

Ever'man Board of Directors Meeting March 27, 2017

In attendance:

Board Members: Dave, Eric, JJ, Kelly, Lynn, Tara, Lauren

Employees: William, Thalia, Maria, Ashley, Nick

Members: Hugh Ed Turner, Jay Wells, David Fulton

Called to Order: 6:00pm

Reading of Ends: Dave

Approval of February minutes:

-Lauren mentioned one change William submitted- attendance said Thalia, should have been met- change has been made

Motion to approve: Lynn

2nd: Tara

Vote: Unanimous

Open Forum:

*Hugh Ed: questioned all the areas used for vegetable chopping/prep

-William reported that we always pass inspections with flying colors

-questions about press coverage for the upcoming "GMO OMG" movie- William answered that they are working on all avenues, including press release from our ad agency

-in his "pursuit of pretzels", he looked at olive oils at Wal-Mart- they have more offerings from same company that we carry, including a chef's size (not a gallon)- discussion was about how larger sizes haven't sold here

-Splendid Table show on NPR talked about olive oil- California olive farms were at lowest ratings

-IHMC – programs upcoming about cancer and diet

*David Fulton: possibly interested in board opening- chiropractor, feels Ever'man has changed his life- excited about the new location, since he lives closer to it

*Jay Wells: also interested in the board- local mechanical engineer- 2nd generation shopper – new location only a mile from his home

GM Report:

-IHMC has contacted Ever'man- longtime member donated to have upcoming talks sponsored so that Ever'man will have their name on it for free- William mentioned how proud the store is of this honor

*April 27th: cancer and diet

*May 31st: cholesterol

-Publix report: sales back up

---Event that closed Palafox affected sales somewhat

-Earth Day events:

---Upcycled Art Event: reception 5-8pm April 21st

---April 22nd: bring in plastic bags in exchange for a cloth bag

---April 22nd: Girl Scouts planting- board members can come hand out patches

“GMO OMG” film showings

April 13th: 10:30 at PSC

6pm at UWF

-Health Expo in Ft. Walton- Ashley was there and spoke with thousands

-Customer Survey was finished and compiled- to be discussed at next month's meeting:

---Dave brought up that many requested more cooking classes

-Dave asked about the status of the employee search for new position for outreach/further education

---proposal about equipment and supplies that would be needed for more cooking classes

---Dave sent info from the GM at the Merc Co-op- Maria has been in touch with them and may go there (three school gardens that are near to that co-op) they have a 501c3

---Maria pointed out that their GM said it took many years (12-20) to set up all the school program

---Lauren clarified that the position that Eric detailed was not specifically for school gardens

---Discussion about the presentation that Kelly and Dave saw at CCMA presented by the Merc GM- sugars in food, preservatives, etc. (Lauren brought up that new YMCA has a display showing sugars in drinks/foods)

B7 Emergency GM Succession

Motion: JJ

2nd: Kelly

Vote: Unanimous

Discussion:

Lauren asked about how many managers needed with new store

---William said each department will need manager, not necessarily an assistant to start

(MOD: manager on duty) the position of store manager will be important obviously and decided based on sales

*Dave explained to the staff and members in attendance how policies are reviewed and voted on

Board Self-Monitoring:

D1: Governing Style – strategic leadership, clear distinction of roles, not reactive

-board sets the vision/direction- not the minutiae of how it is executed

*JJ brought up #5: monitor and regularly discuss the board's own progress/performance

-Discussion about how to measure involvement/engagement

-JJ brought up striving to be visionary more and be ahead of issues before they are happening/being less reactive

-Discussion about possibly planning for summer workshop about tools for board to use to evaluate board behaviors/decisions- tools for being less reactive

Reminder about April meeting: April 17th instead of last Monday

Nominating Committee Report:

-Eric reported that committee has been busy
-Eric explained to Jay and David how the process works- that you have to attend a meeting to be eligible

Executive Committee Report:

Did not meet
-Lauren brought up that she has no charter for this committee on file

Membership Value Committee:

-Kelly and Lauren need to meet
-Without Lyvonne, Lynn will join
-David asked about how cashiers are instructed to talk to someone when they say they don't have a membership
-Discussion about member fee

Endowment Committee:

-Kelly, JJ, Eric, Dave
-need a charter

Treasurer's Report: Board Budget

JJ reported

Board Visionary Time

-Dave brought up trends across the nation with grocery/shopping

1. order ahead, groceries brought to your car, or delivered
2. example of Sunbasket- organic pre-measured- ready to cook
3. play "what if?" if Whole Foods or another big-box natural foods store came, what could we find ourselves saying we wish we had or should have

-Lauren brought up that getting food delivered from restaurants in Pensacola is expensive and difficult

-JJ: brought up the idea of the beer, coffee, tea bar

-Dave brought up space and size- Whole Foods in Birmingham is huge- Dave asking how big our store could be

-Lauren brought up Pensacola community requesting Trader Joe's to come here

-JJ brought up Aldi

-Kelly brought up not just building a 2nd store to build it, not really worrying about the competition

-Lauren brought up the "what if" could be more "what if we tried this?" what if we were first at this?

-Dave brought up 15-20 years down the line- William brought up that over that time there could be re-do, refresh to change and be fresh

-William brought up the cost of adding square footage

-Music

*discussion about live music- getting it back

-Nick (employee)

Motion to adjourn: 7:37pm

Motion: Lynn

2nd: Tara