

Common Ground Food Co-op
 Board Meeting Minutes
 January 17, 2022
 6:15 pm to 8:15 pm
 Google Videoconference

Present: Jon Barnes, Ben Galewsky, JP Goguen, Ming Kuo, Andrew Muller, Calvin Wang,
 Madeleine Wolske

Absent: Robert Taylor

Others Present: Gary Taylor, General Manager
 Joanne Mierek, Interim General Manager/Operations Manager
 Sarah Buckman, Marketing Manager
 Liz Sands, Outreach Coordinator
 Mackensie Archibald, Promotions Coordinator
 Jeffrey Chandler, Minute Taker

Proceedings	
Meeting called to order	At 6:19 pm by JP Goguen
1. Preliminaries	<p>A. Guests/Owners Gary Taylor, General Manager</p> <p>Joanne Mierek, Interim General Manager/Operations Manager Sarah Buckman, Marketing Manager Liz Sands, Outreach Coordinator Mackensie Archibald, Promotions Coordinator Jeffrey Chandler, Minute Taker</p> <p>B. Public Comment None</p> <p>C. Agenda Amendments None</p>
2. Board Study	<p>A. Owner Outreach with Marketing Staff Ming Kuo noted the purpose of the board study was to review the owner outreach goals and then to discuss what both the board and the staff can bring to the table. The staff and board members introduced themselves.</p>

Sarah Buckman introduced the discussion noting the marketing team collaborates with the community to attract and retain new owners, new families, students, and farmers through net-working and partnerships with other groups and non-profit organizations.

Owner Engagement Goals & Ideas:

- To help inform people about the benefits of shopping at and being an owner of the Co-op
- Continued engagement during the pandemic
- Keeping new customers engaged through community and relationship building
- Increasing customers
- Increasing local farmer participation
- Have the board serve as ambassadors to not only the co-op but specific Ends, programs, or goods
- More opportunities for owners to interact with the board and to understand their role and actions
- Encourage an inclusive community by offering global cuisine classes and options, and posting a pushpin map for owners to designate where they are from
- Have more attention-grabbing simple board information on display in a multiuse distribution center that includes sales pamphlets and other customer and owner focused information
- A calendar provided by the marketing staff to the board regarding upcoming events and opportunities

The Outreach Committee and Marketing Staff will discuss the ideas and follow-up with the board in the near future.

<p>3. Consent Agenda</p>	<p>A. Public/Private Minutes from December Meeting B. Treasurer’s Report</p> <p>Action Taken The board unanimously accepted the consent agenda as submitted.</p>
<p>4. Monthly Operations Report and Financials</p>	<p>A. MOR(e) Report Discussion regarding lower sales numbers month-over-month. Gary Taylor and Joanne Mierek noted that holidays and an isolated weather-related early closure all fell on Saturdays which is generally a large sales day, in addition to a local resurgence of COVID-19 that affected staff attendance, customers not shopping, inability to keep up with curbside demand, and supply chain disruptions.</p> <p>Joanne discussed some recruiting and hiring obstacles and wins. Ben Galewsky asked how the living wage actions have impacted recruiting, Joanne noted some feedback that the co-op may pay less in some instances, but the benefits and mission continue to attract quality candidates. She also commented on their focus on developing internal talent.</p>
<p>5. GM Monitoring</p>	<p>A. EL B3 – Asset Production Ben asked about an issue with cash management in the past year, that he would like mentioned in the reports as having occurred and been addressed. Calvin asked clarification questions regarding inventory control processes and shrinkage reporting, to which Gary and Joanne responded.</p> <p>Action Taken The board unanimously accepted the report as in compliance.</p>

<p>6. Board Monitoring</p>	<p>A. Board Job Description C2 JP Goguen reviewed the policy for review. Ben and JP shared thoughts on leadership development and recruitment efforts.</p>
<p>7. Board Meeting Date Discussion</p>	<p>Discussion resumed from the previous meeting regarding the board meeting on the second or the third Monday of the month. Gary reviewed the need for more time to compile reporting to get it ready for the board to review. JP noted that Robert Taylor proposed extending the due date for the reporting in exchange for less time for the board to review the reporting in order to move the meeting to second Monday, except in August where it will be the third Monday. Gary noted the revised due date of the 8th would work for him. Ben advised altering the due date requires a board policy change regarding information being submitted one week before the meeting.</p> <p>The Policy Committee will meet to bring back a policy revision in February. The February meeting will be held virtually on February 14th.</p>
<p>8. USDA Grant Support</p>	<p>JP discusses an email he received regarding grant participation in exchange for hosting an intern with a store employee. Ming Kuo and Madeleine Wolske noted this is more of an operational decision. Ming noted experience with this kind of program in that it is generally only beneficial if the work to be done by the intern will add value enough to warrant paying someone to supervise them. JP and Gary to investigate and follow-up.</p>
<p>Closing</p>	<p>A. Next meeting February 14, 2022 B. Outreach Calendar Assignments February Newsletter: Robert Taylor March Newsletter: Ming Kuo to interview Jon Barnes C. Other Assignments February Board Study: Ben to try and facilitate a social media discussion with Lisa Bralts D. Check-out</p>

10. Adjourned

At 8:18 pm by JP Goguen