

Common Ground Food Co-op  
 Board Meeting Minutes  
 July 11, 2016  
 6:15 pm to 8:15 pm  
 Lincoln Square Conference Center, Room 154D

Present: Jodi Anderson, Magdalena Casper-Shipp, Margaret Johnstone, Todd Sweet, Colleen Wagner, Julie Zilles

Absent: Charles Delman, Megan Gillette

Others Present: Satina Braswell, General Manager; Phyllis Bruno, Finance Manager; Jeffrey Chandler, Minute Taker

<b>Proceedings</b>	
<b>Meeting called to order</b>	At 6:15 pm by Julie Zilles
<b>1. Preliminaries</b>	<p><b>A. Guests/Owners</b>          Satina Braswell (General Manager)          Phyllis Bruno (Finance Manager)</p> <p><b>B. Public Comment</b>          None</p> <p><b>C. Agenda Amendments</b>          Addition of Board member resignation and removal of the Monthly financial updates from consent agenda.</p>
<b>2. Board Study</b>	<p><b>A. Summary of IBC report and survey results</b>          Satina Braswell presents the results of the IBC survey. The results are based on responses of 541 people, only 1 of which was not a current owner. Satina shared results including demographics, length of ownership, spending habits within the co-op and competitors, overall satisfaction and needs being met, pricing, product selection. She also presented opinions gathered on the second location, social issues involvement, as well as suggested improvements, comments and kudos. Julie Zilles asked if the data collected could be compared to previous studies, Satina responded she could provide that information.</p> <p>Satina also reported on the additional highlights and recommendations from the</p>

IBC report. Notably they advise to concentrate on improving marketing to key demographics. They noted college students and adults as key areas that have potential for good sales growth if the marketing strategies are targeted. They also noted referrals from current owners and shoppers as an area to focus sales growth efforts, specifically referring to social media and technological improvements, including an App. Satina reported the staff is already in process of applying the recommendations in programs and outreach.

**B. Staff structure changes and operational readiness.**

Satina gave a brief history of the staff structure changes and evolution thus far, noting specifically the central merchandising department's addition in 2015. Satina noted that her discussions with Michelle from NCG, and Todd Wallace, and Julie noted her discussion with Dave Blackburn all of whom advised the central merchandising department needs to be dissolved. Satina noted the department currently causes issues with the empowerment of employees and decreases the efficiency of direct department supervisors because decisions generally require additional input from central merchandising. Satina presented her plan to dissolve the department while allowing for a more fair distribution of pay and responsibility. She discussed the transition process, with a complete transition to the new structure by August 8<sup>th</sup>. Jodi asked about how this structure differs from the previous and also what positions are filled with tenured staff members. Satina and Phyllis Bruno responded. Julie reminded the board it is difficult to present staff turnover information while also protecting the confidentiality of the employees.

	<p><b>C. CCMA Report</b> This report was skipped due to time.</p>
<p><b>3. Consent Agenda</b></p>	<p><b>A. Public Minutes from June Meeting</b> <b>B. Private Minutes from June Meeting</b> <b>C. GM Operational Update (MORe)</b> <b>D. Resignation of Martha Mills</b></p> <p><b>Action Taken</b> The board unanimously approved the Consent Agenda.</p>
<p><b>4. GM Reporting</b></p>	<p><b>A. Audit Report</b> Julie asked for questions, they were none.</p> <p><b>Action Taken</b> The board unanimously accepted the final Audit Report.</p> <p>Satina provided information regarding the staff's plans to address the recommendations from the audit. Julie asked if the board would like to monitor these plans monthly. The board did not require monthly monitoring reports.</p>
<p><b>5. Expansion Update</b></p>	<p>Satina reported the NCG will be visiting to perform numerous assessments, notably HR, IT, brand and store design. She has received the market study and will forward to the board. The proforma is still being completed. She noted Jacqueline Hannah is working with Katie from Greentop in Bloomington about her potential consulting.</p>
<p><b>6. Committee Reports</b></p>	<p>Julie requested the order of the reports be reversed to allow for extra time for the Board Development report.</p> <p><b>A. Policy Committee</b> Julie advised Charles Delman posted a proactive GM Succession Policy. There was positive feedback regarding the requirement for primary and secondary successor. There were no additional questions.</p> <p><b>Action Taken</b> The board unanimously accepted the proposed GM Succession Policy.</p>

	<p><b>B. Outreach Committee</b> Colleen Wagner reported that she met with Bruce, Sarah and Satina regarding the owner outreach campaign and the MOO. She notes that Sarah is looking into food pricing for the MOO. She is waiting for additional information to continue planning.</p> <p><b>C. Board Development Committee</b> Magdalena Casper-Shipp asked the board if the board application process requires her, Todd and Charles to wait until the end of August to meet with applicants or if they can meet with them as the applications are submitted. There was general opinion that if the selection committee could attend all meetings the process would be the same for each applicant. Magdalena asked if Martha Mills' position as Vice President required immediate replacement. It was determined that the by-laws do not require an immediate replacement. There was discussion regarding the potential for 5 or 6 openings for the upcoming election. Magdalena asked for additional suggestions for board members and stressed the importance of the current board members recruiting potential candidates.</p>
<p><b>7. Democracy Project</b></p>	<p>Julie presented that the democracy project has identified three goals for the remainder of 2016:</p> <ol style="list-style-type: none"> <li>1. Improve the effectiveness of the fall MOO</li> <li>2. Improve the attendance and participation at Board social events.</li> <li>3. Develop a board communication plan, including social media posts, coffee topics and an elevator speech.</li> </ol> <p>Julie notes the first goal was delegated to the Outreach committee.</p> <p><b>Action Taken</b> The board unanimously approves the goals and charges the working group to move forward.</p>

<p><b>8. Closing</b></p>	<p><b>A. Next meeting August 8, 2016</b></p> <p><b>B. Outreach calendar assignments</b>  <b>Jodi volunteered to write the newsletter and Julie volunteered to work with Megan at the August tabling. Discussion about which weekend tabling occurs per recent change.</b></p> <p><b>C. Other tasks and assignments</b></p> <p><b>D. Go around for comments</b></p>
<p><b>Meeting Adjourned</b></p>	<p>At 8:20 pm by Julie Zilles</p>