, Bobbie Hentges, Gwen Feddema, Christy Benesh, Graham Litterst, Megan McNair, Noel Ashcroft, Sara Urzi

Absent: Katrina Dolezal-Mersinger (excused), Sarnath Ramnath (excused)

Executive Session		Task List
General Business	<ol style="list-style-type: none"> 1. Quorum was established, and the meeting called to order at 6:32 pm. 2. Acceptance of last month's minutes was moved, seconded and approved. 3. Acceptance of new members #2982-3001 was moved, seconded and approved. 4. Member returns: none 	
Manager's Report	<ol style="list-style-type: none"> 1. Noel mentioned that Byerly's offered some units for the deli in which they pulled their offer. 2. The financials looked good in February. 3. Move to accept report, seconded and approved. 	
General Business	<ol style="list-style-type: none"> 1. Noel brought up some concerns with having Mom's Cereal of whether we should keep this product on the shelves. Recently, Mom's was sold to the brand Post. If this product leaves MN then we can move to removing from shelves. In the meantime, Noel can start to phase this product out and research another cereal that will meet our criteria. 	Noel - casual research on other cereals that may meet our vision, mission and criteria.
Board Education	<ul style="list-style-type: none"> ● Review and update Goals from October retreat ● Two-year Plan <ul style="list-style-type: none"> ● Improve communications between the Board, Managers and Staff. ● Become full owner in strip mall. vote to see what happens at the strip mall - discussion revolving around what other information is needed to make this decision including liability, insurance, cost and interest. Megan will speak to Steve Feneis for details. A possible sub-committee may be needed to discuss this option. ● Improve Member Linkage - The membership committee is continually working on this, including more activities and more events which has more involvement from members. We had great success at the last event, which was the Chili Cook-Off. Current events we hold have had a steady increase in involvement, however, shopping is the highest level of involvement. ● Increase number of co-op sponsored events in a year - as previously mentioned, our current events 	<p>Megan - speak to Steve Feneis regarding becoming a full owner in the strip mall space. Work with Graham on securing bands for International Day of Co-op. Meet with By-laws Committee</p> <p>Bobbie - research Policy on staff involvement with meetings; Speak to Noel on logistics of staff involvement. Coming up for May, self reporting on C7, C8.</p>

	<p>are ever growing and increasing level of attendance.</p> <ul style="list-style-type: none"> ● Update store technology including registers and POS systems - We will keep our current technology system. We do have the possibility of adding more phones, which could be beneficial. There have been issues with using the phone line and credit line at the same time, but we have eliminated this by 80% with using additional lines and going through the Internet line for credit sales. There is a cost for more lines for improvement. ● Achieve unity of vision between the Board, General Manager and Staff - we have continuation of this. An option to further communication is to ask staff what they think of the co-op. What would they like to see and how satisfied are they with the co-op. Having their voice at meetings, or at least having their presence there would be very beneficial. Bobbie will research policy on this and meet/talk with Noel on the logistics of implementing this. Bobbie will research. talk to Noel on logistics. Improvement of communication. ● Make decisions about store layout and flow, as well as determine timeline for changes - This has been done. ● Review and update the by-laws - This is in progress. ● Ten-Year Plan <ul style="list-style-type: none"> ● Possible addition of a juice bar and fresh deli that will appeal to a wider demographic than we currently have. Could we have a satellite location? Discussion involving location, what kind of venue, i.e. coffee shop, yoga studio, meeting location. ● Should the Good Earth look into having a partnership with other co-ops, for example, the Minnesota Street Market in St. Joe. There was discussion regarding engaging with St. Joe as a partner in education. Noel will reach out to them on attending the upcoming weekend's retreat. We will also invite them to our International Day of Co-op's. Noel will take lead on this and contact them. Are there other food co-ops that we can make contact with? Not a bad idea to have contact with them and have friendly interaction with but there is no advantage with partnering at this time. We should check resources on what is the oldest co-op in state of Minnesota. If we are in fact the oldest, it would be nice to use this information. ● Becoming stable - we are getting there ● Expanding our Base Management. We did reach out to the local police force on receiving discounts at the co-op but they turned this down due to conflicts 	<p>Noel - contact the Minnesota Street Market in St. Joseph on attending upcoming retreats. Also invite them to attend our International Day. Work with vendors for International Day of co-op.</p> <p>Graham - work with Megan and Jerry to secure bands for the International Day of the Co-op. Meet with By-laws Committee. Meet with Board Development Committee to discuss recruitment.</p> <p>Christy - self monitoring - C5, C6. Meet with Board Development Committee to discuss recruitment.</p> <p>Gwen - meet with Finance Committee. Coming up in June - self monitoring C9</p>
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	<p>with receiving discounts.</p> <ul style="list-style-type: none"> ● Making the Community Room more inviting. We should have the addition of sinks. There is a lighting issue in the room, we could change the florescent light bulbs to be dimmer. We could also possibly have a mural put on the walls. Noel will speak to Luke and Will on this. ● Co-op education plan - Implementation of having a learning kitchen on site. We will re-visit this in five+ years. Is it beneficial to have a cooking demonstration class through Community Education? Membership Committee will do research on this. ● Goals from the October retreat - In regarding with the Membership Committee - we could create a pamphlet of some sort with bullet point list to engage interest in joining the Board. We could have some sort of informational packets set out on a table in the co-op. The Membership Committee could also establish a recruitment committee and have a mock trial of “selling the co-op”. The Board Development Committee will look into having the possibility of a recruitment committee and review the process for this. Noel will attend St. Cloud Chamber meetings to put the face of the co-op out into our community. ● The Financial committee will research and have a mini-retreat on financials. 	
GM Monitoring	<ol style="list-style-type: none"> 1. GM Monitoring Report - B3 - B11 - Noel gave an oral report <ul style="list-style-type: none"> ● B11 - in compliance ● B3.3 - we do not have any policies on investments at this time. We will table this for now. 	
Self Monitoring	<ol style="list-style-type: none"> 1. Graham reported on C4 - Board meetings. We are in compliance. He discussed the Robert’s Rules of Order and said that they are a bit hard to understand, is there a way we could received a simplified version and perhaps add to the Appendix? He also gave a reminder for Committee heads to take care of business first within the Committee, and then bring forth to the Board. Motion to approve, seconded and approved. 	
Assignments	<ol style="list-style-type: none"> 1. Personal assignments were detailed. <ul style="list-style-type: none"> ● Christy - April (C5, C6) ● Bobbie - May (C7, C8) ● Gwen - June (C9) 	
Committee Reports		

