

PFC Board of Directors Meeting Minutes – August 20, 2013

Location: /sh/aut at Braun Court

Attendance

Board Members: Rebecca Kanner (vice president), Keegan Rodgers (secretary), Leah Hagamen, Ann Sprunger, Matt Graff (treasurer)

Not present: Gaia Kile, Cynthia Shih

Lesley Perkins, General Manager
Lori Crall, Merchandising Manager
Rusty Brach, Finance Manager

Patti Smith, Board Assistant, recording minutes

Vanessa Marr, owner-member (arriving at 6:30)

Call to order – at 6:15 pm by Keegan (filling in for Gaia)

Agenda Review – Rebecca suggested that we discuss changing the September meeting date because Lesley will not be present. Rebecca pulled G.11 off of the Consent Agenda.

Member Comments— No members were present at this time.

Announcements, Info-Sharing, Future Scanning – The parking lot across from the co-op was not opened as of 5:55 so Rebecca will contact the person from the county. Per Keegan, everyone is registered for the seminar in Kalamazoo. Leah shared that her hometown co-op in Massachusetts does a special where one can get \$100 worth of merchandise for \$75 and it seems to be a good investment for them. Keegan will be sending out a Doodle to set up the fourth quarter retreat. Matt shared that a member-owner complained about smoking close to the co-op's door. The picnic tables are on city property. Matt talked to his city council representative who put him in touch with someone from the city. He requested that the tables be moved further from the co-op. Lesley cleaned up the foliage in front of the co-op to try to control the mint that was growing there. Staff will continue to weed and care for the space.

Consent Agenda— The GM Evaluation Committee Charter was pulled from the consent agenda because Rebecca believed that it had not been discussed by the Committee; therefore, the only thing on the Consent Agenda was the minutes from July. Rebecca moved to accept the Consent Agenda, Leah seconded and the motion passed 4-0-1 with Matt abstaining.

G.11 (Member Petitions)—Rebecca was concerned that the summary and synthesis did not summarize the comments. Matt moved to accept the report and Gaia will draft new language by the October meeting. Ann seconded and the motion passed 5-0.

G.12 (Boycotts)—Rebecca moved to approve the report, Matt seconded and the motion passed 5-0.

Proposed Revision to G.13 and G.13/G.14 Syntheses—Matt moved to accept both of the monitoring reports, Leah seconded and the motion carried 5-0. Rebecca moved that we accept the revised G.13 (which would delete G.14), Matt seconded and the motion carried 5-0.

M.4 (Monitoring the GM)—Rebecca read over the changes that were made to M.4 by the GM Eval Committee. Ann moved to approve the report, Rebecca seconded and the motion carried 5-0.

GM Report and L.4.9—Lesley read over parts of her report, emphasizing that she is looking to hire solid, long term employees. It costs close to \$8,000 to train and prepare an employee. She continues to familiarize herself with all sections of the store and the employees/managers.

Lesley clarified that the numbers/figures in her report can be anything from last meeting to this meeting and can also do a “looking ahead” section.

Rebate checks are being printed and should go out in the next few days. This asset/liability will be gone from the finance reports once the checks go out. Whether member-owners cash them is irrelevant.

Lesley thanked Rusty for his help with the L.4.9 report. Rusty explained that the report shows our liquid assets versus liabilities and Board members need to make sure that liquid assets are at least twice our debts.

Rebecca moved to accept the L.4.9 report, Ann seconded and the motion passed 5-0.

Expanded Board Outreach—Member/Community Linkage Committee is the committee charged with outreach. They have a meeting on September 3 with the Elder Task Force. They also oversee Coffee with the Board. A suggestion was made to increase the coffees or change the date/time. Matt expressed interest in Saturday morning meetings. Ann expressed that many of the attendees at the Coffee with the Board were not members and perhaps we would get more member-owners on Saturdays. Others expressed concerns that Saturdays might be *too* busy. Lesley and Kevin will be working on the marketing plan for the year and it will include a list of outdoor events in the city. They will get that list to the Board once it is completed. Board may want to be more visible at outdoor events that people are already attending (not many people go to the co-op specifically for the Coffee with the Board events). Matt pointed out that any outreach event could be and should be used to recruit member-owners into volunteering, running for Board, etc.

Other outreach events are coming up. Member Appreciation Day is coming up on September 21. The Homegrown Festival is on September 7. Rebecca will send out emails to ask Board members to sign up to attend these events.

Is it possible for Member/Community Linkage to meet with Kevin and Karen about outreach opportunities? Rebecca is in touch with Kevin.

Diversity—Keegan met with Rosemary from the NEW Center regarding matters of diversity. The proposal consists of ideas from Rosemary to help the co-op become more inclusive and welcoming for all member-owners, shoppers and staff.

The discussion led to the following points of information:

- Survey is for staff, the plan comes after the survey. Rosemary would help the Board develop the plan to reach whatever goals were outlined
- This seems like more of an operational decision rather than a Board matter; however, Keegan indicated that he feels that the Board needs to decide how to define diversity and the parameters of a plan and then it will become a GM/operations issue
- Not sure consciousness raising is appropriate for the Board; don't want to get into a cycle of merely "consciousness raising" and then never making any plans for follow through
- Perhaps the Board should communicate with other Boards that have worked with the NEW Center/Rosemary to see what they have done
- An Inclusion Initiative staff committee has been put together by Susan and now a vision must be crafted

Rebate Task Force – 650 post cards sent out at beginning of month to people who did not cash their 2010 checks. Today Christina started printing out 3500 rebate checks for 2011, 2012 and 2013. They will be sent out with a coupon that says if you spend your check or donate it then you get \$15 (if you spend \$75 or more). Checks should be in the mail by next week.

Nominations Committee—The Board voted to have Vanessa Marr replace Cynthia Shih and serve the remainder of her term.

Looking Ahead – Synthesis of G.9, Board needs to pick annual meeting date, committees plan for expenditures, plan member drive, choose auditors.

Task List Review – Matt will synthesize G.9, Patti will send updates to Rusty for inclusion on the website, Lesley will explore getting Patti access to the website, Gaia will draft new language for G.11, Rebecca (on behalf of the Member/Community Linkage committee) will be in touch with Kevin regarding marketing issues, the Finance Committee will meet regarding auditors, Lesley will write up a proposal for collecting emails from member-owners in anticipation of e-voting and Keegan will meet with Gaia regarding the diversity proposal.

Future Meetings – Patti will email Gaia regarding this issue.

Attendance – No issues

Meeting Evaluation – Not done this meeting

Adjournment: Keegan adjourned the meeting at 8:10.

Respectfully submitted, Keegan Rodgers, Board Secretary