

People's Food Co-op
Board of Directors Meeting Minutes – July 15, 2020

Location: Virtual Meeting, Bluejeans

Attendance

Board Members Present:

Jaime Magiera (President)
Ray Anderson (Vice President)
Hannah Davis (Treasurer)
Amanda McCreless (Secretary)
Mary Rooney
Pat Zabaya
Danielle Falcon

Not Present:

Victoria Westman

Also attending:

Angie Voiles, General Manager
Susan Landauer, Human Resources Director

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

Agenda Review – The Linkage Committee Report was pulled out of the consent agenda, and moved to Ends Policy 4. **Hannah moved, Ray seconded to accept the agenda. All in favor (7/7), motion carried.**

Member Comments – No member-owners present.

Announcements, Info-Sharing, Future Scanning, President's Remarks – Jaime recommended an article about automated Amazon shopping carts.

Consent Agenda – The Linkage Committee Report was pulled out of the consent agenda, and moved to Ends Policy 4 (Item G). **Patrick moved, Danielle seconded to approve the consent agenda as amended. All in favor (7/7), motion carried.**

Questions and Comments on GM Report, Treasury and Finance – Mary expressed hope for the 104% increase in basket size compared to last year at this time. Angie spoke to the DoubleUp Bucks program, which has been delayed due to COVID. Ray asked about the status of staff hero pay. Angie responded while staff deserve hero pay, it corresponded to the governor's Stay Home, Stay Safe order, and thus ended on June 12th. Mary asked the store's experience thus far with the mandatory mask order that went into effect on Monday. Angie replied that tensions are higher among staff concerned about the need for enforcement, but they have been seeing much higher voluntary mask compliance from customers. **Amanda moved, Patrick seconded to accept the GM/Finance Report. All in favor (7/7), motion carried.**

3Q 2020 Operational Plan & Financial Budget – Angie restated the purpose of the 3-month plan and explained that she created multiple scenarios based on different sets of historical data, particularly differential sales growth by department. Things that could be reasonably controlled to improve projections are labor costs (right-sized in the last year) and supplies (delay new equipment). Projecting controls on these variables still didn't create profit. The next best variable that can be influenced is simple number of sales: if 15 more people spent \$33 every day, projection would be positive. Hopefully the incoming online store will help increase sales, but there are no data on this currently. These are the cornerstones of retail regardless of COVID.

One strategy for increasing customer count is restarting marketing campaigns that were cancelled at the beginning of COVID. Multi-day sales have worked better than single day flash sales. The second strategy is increasing store opening hours.

In the next quarter plan, the margin goals from today will be able to be compared to actual data. These plans will assist with the next one-year plan.

Jaime motioned, Ray seconded to postpone approval of the submitted plan, in order to have another discussion. All in favor (7/7), motion carried.

Ends Policy #4 – Ray asked for Board support for hosting a discussion with We the People Opportunity Farm in Ypsilanti. Linkage is still in talks with the Kalamazoo co-op. Linkage met with Angie and Ken to discuss asking donation recipients if they would be willing to be interviewed for PFC publications. Mary is going to talk to PFC staff to understand about what has already been done operationally in support of racial equity.

Executive Session – **Jaime moved, Ray seconded to move into executive session. All in favor (7/7), motion carried.**

Mini-Retreat Planning – The retreat will be a 3 hour session on a Saturday morning, and there will be two of them before the end of the year. The primary topic for the retreat will be capital campaigns. Mary mentioned that Jade has a lot of experience with social justice and co-ops; this would be a good option for mini-retreat #2. Mary also requested to review last year's business plan.

Jaime will bring in a real estate expert as a guest speaker in August/September.

Ends Policies 5-7 –

E.5) We develop collective community wisdom around health and nutrition, principles and practices of sustainability, cooperative values and principles, and our own cooperative history.

There are two upcoming Board blog posts that support this end. Hoping to move health/sustainability presentations online.

E.6) We are a model employer demonstrating a culture of professionalism, mutual support, and open communication which is based on the balance of personal and organizational needs.

Emails and social media posts about mask-wearing have thoroughly demonstrated professionalism and support.

E.7) Remembering and building on Peoples Food Co-op's history we will thrive into the future!

An aspirational End.

Task List –

Assigned Date	Due Date	Lead	Task	Status
07/15/2020		Board	Let Hannah know if you want to be part of the Disaster Planning Committee	
07/15/2020	08/19	Linkage	Presentation on Kalamazoo’s antiracist policy. Focus on metrics and benchmarks.	
07/15/2020	08/01	Board	Discuss 3Q 2020 Operational Plan & Financial Budget	
07/15/2020	08/01	Jaime	Confirm with all Board members and Jade that a Saturday morning will work for retreat	
07/15/2020		Jaime	Secure real estate expert speaker for August or September	
07/15/2020	08/01	Jaime, Ray, Hannah, Angie	Get Annual Report to membership. Ray, write Linkage contribution. Jaime, write President’s statement.	

Future Meetings— The next regular meeting is August 19, 2020. This will be a virtual meeting.

Meeting Evaluation –

- Talked through some tough stuff
- Feeling comfortable participating in meeting
- Missed Victoria
- Productive and efficient
- Learned some interesting stuff
- Appreciate everyone’s hard work

Adjournment – **Ray moved, Pat seconded to adjourn the general meeting. Meeting adjourned at 8:57pm. All in favor (7/7) motion carried.**

Respectfully submitted,

Rosie Pahl Donaldson, Board Administrative Assistant acting as Board Secretary