

Ever'man Meeting March 31st, 2014

Board: JJ, Dave, Lauren, Johnny, Stephen, Kelly, Lynn, Dawn, Frankie

Employees: William, Joy, Matt, Mikhy, Betsy, Michael

Members: Lois, Cliff

Centering: Lynn

Ends: Dave read

Agenda Review: Dave agreed that Frankie's email about switching order of events: GM report after open forum

February Minutes:

Motion: Frankie

2nd: Johnny

Vote: Unan

Open Forum:

Lois: Welcomed Dave and Lynn back to the board and stated that Dave's part in the board is crucial for the co-op.

Welcomed two new members and presented them with gift of DVD of the roundtable talk from the 1990s of the founders (she made a profound observation that we have put back in the store what they took out).

-She had spoken to one of early members who commented "Wow, you can really eat bad at Ever'man".

-She brought up the issue of more pork in the store.

-Concerns about seminars where there might be a charge for information- it's okay for classes with food cost to have a fee, but she feels the overall budget needs to take care of the community building and not charge for informational seminars

-Dave thanked Lois for her zeal

-Dave suggested the executive committee discussing the issue of cost of seminars and how to address this

-Dawn brought up her concern about pork and she feels it should be an agenda item- and also feels that we should consider options for the community room

-Frankie suggested having a board visioning meeting about the community room

-Dave respectfully disagrees- since he feels it's an operational issue about the community room

-Lauren said that it seems like it could be board decision/visioning to say that we don't want to see seminars being charged

---Use form given by Lauren as a jumping off point to discuss the community room

-Frankie brought up that she had idea months ago about partnerships and ways to fund the building

-Strategize actual ideas-

-JJ: what about sponsors- people with money and interest

-Lauren- brought up dinners- wine pairings, ways to make money

-Possible sponsorships

-Member asked about how much it costs to sustain the building- William answered about \$2400 per month, without considering the cost of remodeling the building

-Stephen: likes Frankie's idea but thinks that board members should come to such a meeting with 3 or 4 ideas-

---Gave examples of groups in town that would want to rent the space

-Room's potential to the community

-Discussion about the use of a form/email to write in topics and prep for a meeting

-William brought up having a meeting with board, GM, staff about visioning- likes the form from Lauren

---He feels he can do better when there is something that is written down and then he can act on it

-Dawn said it's appropriate to come up with some things for William even though the staff is so busy

-Johnny reminded us that it's not the community center but "education center"

-Pork issue: discussion that it's a valid issue to many- but is an opinion- not really a board decision, but labeling is vital--- William agreed that it's being worked on

GM Report:

*GM Succession (Matt and Thalia)

Motion: JJ

2nd: Lynn

Vote: 8 for

Against: 1

GM General Comments:

-Employee in bike wreck

-Banana shortage- Johnny asked about any reason why- William brought up merger with banana companies

(Lauren mentioned limes: Johnny said that's been in the press)

---Lauren brought up filling shelf space with companies that are not owned by other corporations and are actually fighting for "good" food

-Dawn asked about non-pasteurized almonds: William said it's a law

-Grand Opening:

---Kelly stated that the invite and info are in Ballinger publications

---Dawn asked about invites still needing to be passed out around town

---1st 50 families will get gift bag

---William brought up the 2nd day as Business Professionals' Day and needing people to go to local businesses

---Betsy discussed how to get the word out- Board members volunteered

---Saturday: Family focus

---All interior signage won't be done for the opening--- the exterior signage will be put up Monday or Tuesday

---Landscaping was hit by freeze, so that's being worked on

---Dave asked about produce sales - William said they have gone up- right under \$200,000 each week (pro forma was at \$210,000) advertising will start along with grand opening

-considering a radio ad - but expensive

---Dawn commented that employees seem so excited (Produce department loves their prep space)- William commented that it's such a nice place to work

---Discussion about light through the windows- electronic shades instead of tinting

JJ: questioned about what reports we have for next month: wants to see the board talk about the education center

-Dave will revise the vision form for topics for us to discuss via email

---Lauren asked why we couldn't do it right now in meeting

---Dawn brought up spending time to come up with topics to prioritize like we did with Michael Healy in the past and brought up again a team-building time like with Michael DeMaria

Johnny brought up 2 issues:

-Lighting the tree

-Sponsoring film

(Dave said do it with the visioning)

Election of officers:

President:

Nominate Dave: Lynn

2nd: Johnny

Uncontested

-Dave said he feels we are on great footing- remember to put the positive first and feels the customers are thrilled- feels that the issues could be very serious and the ones we have are the "icing on the cake" and issues that many boards deal with

Vice-President:

Nominate JJ: Lauren

2nd: Lynn

Frankie asked if he has the availability

JJ announced his new email: jj.stephens@nffsinc.com

Secretary:

Nominate Lauren: Dawn

2nd: Lynn

JJ: Asked about the mgmt position posting: William said no one really to consider

Treasurer:

Nominate Dawn: Lauren

2nd: Lynn

Board Monitoring:

-D7: Letters are incorrect- Lauren will fix

Motion: JJ: Make 3.a. to be more specific: "Up to ½ of 1% of the Cooperative's projected gross sales per the annual budget will be dedicated for the Board's annual budget."

2nd: Dave

Vote: Unan

CCMA:

Consider this with budget

Committees:

-Nominating: Lauren said before next meeting the committee will meet and have policy book

-Executive: Discussed about the film- William's contract and RFP-

-Reorganization:

-hasn't met

-discussion about trip to Tallahassee

-Spring membership meeting:

-May 31st

-Johnny and Lynn

-Will meet with Betsy after grand opening

-Frankie will consult with committee about reorganization info being included

Treasurer Report:

-A little under budget - 90% of budget

-Considering the projected sales for the coming year - ½ of 1% - rounded down to \$50,000

-Sales increase means board budget increase

-Director's fees- 9 filled positions

-Dawn walked the group through the budget

---Discussion included CCMA fees, membership meeting costs and possible cost for online voting

---decided to make the "meeting refreshment" line \$0 instead of \$300 and also made BOD meeting expense \$0

---William brought up giving a line item for future new members to go to CBLD 101 training in different place (since we are paying to have it onsite this time)

-Motion: Frankie Change total budget \$51.750 fro 2014-15 budge

2nd: Lynn

Vote: Unan

Retreat: Possibly June 28th

-Lauren emailed Thane about this

CCMA:

-7 raised their hands as interested

-Joy will book 5 rooms at conference rate

GM Financial Report:

-William pointed out certain items: bigger building is costing more to run

-Marketing costs up

-JJ asked about certain products that seem to have gotten more expensive

---William addressed this: all increase has been from the distributors

---We are a cost-plus store (10.5 % now)
---Found out recently that with UNFI we will go down to 9.5% and then after \$60,000 we will get another decrease
-William will feel good when bank is back up around \$1 million (potentially \$15,000 per month)

-Movie sponsorship item
-Johnny passed around info on "Food Chains"
-Put on agenda
-Could be under heading of "education" for visioning

-Lighting issue- with tree
---nothing has been done so far
---receptacle has been put in
Motion: Johnny- To not light the tree
2nd: Lynn
Vote: 8 for
1 Abstain