Finance	<p>Present: Gwen,</p> <ol style="list-style-type: none"> 1. The Finance Committee did not meet due to Sarnath being out of the country. They plan to meet the following week. 	
Member Engagement	<p>Present: Bobbie (chair), Megan, Jerry</p> <ol style="list-style-type: none"> 1. We have finalized the bag-credit program - without a finalized name. For now, we have settled on "Co-Op Coins", until something formal arises. We have the used tokens and Luke is building the boxes for these. Signage needs to be made and the guidelines are to be printed on the boxes. We will launch this program in April 2015. If members do not want to donate their nickle they can get it back, no questions asked. 2. The spring event this year is a field trip to work in the SCSU Community Garden. They are very open with when this will happen, we are waiting to see how the weather shapes up this Spring to pick a date. In the meantime, we will post on social media and encourage attendance. Jerry will work on posters when the date is finalized. 3. International Day of Co-op -This year the event will take place on July 11th from 4 - 8pm. We will be featuring a tie-dying activity with Good Earth Food Co-Op shirts on hand. We will need to bring plastic bags of some sort for them to bring their t-shirt home in. Megan and Graham will start securing bands and Graham will also coordinate with Jerry. Bobbie will research other entertainment. The group discussed not going with the dunk tank this year and asked everyone to brainstorm different ideas. The scavenger hunt worked well last year. A possible replacement for the dunk tank could be Air-Maxx Trampoline. Noel will check on vendors. 4. Member Education - Discussion involving starting a movie night at the co-op. This is not the right time of year to start, perhaps in the fall. We should all participate in research on poignant movies or documentaries that coincide with the mission of the co-op. 	
Board Development	<p>Present: Graham (chair) , Christy</p> <ol style="list-style-type: none"> 1. The Board Development committee did not meet. Plans to meet before the next Board meeting in April. 	
Executive	<p>Present: Megan, Christy, Bobbie, Katrina, Noel</p>	

	<p>Quarterly Reflection:</p> <ol style="list-style-type: none"> 1. The report was discussed and no questions or further discussion is needed at this time. Future quarterly reflections to be tabled. 	
By-Laws Committee	<p>Present: Megan (chair), Gwen & Graham</p> <ol style="list-style-type: none"> 1. In regard to changing the by-laws with Board terms, a three year term is most beneficial. If we were to offer a store credit - there would be tax implications with this. Other co-ops give an option to waive the discount. With a stipend, we could offer \$100 for Board officers and \$150 for president, which we thought was fair. 2. By-laws committee will finalize proposal on this by-laws change and bring the proposal to the full Board. 	
Policy Committee		

Meeting adjourned at 8:55 pm.

Minutes edited & submitted by Sara Urzi, Board Secretary