

Ever'man Meeting
9/29/14

In attendance:

Stephen, Dave, Frankie, Dawn, Lauren, Lynn, Johnny, Kelly, William, Thalia, Hugh Ed, Joy (Dawn left early)

Centering: Lynn

Reading of Ends: Dave

Agenda: Lauren asked about Thane's email regarding the board calendar. Dave commented that he responded to her that we would discuss at next month's meeting- to plug in more events/dates for tasks

Approval of August Meeting:

Motion: Stephen

2nd: Lynn

Abstain: Dawn

Passed

Open Forum:

*Hugh Ed: No notice of the board meeting in the newsletter- commented about -Article in newspaper about "You can be too skinny"

-Recycling update: He commented the Mess Hall- Blues Angel Music is taking a lot of things

-he asked about the markdowns in the deli that used to be common- William answered that it's being sampled out now instead (sales in the deli are great)

-Brief discussion about recycling situation in town- the county delivered a new dumpster without any advanced warning

---William reported on the cardboard baled so far (\$65 per ton)

-Treasurer Report: (moved up in schedule due to Dawn needing to leave early)

---Dawn gave a run down of figures

---Commented on August sales being up: fantastic figures

---401K RFP email – Dawn likes the idea of getting a lot of quotes that can be compared easily

-Nominating Committee:

-Kelly interjected about cost of election since Dawn is leaving early

---looks like we are fine within figures projected for election cost

-GM Report:

---There isn't a report for this month: since it has been postponed

---William discussed finance- he has changed reporting lines about profit in the general comments section

---August profit was great increase from prior months--- (William attributed this to getting labor costs better controlled and less spent on advertising)

---Report on Tastemakers event--- William has signed up again for next year- estimates 600 attendees (probably more)

*Lauren commented that there weren't many vegetarian food choices

*next year more standing tables

---William reported that the new alcohol on premises license has been acquired- discussion about whether we should promote that a lot--- cautious about people drinking too much

---EVENTS Discussion:

*Locals night- next one is Oct. 9th

---Kelly suggested that the board really try to attend the next one

---discussion about why they haven't been well attended so far

---discussion about days of the week to have events

*Howard Bowers Fund:

---William explained it –

---Oct. 18th

---Lauren suggested that the color flyer be at checkout to let people know it's a special shopping day and suggested that cashiers be talked about

---Thalia commented that there will be a week focus each week of October on different topics: non-GMO, organic, co-op (including Howard Bowers)

*Marketing person:

---Kelly asked if it's gone out

---William commented a lot of interest: 40 or so and now down to 2

*Miranda Lambert's Band bought \$1200 worth of meat

---Discussion of how many pounds, how much money: 470 lbs roughly in a cow

*Frankie commented that it's very impressive that we are at pro forma projection for the year 2016

*Liberis meeting:

---William talked with him about the 501c3- Liberis thinks it's a great idea and he can help set it up

---Liberis wants to talk to politicians about amending state co-op laws

JJ brought up a senator that could be contacted in regards to the agricultural co-op laws

---Asset Protection report: B5

Motion: Lauren

2nd: Dave

Passed: Unan

***Board Monitoring:**

---Discussion about looking for someone to

---Hugh Ed said that in the past, they contacted PSC court reporting and Thalia suggested Virginia College

---William brought up that there was a mix-up with the board calendar schedule of board monitoring – decision made to pick up October topics

***Nominating Committee:**

---Kelly reported that they have met

---Committee recommends doing E-voting

---Discussion about ballots and where they are available: printed in the newsletter and available in the store- with laptop in the store for voting

---Kelly reported on interested parties

---Decision made to have Dave write in his upcoming article about the benefits of the

---Kelly will work on small handouts potentially before locals day that includes

Motion: Kelly motioned to use E-voting in this year's election

2nd: Lauren

Passed: Unan

(Frankie brought up issue from last meeting with writing into policy register a line about using the most up-to-date technology in the voting process- she will email the board)

***Executive Committee: Has not met**

***Reorganization Committee:**

---William met with Liberis

---Dave expressed concern about extreme amount of files/info

---Lauren gave a run-down of where we sit with the process

---Frankie asked about a meeting with New Leaf:

---William has contacted accountant to set up a meeting for the whole board

---Frankie said she still needs to get info from Honest Weight to the committee and William

---Education: Frankie said we need to start focusing on educating the board

---Lauren is sending retreat notes about reorganization to the board and checking with Thane about planning for education

***401K Committee:**

---William made a RFP- committee has reviewed- will be sent to 8 or so different companies

---might just be changing the type within same company, so that employees can check in on it online

***Visioning Time:**

---Kelly spoke about lots of ideas going around- reorganization is huge, so seems like we should be focusing on it
---Dave commented that the topic of gardens: it's operational- not board work
---Discussion about Clear Creek Farms- JJ gave information- they have partnered with Santa Rosa schools to do organic raised beds
---William brought up 501c3 funds could do support for programs
*don't want to do something like Tom said and just do something for a year and then stop
*Lauren brought up files about farm tours and other co-op outreach programs
---Discussion about long-range planning--- William will work with upper mgmt
*Dave questioned how do we approach some type of "project" like farm work
---Stephen discussed how he sees the disconnect (such as us not knowing the farm that JJ brought up) he suggests addressing how Ever'man can be more connected
*Discussion about farms:
-Lauren brought up board members helping make a list of all farms and what they offer
-William admitted they sometimes do rely on people coming to them--- day-to-day bogged down with things
-Kelly suggested the board doing a farm tour, making connections about how to form better relationships with the store
-Stephen brought up his email of ideas: likes Johnny's idea about films (we have a diverse board, but there is struggle with what do board and GM want to work on, goals to set) Ambassador idea--- outreach within our own communities
-Frankie likes Stephen's idea
-Dave wonders about this- comments that hard to get email responses even (Stephen says people should respond to email they think is important)
-Kelly commented that the film idea is rather small--- but some things are much larger and require staff
-Frankie asked about extra money in board budget--- haven't really had that in the past- but can be increasing due to sales -William answered how we figure it out based on percent of sales projections--- Frankie said at start of year or now, board could decide on charity to give the excess to

Adjournment:

-8:10pm

Motion: Frankie

2nd: Lynn