



October 11, 2017 Meeting Minutes  
APPROVED

**Directors present:** Gwyneth Bowman, Gary Einhorn, Ed Claassen, Julie O'Dwyer, Aaron Jarvi, Charlie Douglass, Jeff Golden.  
**Others present:** Emile Amarotico, General Manager and Abby Lazerow, Board Administrator.

Facilitator: Ed Claassen      Timekeeper: Jeff Golden  
The meeting was called to order at 6:01 p.m.

Item Number	Description	Discussion	Action
1	<b>Positive Affirmation</b>	<ul style="list-style-type: none"><li>Charlie Douglass led the positive affirmation.</li></ul>	
3	<b>Announcements and Opportunities</b>	<ul style="list-style-type: none"><li>Directors should RSVP for the employee fall assembly on Monday, October 30 and Wednesday, November 1.</li></ul>	
4	<b>Agenda Review</b>	<ul style="list-style-type: none"><li>Done.</li></ul>	
5	<b>Consent Agenda</b>	The following Consent Agenda documents were approved: <ul style="list-style-type: none"><li>2017 Board Meeting Minutes, 9-2017</li><li>2017 Executive Session Minutes, 9-2017</li><li>Board Finance Report, August 2017</li><li>Board Communication Device Understanding and Agreement, Revised 9-17</li><li>Board of Directors Communication Device Acquisition Manual, Revised</li></ul>	The Board unanimously approved the Consent Agenda documents.

		9-17	
6	<b>Virtual Annual Meeting Planning, October 25, 2017</b>	<ul style="list-style-type: none"> <li>• The Board will hold a full rehearsal on Sunday, October 22 and Tuesday, October 24 at 6 p.m.</li> <li>• A list of questions for the Board has been compiled from owner volunteers and from the 45th anniversary party. Emile will answer operational questions.</li> <li>• Owners are invited to attend the meeting in person or to login and participate through the online link.</li> <li>• There will be pizza and dessert for those who attend the meeting in the Co-op Classroom.</li> </ul>	
7	<b>Committee Assignment for Secretary of External Relations</b>	<ul style="list-style-type: none"> <li>• The Board had decided all officers should chair a significant standing committee.</li> <li>• The Board President discussed converting the co-op movement strategic initiative into a standing committee focused on external affairs. The new committee would also work with governmental entities and Rogue Co-ops. The Secretary for External Relations would chair this new committee.</li> <li>• The SER was not ready to agree to be chair and would like to do some more research.</li> <li>• An additional director is needed to join the Strategic Planning Steering committee.</li> <li>• Board Directors do not have the time to also be champions of strategic initiatives. The Board will look for engaged community members to be champions of strategic initiatives.</li> </ul>	
9	<b>Board Goals</b>	<ul style="list-style-type: none"> <li>• Ed had sent out a list of 2017-2018 Board goals.</li> </ul> <p><b>Organization-focused Goals</b></p> <p><i>Owner Engagement</i></p> <ol style="list-style-type: none"> <li>1. Determine outreach modalities such as forums and surveys that would be most helpful to engage owners and customers.</li> <li>2. Engage owners at least twice through several of these modalities to identify opportunities to enhance the owner experience.</li> <li>3. Reach out to owners on at least two challenging topics such as</li> </ol>	

		<p>banking, patronage dividends, serving low-income neighbors.</p> <p><i>Strategic Planning</i></p> <p>12. Develop a comprehensive plan to resolve our space issues, including cost projections for significant expansion that is financially viable and to ensure opportunities for future growth and profitability.</p> <p><b>Board-focused Goals</b></p> <p><i>Financial Focus</i></p> <p>A. Improve our financial comprehension by identifying key financial concepts and metrics and arranging for at least two work sessions dedicated to this process.</p> <p>B. Apply these financial concepts in deliberations regarding budget priorities and other key financial metrics.</p> <p><i>Committee Alignment and Focus</i></p> <p>C. Take a strategic look at all current committees to assess whether they are aligned with our priorities and not overlapping in responsibilities.</p> <p><i>GM Evaluation</i></p> <p>D. Insure that the general manager's goals are measurable.</p> <p>E. Monitor the measurable progress of the general manager in relation to his goals on a monthly basis.</p>	
10	<b>Employee Orientation</b>	<ul style="list-style-type: none"> <li>• Last month only one director participated in the new employee orientation. This is an important opportunity for the Board to connect to staff.</li> <li>• Some directors had difficulty attending because of work commitments.</li> <li>• The Board agreed the Vice President would carry out this responsibility.</li> </ul>	
11	<b>Finance Committee Report</b>	<ul style="list-style-type: none"> <li>• August was a good month compared to July.</li> <li>• Labor costs were at 21.1% in August because the amount budgeted for benefits (\$111,000) was higher than the actual spent (\$83,000.) \$24,000 went to pay the bonus deficit down. When an additional \$15,000 is paid off, bonuses will start accruing.</li> <li>• Owner sales were down in August and September sales were down 9%. The use of owner discount coupon motivates higher sales and there should be a rebound in October.</li> </ul>	

		<ul style="list-style-type: none"> <li>The Patronage Dividend is currently \$217,000. There may be a good dividend by the end of the year.</li> </ul>	
<b>12</b>	<b>GM Report</b>	<ul style="list-style-type: none"> <li>The Co-op is working on an electronic check acceptance mechanism. Owners have been able to cash their patronage dividend checks at the information desk; however, electronic systems do not allow the run of two-party checks. The goal is to eventually load owner dividends in the form of credit into the point of sale system for owners to apply to their purchases. This will save the expense of mailing 7000 checks and researching uncashed checks for past years.</li> <li>The Co-op newsletter is now delivered to owners electronically. Informing owners in advance was helpful.</li> <li>An entrepreneur who specializes in organic cotton and hemp clothing is working with Plexis owner Jorge Yant to develop a "hemporium" concept featuring all things hemp. They will also set up some vendor opportunities, a health practitioner area and a food court. This could potentially be a place for the Co-op to do some market testing with new food offerings.</li> <li>The Tech Department is investigating electronic access for customer comments.</li> <li>The outdoor flyer kiosk may be moved so it does not block the store entry.</li> <li>The process for vetting events has been confirmed. Only events will be posted, and all flyers must have an event date. There will be signage that the Co-op does not necessarily endorse these events and to inform the information desk if postings are inappropriate. Flyers that are explicitly or implicitly discriminating or hateful to groups or persons are inappropriate and will be taken down.</li> <li>The solar panels on the barn roof have been turned on.</li> </ul>	
<b>13</b>	<b>Owners Forum</b>	<ul style="list-style-type: none"> <li>Owner Al Karger asked if the present size of the store limits what products the Co-op is able to offer.</li> </ul>	

The meeting was adjourned at 7:48 p.m. Minutes were prepared by Abby Lazerow, Board Administrator