

Ashland Food Cooperative Board of Directors Meeting March 11, 2015 APPROVED

Board members present: Gwyneth Bowman, Joanie Kintscher, Ian Crosby, Charlie Douglass, Jeff Golden, Gary Einhorn, and Julie O'Dwyer. **Employees present**: Emile Amarotico, General Manager. **Others:** Ken Crocker, Professional Facilitator; Abby Lazerow, Board Administrator.

The Meeting was called to order at 6:02 p.m. by Ken Crocker.

AGENDA ITEM	DISCUSSION POINTS	ACTION
Positive Affirmation	Joanie Kintscher led the positive affirmation.	
Announcement, Calendar of Opportunities and Expectations and Training Opportunities	 The Cooperative Cafe will be held on March 13 in Sacramento. Emile, Ian and several managers will attend. The Prospective Board Candidate Reception will be held on Wednesday, March 18 at 7 p.m. in the Co-op Classroom. The Finance Committee conversation with auditors will be held on March 30 from 12-2 p.m. The Board and MT Strategic Planning meeting will be held on April 2, from 10 a.m. to 12 p.m. Earth Day will be held on April 25 at ScienceWorks. The Board Wiki is still being updated. 	
Owner Forum	 Owner Daniel Morse (5987) read in recent Board minutes that the Board has held discussions about growth and expansion. He was concerned about parking and access and asked how this will be addressed. Board President Gwyneth Bowman said there are strategic planning groups that are investigating options for parking. The Board is aware parking and access is an important issue. 	
Agenda Review	 Done. Jeff Golden asked the Board to review the Conflict of Interest policy. He requested this be added as a future agenda item. 	Approved.

Consent Agenda	 February 11, 2015 Board Meeting Minutes February 11, 2015 Executive Session Minutes GM Report, March 2015 Board Finance Report, January 2015 	The Board unanimously approved the Consent Agenda documents.
April Strategic Planning Meeting	 The SWOT team has been meeting since early November. A report will be presented to the sponsoring ad-hoc committee. On April 2, the Board and MT will meet to receive a presentation from the SWOT team and to discuss next steps. The Board is looking forward to this meeting. 	
Education Opportunities and Board Trainings	 Gwyneth discussed the policy and procedure for Board trainings. The priority is to hold local trainings to benefit all Board Directors. Directors may participate in one out of town training conference during their term. It is important Directors follow the procedures listed in the document. The Board President approves training requests after they are submitted to Accounts Payable. The BDC is responsible for developing proposals for retreats and group trainings. Conflict resolution and consensus building is an important topic for upcoming Board training. Funds for Board retreats come from the training budget. The BDC needs to look at the total funds available. This year the Board gave up \$10,000 from its budget to help cut costs at the Co-op. 	
GM Report	 The new Deli Manager, Marty Williams, will start work on March 16. He fits well with the MT and has deep roots in hospitality and the restaurant world. Emile is investigating solutions to transporting products from the barn to the loading dock using power lifts and motorized carts. The next All-Staff meeting will be held on two different days and two different time slots. The meetings are tentatively scheduled in the Co-op Classroom on Wednesday, April 22 and Friday, April 24, from 9 to 11 a.m. and from 2 to 4 p.m. The goal is to offer multiple meeting choices so as to have less impact on store operations. Directors are invited to attend. The Employee Alliance bargaining process has begun. The first bargaining agreement was a nine-month process. It is hoped current discussions will lead to a two-year agreement. The MT has conducted two effectiveness assessments in 3Q14 and 1Q15. The goal is to improve effectiveness in decision-making, communication and encouraging diverse perspectives. The Marketing & Merchandising Committee is reviewing basic pricing 	

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- The Marketing & Merchandising Committee is reviewing basic pricing items. Each department is selecting items that should be part of basic pricing. Basic pricing will be rebranded and individual items promoted within the store.
- Basic pricing classes (free to owners) teach shoppers how to use these products.
- Gwyneth suggested conducting another market study to compare prices

The meeting was adjourned at 6:53 p.m.

Minutes were prepared by Abby Lazerow, Board Administrator.