

**Ashland Food Cooperative
Board of Directors Meeting
April 13, 2011
APPROVED**

Board members present: Guy Nutter, Peter Hoyt, Gwyneth Bowman, Glenn Hill, Joanie Kintscher, Ric Sayre and Elizabeth Robinson **Employees present:** Richard Katz, General Manager. **Others:** Ellen Craine, Facilitator; Abby Lazerow, Board Administrator.

The Meeting was called to order at 6:00pm by Ellen Craine

AGENDA ITEM	DISCUSSION POINTS	ACTION TAKEN	REMINDERS/ FOLLOW UP
Announcements	<ul style="list-style-type: none"> • Richard will be on vacation from May 4 - May 20. • Dinner with the Directors is May 18. • Elizabeth will be absent for the May meeting. 		Joanie and Ric will attend the May dinner with the Directors.
Owner Forum	<ul style="list-style-type: none"> • Melissa Syken is planning to open a green baby store at 260 N. 1st Street, and asked the Board to be supportive of her project. • Charles Douglass and Bobbie Le Claire, running for Board Director and Staff Director positions respectively, attended the meeting to observe the Board process. 		
Agenda Review	<ul style="list-style-type: none"> • Done. • One director requested adding a discussion of health and safety to his presentation. 	Approved.	
Calendar of Opportunities & Expectations	<p>Election Process:</p> <ul style="list-style-type: none"> • There are very strong candidates running for the Board this year. • All candidates were interviewed with the exception of Glenn and Charlie, who have already worked with the Board. • Candidates will submit their photos and statements to Annie Hoyt by Friday, April 15. 		
Training Opportunities	<ul style="list-style-type: none"> • Fierce Conversations Workshops; cherylrgood.com/fierce-conversations • CCMA, San Diego, 6/16/11-6/18/11. More information available at www.ccma.coop 		Submit CCMA proposals to BDC by May 1, 2011.
Consent Agenda	<ul style="list-style-type: none"> • The Board unanimously approved all Consent Agenda items. 	The BoD approved all Consent Agenda documents.	

2011 Goals and Action Statements	<p>Goal 7e: Role of Staff Director in Building Board/Employee Relations and Awareness</p> <ul style="list-style-type: none"> • Dinner with the Directors is very positive way to interact with owners and employee-owners. • One Director suggested inviting employees and owners together at each dinner. • The number of guests could be increased from 10 owners to 12. • It was suggested to have two dinners with employees this year; topics of conversation would be different from dinner with owners and could help increase Board/employee owner interaction. • A Director will talk about the Board at employee trainings. 	<p>The Board unanimously approved adding two “Employee Dinners with the Board” in 2011.</p>	<p>The Outreach Committee will bring a proposal for implementing this program back to the Board.</p> <p>Gwyneth will present at the April 15 employee training day. Ric and Elizabeth will join as well.</p>
Testing Radiation in Co-op Food Products	<ul style="list-style-type: none"> • Because of the recent radiation releases in Japan, owners are concerned about the safety of produce and seafood. It was proposed the Co-op purchase a special geiger counter to check for contamination. • Med-Com, a company that manufactures these meters, has offered to create and implement a training program to check all incoming produce, sea vegetables, and seafood. 	<p>The Board asked Richard to conduct further research to decide if this is a feasible idea.</p>	
2011 Goals and Action Statements	<p>Goals 6a, 6c and 6d: Increasing Opportunities for Board Directors to Engage with Owners</p> <p>What does meaningful engagement with owners look like?</p> <ul style="list-style-type: none"> • Board members help to foster the feeling the Board is accessible and represent the voice of the owners. • Board members engage individually with owners and hear owners’ opinions. • Board members speak with owners when in the store. • Board members continue to develop good listening and communication skills. • Board members are well informed about Co-op by-laws and the organization so they can respond to owner questions. • The Board should be able to respond to topical owner concerns and anticipate needs of owners. • Being a Board Director is a position of service to the community. • Board members communicate values, integrity and patience; their personal integrity becomes global integrity. • Owners need to be aware of the Board and its function and know that the Board is not just running the business of the Co-op. 	<p>Discussion.</p>	

