

Ever'man Board Meeting
July 28, 2014

Absent: Frankie, Stephen

Present: JJ, Dave, Lynn, Kelly, Johnny, William, Lauren, Dawn, Thalia, Betsy, Joy, HughEd, Michael, Matt

Members: Tom Gardner and Renee Perry

Centering: Lynn

Ends Reading: William

Agenda Review:

April Minutes Review:

Motion: Johnny

2nd: JJ

Approved- Unan.

Open Forum:

HughEd (some carried over from April mtg): suggests signage in supplement section

Recycling: Discussion about if city is still picking up-

Cold packs- ideas discussed of how to let people know we have them for free

Employment ad: HughEd saw one and pointed out that it said something about "what is a co-op"-

Shopping Bags: Recycling of paper bags seems to have died off- William mentioned the special new "take a bag leave a bag: bag library"

Garden: Acknowledged it – recommended giving pineapple tops to plant

Dave: announced members in attendance: Renee Perry and Tom Gardner (organic gardeners)

At CCMA, board members attended a workshop done by the Merc (he will bring the pamphlets to the special board visioning meeting on Aug. 18th)

Renee Perry:

***Store garden:** example of how to grow well/productive, smaller size, benefit to membership (volunteer work)

-Dave interjected if the ground has been checked for lead (check for contamination due to tire store and also lead paint)

-Dave asked if the green space has to be all grass- or possibly garden space too

-William answered that there was a phase 1 and 2 environmental studies done and dug foot deep down

-Tom showed examples of what they have been growing ("street cred")- and how they want to try to extend the growing season

Dave: "planting seeds right now"

Lauren: brought up issues with making sure volunteers now what to do and when it needs to be done

Dawn: changing the plants in the green space

Kelly: let's think big- make a garden that sets an example for the whole city

Tom: there is a phenomenal interest in gardening here in this town--- long-range goals/planning is lacking

***School garden program**- does exist: but lacking funds, supplies (Sees that Ever'man could help)

***Local food supply**- making a long-range plan

-Showed a photo of an educational garden (Morris Court) that was put in a year ago- Ever'man helped with it- but it's gone now (great enthusiasm and resources to start community gardens but not upkeep)

---Ever'man could give dedicated resources to this local garden program, local food program

-Gardening does something for people's hearts/souls

*Kelly: suggested everyone look into Eat South in Montgomery, AL

***Compost**: Certain kind not good here (rodents, bringing in materials) but worm composting is great and easy- potentially be a model to other restaurants

-William cleared up that people are fighting over the compost scraps--- but might be great educational outreach

***Food Deserts**: helping people of less means to grow easy things

---Dave interjected: marketing? How do you get low-income people in the know?

-Kelly and Lauren spoke about ideas- coming back to co-op educational ideas

-Renee: brought up the community garden again- it needs someone to come in and teach and also provide resources- 3-5 year commitment to stay with it- not just money up front

-Tom: help a project a lot but hope that down the road they have learned and can keep it going

-Lauren: brought up that a board can take on a project

-William: spoke about Morris Court and that the children weren't interested and hard to handle- and expansion happened so Ever'man backed out

-Lauren brought up field trips

-Lauren- being realist- need to hire someone to own this

---Could have saved tons of money on the community gardens

Teaching program: Easy, Weed-free, Organic Gardening:
(4 classes at Bayview) East Hill Edible Gardening

GM Report:

-Notes: Acknowledged Matt's new baby and Betsy's bday

-Manna Food Bank Meeting- Ever'man has pledged their help

*Lauren: brought up signage for "bragging"- such as Manna donations--- chalkboard design from Whole Foods-

-Moisture issues/humidity- that's why it's so cold- refrigeration equipment pulls moisture toward it

---potentially getting a special machine to dry out the air

*Andy is gone- they have listings

*Sam left- but they have hired new graphic person

*Mikhy- left for school board- using an outside company right now for I/T

*Elizabeth from Landrum- left for school district - waiting to get a new HR person assigned

*Buggy size is way down, but do many more people coming in for lunch

(deli doing 15-16 % of store sales a day) Over 50% of each customer buys something in the deli

---Lauren acknowledged that the deli employees are great

---Dave said thanks to Michael for hiring them--- new motto: "The weirder the better"

*Dave asked about comparisons to last year since we were in the midst of expansion – buggy size was larger when parking was bad since people didn't want to come in a lot of times

*Kelly brought up: 1600 new members

(William will check total number)

*1200 new Facebook likes---- discussion about liking and following

*B1- staff treatment:

Lauren asked about exit interviews- not been successful

-Survey comments discussed- okay to have some bad comments- overall good- though the board section is negative

-Lauren will email the board section to Thane with questions about whether William should address this in any way with employees

Motion: JJ

2nd: Kelly

Vote: Approved: Unan

*Financial Report:

-William is happy that positive bottom line for June after paying mortgage and loan to DC

-William explained refunds coming

-Big increase in sales from June 2013 to 2014

-Dawn asked about increase of cost of goods sold- Joy is aware and working on it and will be talking to New Leaf- since it's probably related to the new meat dept and the buffet

-Dawn asked about an issue related to bank loan- it's a timing issue

-William went over the ratio sheets with us- predicts about \$10.5 million for the year

-Pro forma was 20% but averaging 30% or more

(the drastic lines dropping down starting July just mean those months haven't happened yet)

-Advertising costs up- new billboard on Bayou

-Dawn asked about occupancy costs- William looked at power bills from past and compared to now

*D9: Vice-chair Role: Discussion about how little responsibility they have- but hard to say what to add

*Nominating Committee:

Lauren reported about new board member

-New committee: Kelly, Betsy, Lyn, Tommy (need one more board member: Stephen)

*Board Budget:

-Dawn reported on expenditures and how we are almost done with budget (approx. \$2000 left for the year in unallocated funds)

-Over spending for travel for CCMA and for spring meeting

-Dawn announced that she took a job with the Liberis law firm – board agreed it's not a conflict of interest

-Lauren: Mentioned that she delivered a sponsor package from Greater Good Festival to William for further consideration of store involvement

Motion: JJ

2nd: Dawn

Vote: Unan

Questions:

-Rainwater catchment barrels

-Talk to Thane about potential hiring of gardening experts- how to proceed