

People's Food Co-op
Board of Directors Meeting Minutes – October 16, 2019

Location: St. Andrews Church, Division St.

Attendance

Board Members Present:

Jaime Magiera (President)
Ray Anderson (Vice President)
Hannah Davis (Treasurer)
Amanda McCreless (Secretary)
Gaia Kile
Mary Rooney

Dennis Chernin and Steve Rich have stepped down from the Board.

Also attending:

Angie Voiles, General Manager

Call to order – Jaime called the meeting to order at 6:33pm.

Agenda Review – Agenda accepted.

Member Comments – No members present.

Announcements, Info-Sharing, Future Scanning, President's Remarks – Westside News recently had an article about Argus Farm Stop; hopefully PFC can get into Fourth Ward News again. Some public discussions are taking place at Argus in the next week. The William Street protected bikeway is having its grand opening October 27.

Consent Agenda – **Mary moved, Gaia seconded to accept the consent agenda. All in favor (6/6), motion carried.**

Questions and Comments on GM Report, Treasury, Finance – PFC is getting new members weekly. The online reinvestment portal has resulted in 3 reinvestments. Mary complimented the cashiers' engagement with customers regarding reinvestment. Refunds have not accelerated with the reinvestment campaign. During this campaign, a few people indicated that they still had never heard that the investment had changed, but the responses were not negative.

Amanda is going to a conference next week.

Angie and Ken have been given an application to the Fair Food Network, which they have been trying to get for a while.

The higher basket size is normal for this time of year.

Angie's has speculations as to why income this year is lower, one of which is the change of the Wednesday discount to a "pick your own day" discount. Customer count is driven by external forces, e.g. marketing. A major influencing internal force is perceived customer experience, regardless of values.

Amanda moved, Hannah seconded to accept the GM Report and Treasury/Finance Reports. All in favor (6/6), motion carried.

Linkage Committee Update – Linkage decided the next Annual Meeting would be at the St. Andrews Church again; the church was supportive. The potential dates are Tuesday April 21 or April 28, 2020. Linkage extended an invitation to a potential guest speaker. The Board will likely select April 21, 2020. The other Linkage item was focus groups for the multi-year plan. They discussed potential questions and other details, and found a potential moderator. People would be invited via a randomized selection from the member list. The meetings would be recorded. Linkage requests input from the rest of the Board on certain parameters.

The Board discussed the merits and goals of engaging focus groups. The reasons for the groups may have morphed over time. It is important to check in with the members in a meaningful way. The collected information could potentially be presented (after being made anonymous).

There was some updating of who is on the different committees and what the committees need to be doing.

L.4.1 – The survey response rate has been consistent. This L.4.1 report was particularly detail-oriented. Jade and Angie will be doing some reporting work together, which may change what the reporting looks like in the future. **Amanda moved, Gaia seconded to accept the L.4.1 report as being in non-compliance. All in favor (6/6), motion carried.**

Retreat Review – The Board did a round robin style of information sharing for this item:

- Mutual adherence to the policy-model can streamline work.
- The GM will be working on monitoring with both Paula and Jade, which will give different and helpful perspectives.
- Pessimistic news was expected, but the meeting turned out rather hopeful and the goals of PFC seemed possible.
- Jade’s broader view and experience is useful.
- Appreciated chat about empowerment.
- Useful for newer board members.
- How do we incorporate what we learned into our board members?
- Board-operations relationships in the past have not always been efficient or amicable. Being oriented to each other through these retreats is highly beneficial.
- Monitoring of the Board and the GM is really important.
- Ends need revisioning.
- A lot of great things. Went well. A good day.

The Board mused on how they might efficiently, helpfully, and with decisive action help the GM and respond to policy issues.

Board Member Recruitment – Given the Board’s recent history of having very short-term Board members, the Board needs to make sure that new Board members are going to be interested in Board issues for a long period of time. Some ideas for gauging that interest were discussed. Amanda referenced Jade’s advice that looking for recruits with passion for PFC may be more fruitful than recruiting people with specialized skills. The different personality traits of folks have different uses. Committee tasks need to be more objective and results-oriented; accountability and measurables need to be agreed upon.

Ends Review: 1-4 –

E.1) Through our products and services we promote local economy, environmental sustainability, health, and economic justice.

Local economy: When the GM monitors Ends, she presents about local businesses from which PFC sources.

Environmental sustainability: Reusable bags are good.

Health: This End will likely be reworked in the near future.

Economic justice: Current acute initiatives are the payment plan for reinvestment and the Co-op basics program.

A report on this should be delivered at the Annual Meeting.

E.2) We enhance and encourage cooperative community.

One co-op professional recently strongly suggested that talks/classes about cooperatives are unproductive and noninspiring. Interactions with individuals and the turn out to the bicycle co-op event say otherwise.

E.3) We foster participatory ownership through volunteer opportunities, educational experiences and cooperative governance.

There is some redundancy between E.3 and E.5. There is a “history of PFC” book from five years ago; some copies are still around.

E.4) In our business and community, we work towards the elimination of institutional and structural racism and oppression.

Invite more groups to hold meetings at PFC.

Hiring statistics also communicate progress towards this goal.

Multi-Year Planning – Much of the Board’s part of this discussion took place during the Linkage Committee Update.

Angie involved other leadership staff in the multi-year plan. They will all discuss budgeting and alignment on big picture operations issues in PFC. The plan will operate on the assumption that the physical location of PFC will be moving eventually; Angie has received much professional feedback that the building is prohibiting long-term profitability. The proposed final plan delivery date will be January 2020. The Board discussed if January was an acceptable due date; would having it sooner influence Board action?

Angie also reviewed some updates on notifications for reinvestment. There are still people that shop regularly at PFC but have, for an unknown reason, not taken equity action. These are the people that will notice the January 1st member benefit cut-off date.

Task List –

Responsible Party	Task	Due Date
Jaime	Find out when financial training can happen, from Jade	11/20/2019
All	Tell Ray for sure if you can do Tuesday April 21 for the Annual Meeting.	10/25/2019
All Ray will send an additional email	Parameters for people to invite What questions should the focus group participants be asked? What information/data do we want “mined” from the focus groups?	11/06/2019?

	Who do we want to invite in as moderator? How many groups? 4?	
Rosie	Update policies	11/02/2019
Jaime and Angie	Talk about L.4.1 versus benchmarking	11/06/2019
Jaime	Work on Ends proposal	11/08/2019
Jaime All sign	Acquire thank you card. Send it around for signatures.	11/08/2019
Jaime	Get Angie Board budget numbers	11/01/2019

Future Meetings— The next Board meeting is scheduled for November 20, 2019, at St. Andrews Church.

Meeting Evaluation –

- Moved through things effectively, efficiently
- Riding high off retreat
- Engaged dialogue
- Effective with moving things forward
- Reviewing retreat was a really good portion of the meeting
- Ability to communicate as a group is improving

Executive Session – **Jaime moved, Hannah seconded to move into executive session for matters of finance. All in favor (6/6), motion carried.**

Adjournment – **Ray moved, Mary seconded to adjourn the general meeting. Meeting adjourned at 9:07pm. All in favor (6/6) motion carried.**

Respectfully submitted,

Rosie Pahl Donaldson, Board Administrator acting as Board Secretary