



PEOPLE'S FOOD CO-OP

NATURAL FOODS MARKET & DELI

2024 Annual Meeting Minutes

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Election Results

Two candidates were on the ballot for three positions open for election.

There were 6 validated paper ballots; the remainder were online.

Jane Dixon had 6 paper votes and 308 online votes with a total of 314 votes.

Kate Kraus had 5 paper votes and 322 online votes with a total of 327 votes. There were 14 online abstentions.

Vice-President, Conner Levy, is resigning from the Board effective April 30, 2024, due to a relocation to Texas. Pat Zabawa (Treasurer) and Colleen Crawley completed their terms and did not seek reelection.

Treasurer's Report

PFC hasn't had a revenue-positive year and has run at a loss since 2012. PFC's most recent fiscal year, 2023, followed the same trend, with a reported loss of \$400,294.

Through COVID, PFC was able to apply for government loans and grants to stem its losses. In 2023 PFC invested in reopening its cafe and hot bar, and with great enthusiasm. Unfortunately, despite the number of community members who enjoyed our reopened cafe and hot bar - and community dinners! - revenues were far below expenses, and these had to close in 2024. That's where such a large 2023 loss came from, but sales per labor hour and other financial headwinds have much improved since those services' unfortunate closure. PFC is now focused on being a leaner grocery store with an improved focus on product offerings in what was its cafe and hot bar section.

PFC continues its long-term goal of updating the outdated store, which can be difficult to access by many forms of transportation, is difficult to navigate internally, especially to those with

physical accessibility issues, and isn't as financially sustainable due to these and other issues related to its age.

While things change at PFC, PFC's values have not changed and that its values are what PFC offers that other area retailers do not. Our call to action is to continue to shop at PFC and give us feedback as to how we can best support our collective values and strive to make our community a better place.

As our Ends policies state, PFC strives to adapt its services to the community to be financially viable, while at the same time keeping its focus on its values.

GM Report

Angie has been the GM of PFC for six years and employed for many years prior. COVID changed customers' shopping habits, both during COVID and afterwards, in a way that negatively affected PFC. The workforce moving out of downtown and into more remote environments affected shopping, for example. Prior to COVID, prepared foods and hot bar was 20% of the profit margin, so much focus went into reopening that department. However, the projection was not reached and PFC could not sustain the cash drain caused by the department. That department, and the cafe, was subsequently closed 4 weeks ago. There is a disappointing emotional loss with that decision, but also the necessary opportunity to determine how to be better grocers. In the near term, the kitchen and cafe space are being transitioned. Focusing on areas where current shoppers are demonstrating they want to buy, the cafe area is now bulk foods.

President's Report

PFC did make great strides and make accomplishments in 2023. 126 new members joined the Co-op, bringing PFC's active membership to 2,434. PFC shoppers "rounded up" on their grocery purchases to support 12 worthy non-profits in our community, for a total of \$12,466 donated. The Board's Community Engagement Committee, launched a quarterly Board newsletter in October; began Co-op Coffee Convos in October on a quarterly schedule; hosted Beverly Ruesink of Needle-Lane Farms for a Meet Your Farmer Event; and organized volunteers last spring to plant nearly 200 small plants in the City-owned Sculpture Plaza garden beds located just outside the Co-op.

Addressing transportation issues, the Board worked with the County to open the County parking lot across the street from PFC for free public parking 45 minutes earlier, Monday, Tuesday, Thursday, and Friday. The Board also worked with the Downtown Development Authority to add an additional 15-minute street parking space in front of PFC.

Open Question & Answer/Comment

- Comment: PFC used to own its storefront. Renting doesn't lead to financial stability. PFC should have started a building fund ages ago for renovations. PFC should be reincorporated as a 501c3 so it wouldn't have to pay taxes and could accept charitable donations.

Comment: The panel promoted people-level friendly activities associated with safe streets, but PFC sees a decline in business every time the street in front of it is closed for these kinds of activities. Walking and biking to PFC is great, but those folks will have smaller basket sizes and not everyone will change their lifestyle to grocery shop every day or every couple days. Need something more "hip."

Comment: Disappointed with Mayor Taylor's comments as reported by the Board. Relying on capitalism will not produce grocery stores, as they have declined over time. Also no one is going to cart groceries 2 blocks to the Ashley-Ann Parking structure.

Comment (from Zoom chat): PFC's image is too 70s and too focused on being community owned. May not be obvious it's a grocery store.

Comment (from Zoom chat): I've been shopping at the PFC for decades, and do my weekly shopping there, +\$100/week. None of my friends ever shop there. They go to Plum Market, they go to Arbor Farms, they go to Whole Foods.