

Common Ground Food Co-op
 Board Meeting Minutes
 March 13, 2017
 6:15 pm to 8:15 pm
 Urbana Civic Center, Urbana Illinois

Present: Magdalena Casper-Shipp, Charles Delman, Tom Howley, Margaret Johnstone, Marissa Stewart, Ted Veselsky, Kristin Walters, Julie Zilles

Absent: None

Others Present: Satina Braswell, General Manager
 Jeffrey Chandler, Minute Taker

Proceedings	
Meeting called to order	At 6:16 pm by Julie Zilles
1. Preliminaries	<p>A. Guests/Owners Satina Braswell, General Manager Jeffrey Chandler, Minute Taker</p> <p>B. Public Comment None.</p> <p>C. Agenda Amendments None.</p>
2. Board Study	<p>Visioning</p> <p>Kristin Walters presented results from visioning survey from staff and board members. The democracy project working group compiled data and identified items that could be addressed within the next year and others that might fit into a five year plan. They will then present these options for owners to prioritize and provide further focused input.</p> <p>The short term ideas of interest include online ordering, more prepared foods, specialty diet projects and classes. It was noted these options are targeted more for increased sales growth rather than community outreach. There was discussion about appropriate wording or specifics to help differentiate the feasibility between these immediate projects and the potential long term projects. There was also discussion about adding partnerships</p>

	<p>with health organizations, for example healthy eating or medical condition related specialty diets. Additional comments and suggestions were given.</p> <p>The five year goals gave collective thoughts on expansion projects like the bakery and food bar, as well as outreach projects, a community kitchen program, expanded online services and capabilities, and other thoughts. There was discussion about expansion projects based on sales growth or by customer/owner demand. There was further discussion regarding specific items.</p>
<p>3. Consent Agenda</p>	<p>A. Public Minutes from January Meeting Julie requested item A be removed for amendments.</p> <p>B. GM Operational Update (MORE) Magdalena Casper-Shipp requested numbers for owners added and lost to be given. Julie Zilles asked about updates to elevators. Satina Braswell noted the passenger elevator is fixed and operational. She added the freight elevator has had some work done, but is not complete so they are still not able to use it, but she is in communication with landlord.</p> <p>C. Monthly Financials</p> <p>Action Taken The board unanimously approved items B and C of the consent agenda.</p> <p>Julie noted that in section 4A Wagners should be changed to Wegner. She also noted the non-compliance item in 6C is a procedure not a policy.</p> <p>Action Taken The board unanimously approved item A as amended.</p>
<p>4. GM Monitoring</p>	<p>A. EL B1 Financial Conditions</p> <p>There was discussion about the non-compliant items in the report. Charles</p>

	<p>Delman asked why there was a loss this January where as in years past January has been a positive sales growth month. Satina responded that the customer base itself has declined, potentially due to competition. Satina also added the sales used to follow an up and down pattern but have evened out, which could indicate the core customer base is still loyal but the former occasional customers are shopping around. There was further review of report line items.</p> <p>Charles noted that Satina has reported she has been in touch with the other 60% of co-ops in the central corridor that are experiencing downward sales growth to gauge the trend, but asked if we have reached out to the 40% of co-ops not in decline. Satina advised she has but co-ops are all so different it is difficult to find successful co-ops with the same environment, competition concerns and market as ours.</p> <p>Marissa Stewart added she finds difficulty gauging compliance when the report doesn't offer follow up on previous strategies and projects completed. Other board members also offered that the list of previous strategies is not addressing if they were successful and how that is impacting what the current projects should or can be targeting. Others asked for focused monthly goals/projects they could follow up on the next month. Julie reported the Financial working group needs to develop a better guideline for this report to determine exactly what is expected of Satina in this report, and that they are meeting later in the week.</p> <p>Action Taken</p> <p>The board unanimously voted not to accept the report as not in compliance, and requested the report be resubmitted in April 2017 after Financial Working Group provides further guidance to Satina.</p>
<p>5. Fin MOO Preparations</p>	<p>Marissa reminded the FinMOO will be April 8th at 2pm in the classroom at the Co-op. She is</p>

	<p>working with staff on food, and with Julie and Satina regarding the communication plan. Magdalena reported she is working with Julie on the presentation and how to present negative sales growth and second location project cancellation, and also focusing on offering positive information from last year. Julie noted the communication plan draft is in Basecamp for review and input. She also noted a democracy project and owner outreach presentation is also being developed. Kristin will write the newsletter this month about the visioning work being done, and tabling will focus on FinMOO promotion.</p>
<p>6. Committee Updates</p>	<p>A. Board Development Committee Magdalena confirmed Julie and Charles will be attending CCMA this year.</p> <p>B. Owner Outreach Committee Marissa reported the committee is working on the “coffee with a board member” revamp.</p> <p>C. Policy Committee Charles reported work is being done on the staff treatment policies to be presented in a future board meeting.</p> <p>D. Democracy Project Working Group Covered in Board Study</p> <p>E. Financial Working Group Julie reported the committee is meeting this week after researching independently.</p> <p>Julie noted resignation from John Orawiec, but added discussion to be had next month</p>
<p>7. Closing</p>	<p>A. Next meeting April 10, 2017 Urbana Civic Center</p> <p>B. Outreach calendar assignments</p> <p>C. Other tasks and assignments</p> <p>D. Go around for comments The board went around for closing comments.</p>
<p>8. Meeting Adjourned</p>	<p>At 8:18 pm by Julie Zilles</p>