



PEOPLE'S FOOD CO-OP
NATURAL FOODS MARKET & DELI

Mission

The People's Food Co-op of Ann Arbor provides our community with accessible, sustainable, local food and household products as an economically just, member-owned business.

Board of Directors Meeting

Wednesday, March 19, 2025, 6:30pm - 8:00 pm - Zoom

<https://us06web.zoom.us/j/92456010887?pwd=UERaWG9VR25lb0ZncFVXaC9KQTlvQT09>

Item	Item Title	POLICY	WHO ?	ACTION	MAT'LS
A	Agenda Review	G.4.1d/G.7.4	Board	Alignment	Agenda
B	Member Comments (10 minute maximum)	G.9	Attendees	Listen	None
C	Consent Agenda: February Minutes; Absences; Finance Committee Minutes; Community Outreach Committee Minutes	G.7.7	Board	Approve	Minutes, Attendance, C1, C2
D	President's Report/Announcements/Future Scanning	Board	All	Info share	D1
E	GM's Report	G2.2	Chris, Board	Q/A	E1
F	Financial Reporting	Board	Chris, Board	Q/A	F1, F2
G	GM Search Committee	G.2.2, M	Kate	Update	Maybe
H	Finance Committee	G.4.4	Jane	Update	See C1
I	Fundraising for Working Capital	Article XI; L.9.2	Susan	Update	I 1
J	Market Study	Board	Jane, Susan	Review; Plan presentation	J1
K	Member Outreach	G.8.1, Article VI	Laurin	Update	None
L	Nominations and Elections	G.4.2	Dan	Update; Move	None
M	Annual Meeting		Laurin	Plan	M1
N	Task List Review/Future Meeting Date	Board	Admin Asst	Set	Task List
O	Executive Session	Board	Board	Enter	None
P	Adjournment	Board	Board	Adjourn	None

People's Food Co-op

Board of Directors Meeting Minutes - March 19, 2025

Location: Virtual

Attendance

Board Directors Present:

Susan Randall (President)

Laurin Wolf (Vice President)

Jane Dixon (Treasurer)

Amanda McCreless (Secretary)

Dan Gannon

Kate Krauss

Not in Attendance

Also attending:

Chris Morris, Interim General Manager, Columinate

Kelly Finnegan, Nominee

Call to order – Susan called the meeting to order at 6:32pm.

Agenda Review – Jane moved, Kate seconded to approve the agenda. All in favor (6/6), motion carried.

Member Comments – Kelly gave some information about themselves. Working currently on housing and food provision. Here to observe.
The Board introduced themselves.

Consent Agenda – Kate noted that the GM Search Committee did meet in the last month, but was unable to produce the meeting minutes in time for this meeting. **Dan moved, Kate seconded to approve the consent agenda. All in favor (6/6), motion carried.**

President's Report/Announcements/Future Scanning –

- Susan had a meeting with an employee of NCG while she was in Minnesota. She visited multiple co-ops and markets.

Questions and Comments on GM's Report – Chris gave an overview of his major points in the report

Financial Report -

- Still behind sales targets
- Still testing options for former cafe and prepared foods area
- Looking at reduced administrative costs

GM Search Committee - There are several applicants at this point, but few that fully meet the criteria. Screening interviews are being conducted. The original deadline of a hire by May 1st seems unlikely. Conducting the search in house has kept the process less financially intensive, but more time intensive. More conversation to be had in Executive Session.

Finance Committee - Some of the work the Finance Committee fed into the GM's finance report. They used some of Angie's (previous GM) budget that she created after the Board approved a different budget.

Fundraising for Working Capital -

Per the attachment:

Steps completed as of 3-19-2025:

- List of the top 200 member patrons from 2024 (as measured by frequency of shopping and/or dollars spent) compiled.
- A Board-approved promissory note prepared by MI attorney Dan Schemke for the loans.
- A signed MOU with Cooperative Development Services for Charitable Fund benefiting PFC.
- Protocols in place for receiving donations/loans with TY letters ready to send.
- Announcement of the Working Capital Campaign to attendees at two Engagement Meetings (Feb. 22 and 24). (Approximately 20 total attendees.)
- Raised to date \$36,000 in a combination of member loans and donation with another \$1,000 pledged and another prospect considering.

Next steps:

- Prepare and mail fundraising letter to the top 200 member shoppers (target last week of March).
- Follow-up calls/emails to targeted prospects on top 200 list by small team of volunteers.
- Establish PFC webpage on CDS platform, allowing online gifts (target ready by March 31).

- Fundraising appeal to all members via email for online donations (linking to CDS webpage platform)
- May "Round-up For PFC" at check-out: plan/execute
- End campaign by May 31.

The Board liked the idea of setting up an online option for fundraising.

Two loans have been made so far.

The Board discussed its communications strategy around urgency of its financial situation and the actions needed from members/shoppers.

Dan moved, Amanda seconded, to support the continuation of the capital campaign as presented. All in favor (6/6), motion carried.

Market Study - The contracted company has completed and provided the first draft. Susan and Jane have some comments and edits for them. One main takeaway is that the current location of PFC is highly advantageous in terms of the metric of having the highest sales per sqft compared to other businesses in the area. Study should consider foot and bike traffic.

The Board discussed the appropriate degree of public sharing of the market study, hoping to communicate about it to member-owners, but not with competitors.

Member Outreach - The February member engagement Zoom meetings were really successful with lots of attendees. The focus group was also positive.

- Community - feel a part of something bigger
- Education - events and other opportunities to share knowledge
- Personal touches of PFC

Next Community Outreach meeting will be exclusively focused on the Annual Meeting.

Amanda is assisting in PFC's connection with Blue Spring Farm. A tour will be arranged for member-owners.

Annual Meeting - Laurin invited the Detroit Co-op leader to speak at the Annual Meeting. Community strength offers feeling of control over one's life.

Nominations & Elections - All deadlines are being met.
Susan's term ends in April.

Dan moved, Amanda seconded, to appoint Susan Randall to the vacant seat on the Board that has one year of a term remaining, effective at the end of her current term. All in favor with 1 abstention (5/5), motion carried. The relevant term is 2023-2026, seat vacated by Eva Giatas.

Task List –

Due Date	Responsible Party	Task
	Susan + Jane	Meet with market study company to voice

		edits/comments
	Amanda	Set date for Blue Spring Farm tour
	Laurin	Create and share notes document about focus group
	Susan	Arrange envelope addressing meeting
	Susan	Set up online fundraising platform

Future Meetings—

Next regular Board meeting is April 16, 2025 at 6:30pm via Zoom. The Annual Meeting is April 22.

Adjournment – **Kate moved, Laurin seconded to adjourn the general meeting at 8:15pm. All in favor (6/6), motion carried.**

Executive Session - **Dan moved, Amanda seconded, to move into executive session for real estate and personnel matters. All in favor (5/6), motion carried.**

Respectfully submitted,

Rosie Pahl Donaldson, Board Administrative Assistant acting as Board Secretary