	<ul style="list-style-type: none"> • Owner recognition of Board members is important to encourage interaction and dialogue. • Communication can be enhanced through the website, newsletter articles and signs in the store. • Owner surveys can help highlight owner interests and concerns. • The Board is a dynamic, living organism. The Board strives to build an open relationship with owners and encourage dialogue. • Owner concerns and letters are acknowledged with one voice. Issues will be turned over to the Board President or to the General Manager, rather than be addressed by individual Board members. 		
Break	A 10 minute break was held from 7:05 p.m. to 7:15 p.m.		
Review Strategic Plan	<ul style="list-style-type: none"> • The Strategic Plan will be reviewed with the management team. • Richard is still investigating ways that Umpqua Bank can relocate with a drive-up window closer to downtown. 	Discussion.	
Fierce Conversations Trainings	<ul style="list-style-type: none"> • Cheryl Good submitted an updated proposal. • Training will be coordinated with the management team to save costs. • The first session will focus on Team Building. The Confrontation session will be held at a future time. • As training will take place on the June Board meeting date, Board business will be conducted in an Executive session. • Abby and Ellen are invited to attend the training. 	The Board supported BDC to hold the Fierce Conversations training on June 8.	8 workbooks for the training will be ordered in advance.
Organicology Conference Report	<p>The Conference offered a series of interesting keynote speakers. Topics included:</p> <ul style="list-style-type: none"> • Encouraging corporations to adopt fair trade practices. • The need for sustainable product standards. • Creating awareness of how close we are to the tipping point of no return for the planet. • Awareness of the carbon cycle of the products we use. 	Discussion.	
GM Report	<ul style="list-style-type: none"> • The large error made by the administrators of the 401K plan has been corrected. • The loss prevention program is working well. • There was an 8% increase in sales, 6% real sales growth, and a 2% increase in product prices. • April 3- 10 was the second busiest sales weekend ever. • There is new equipment in the meat department. 	Discussion.	
Committee Sharing	<ul style="list-style-type: none"> • The Shelby Report, a food trade publication, reviewed new 		

	<p>technology that can be used by shoppers with smart phones to read QR codes. These codes are linked to changeable content, videos, coupons, website landing pages, video interviews and recipes. Displays are also available showing vendors and product production.</p> <ul style="list-style-type: none"> • The NCGA April article on evaluating general managers was very informative. • Grants Committee: 46 grant applications were submitted; they have been duplicated and given to 4 members of the committee for review. • Sustainability Committee: Glenn appreciated attending the Organicology Conference. 		
Meeting Evaluation	<ul style="list-style-type: none"> • Guy was missed at the meeting; • The meeting was very enjoyable, with interesting and thoughtful discussions. • Information about the radiation detector was appreciated. 		

The meeting was adjourned at 8:03 p.m.

Board Actions:

The following Consent Agenda Items were approved:

- March 9, 2011 Board Meeting Minutes
- March 2011 Executive Session Minutes
- Calendar of Expectations for Board Members
- Calendar of Expectations for Staff Directors
- Expectations of Board Members
- Expectations of Staff Members
- 2010 Board Actions
- Discount List (3/11)
- Outreach Report, April-May 2011
- 2011 Board Events Master Calendar
- 2011 General Events Calendar

Committee Reports:

- Outreach Committee Minutes, 3/1/11
- Outreach Committee Minutes, 4/5/11
- BDC Minutes, 3/24/2011

The next regularly scheduled Board meeting will be on Wednesday, May 11, 2011 at 6:00 p.m. with Ellen Craine facilitating.
The GM report and Committee reports are available on request.

Minutes are not posted until approved by the Board at the next month's meeting.

Minutes were kept and prepared by the Board Administrator, Abby Lazerow