

**Good Earth Food Co-op
BOARD OF DIRECTORS MEETING
April 16, 2015
Good Earth Community Room**

Present: Katrina Dolezal-Mersinger, Bobbie Hentges, Christy Benesh, Sarnath Ramnath, Graham Litterst, Noel Ashcroft, Sara Mruz

Absent: Gwen Feddema (excused), Megan McNair (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 #3003-3028 was moved, seconded and approved. 4. Member returns: none 	
Manager's Report	<ol style="list-style-type: none"> 1. Manager's report was discussed. <ul style="list-style-type: none"> • Noel will be speaking with Jim about the next invoice on the work to be completed and needing a more in depth breakdown going forward. • Noel recommends that for now we need to work on upgrading the front end of the store first, and put the work on the back end area on the back burner. 2. Noel gave a recap on his trip to Eau Claire, WI to the Cooperative Cafe. He said that overall they mentioned sales in co-ops are flat. The biggest struggle is providing a certain brand that shoppers want. In relation to our store, they say that we have to "do it" very well. We need to have great prices, friendly and knowledgeable staff, clean stores and fresh product. Noel will post some informative videos on subjects they touched on. 	
General Business		
Board Education	<ol style="list-style-type: none"> 1. The article, "Why Co-Op, After All" in the newsletter LEADER was discussed. 2. Katrina brought up this article and wanted to pose the question what the Board thought about it and how we feel we are doing. Which of our own values to we focus on the most - Self Responsibility, Self Help, Democracy, Equality, Equity, Solidarity, Honesty, Openness, Social Responsibility, Caring for others. 3. The question of having our mission statement, core values. to adopt and bring in alternate voices to strategize. 4. Having a survey may help us define our goals and values. The NCGA survey is one we may want to consider using to 	

	<p>survey our members. Through the NCGA it would be easier to compare ourselves to other co-ops. The NCGA survey would come at a price but a very broad survey can be for a limited fee if all information is provided to the NCGA. We could get the questions for free and we cannot change. Survey monkey would be much more affordable. A discussion included what needs to be on the survey.. Questions regarding operational issues, the Co-op's values and principles.</p> <ol style="list-style-type: none"> 5. Having a round table discussion with top list of customers could start the ball rolling in this process. We could have an open forum and let members be involved as much as they want. We could provide questions and collect the data. Our objective would be to gather the information while meeting the needs of our members and connecting with our community. We need to start a timeline for this. Graham, Katrina and Bobbie volunteered to form a small committee to work on this. A recommendation was made for the Executive Committee to discuss with Noel for process on survey options and bring back to the board. 6. A staff survey should be completed. We have a current survey set up on Survey Monkey and this should be presented to the Co-op staff. Noel can look into an incentive for 100% participation. Katrina will ask Gwen to see if she can look into putting it out there again. Gwen can let Noel when it is activated. 	
GM Monitoring	<ol style="list-style-type: none"> 1. GM Monitoring Report - - <ul style="list-style-type: none"> • There was a discussion related to Policy B3 - Asset Protection - we are in compliance. The question of "how do we know we are compliant" came up. There is a need for further detail and back up regarding reports, showing that we are compliant. • Motion to accept all three reports, seconded. There was a discussion that these reports are accepted as is and they will be improved upon in the future. Motion carries. 	
Self Monitoring	<ol style="list-style-type: none"> 1. Christy reported on C5 and C6. Christy will send a survey on these codes of conduct and ethics. The reports themselves feel like more of self responsibility as individual board members. From the survey she can then collect the data and submit the report next board meeting for motion to approve at that time. 	
Assignments	<ol style="list-style-type: none"> 1. Personal assignments were detailed. <ul style="list-style-type: none"> • Christy - Send a survey for C5 and C6 and write up report. Review bylaws committee report. Attend financial committee meeting. Attend Board Development meeting to discuss recruitment. • Bobbie - Self reporting on C7 and C8. Review 	

	<p>bylaws committee report.</p> <ul style="list-style-type: none"> • Gwen - Set up staff survey on Survey Monkey. Inform Noel when it is up and running. Review bylaws committee report. Attend Financial Committee meeting. Coming up in June - self monitoring C9. • Sarnath - Review bylaws committee report. Contact entertainer for International Day of Co-op. Attend Financial Committee meeting. • Noel - meet with Katrina. Meet with Executive Committee • Katrina - Review bylaws committee report. Meet with Noel, Bobbie and Graham about values discussion. Speak to Gwen about Survey Monkey and staff survey. • Graham - Meet with Bylaws Committee; Meet with Katrina and Bobbie regarding values discussion; Meet with Board Development Committee. Work with Jerry on International Day of Co-op music. 	
Committee Reports		
Finance	<p>Present: Diane, Gwen, Noel, Sarnath</p> <ol style="list-style-type: none"> 1. Made a profit of \$32,000 for the month. Exceeded profit estimate for the quarter by ~\$17,000. It does look favorable that we will break even for the year. 2. The deli made a small profit last month. 3. Deciding on bonus for Noel. We need to get his contract from Christy, check the terms. Diane will provide the needed numbers. 4. Sales are less than forecast. After adjusting for this, numbers are very much in line with the budget. 5. There was a significant decrease in payroll (\$22,000) costs over last quarter. 	
Member Engagement	<p>Present: Bobbie (chair), Jerry</p> <ol style="list-style-type: none"> 1. The Co-op Coins box is finished. Noel will put in the store and take care of the signage. Ideally we would like to start before Earth Day. A compensation for Luke (who created the box) was discussed. He will receive a \$150 gift card to the co-op, also his picture and a sign incorporating his craftsmanship will be displayed near the box. Motion to accept the gift of a gift card, seconded and approved. Jerry has a paper copy of the finalized guidelines, he will post on the website. 2. The spring event this year is a field trip to work in the SCSU Community Garden. Posters are up. Bobbie is unable to attend. Jerry and Noel will attend. 	

	<p>3. International Day of Co-op -This year the event will take place on July 11th from 4 - 8pm. Graham is unable to attend. Jerry will work with Graham and Megan to secure music still. Bobbie is also working on alternative entertainment. More vendors to attend as well.</p> <p>4. Newsletter Meeting - Need the Board highlight piece. Bobbie volunteered Gwen as member highlight.</p>	
Board Development		
Executive		
By-Laws Committee	<p>Present: Megan (chair), Gwen & Graham</p> <p>1. The bylaws committee report was proposed. Further discussion is needed. The Board was asked to read the report and discussion will be tabled until next month. Graham asked for any direction to be emailed to the bylaws committee.</p>	
Policy Committee		

Meeting adjourned at 8:57 pm.

Minutes edited & submitted by Sara Mruz, Board Secretary