

## DRAFT MINUTES

FBFC Board of Directors Meeting 7-17-14

Meeting started at 5:37 pm and ended at 8:06 pm.

**Board members present:** Justina Prenatt (President), Bob LeRoy (Treasurer), Jennifer Gustafson (Secretary), Sarah Oram, Alanna Hibbard, Josh Littlejohn, Danielle Goldstein (via phone), Rosemary Fletcher, Daav Wheeler

**Board members absent:** Pauline Heyne, Kelly Fain

**Others present:** Bobby Sullivan, General Manager (GM); Jean Karpen, Board assistant

### Meeting Summary:

- Welcome new Board members
- Review of ideas from Annual Owners' Meeting
- Discussion of staff survey
- Executive session
- GM Report
- Board master calendar – will have seasonal themes & areas of study
- Monitoring Reports reviewed – 2.4 Planning & Budgeting and 2.8 Communication & Support to the Board

### Calendar Dates:

- July 27 – Ice Cream Social – 2:00 to 4:00 pm
- September 28 – Community pot luck meal 5:30 to 7:30

**Approve Agenda:** Agenda was approved as presented.

**Minutes of 6-19-14** approved as presented.

**Owner Comments:** none

**Welcome new Board members.** Daav Wheeler and Rosemary Fletcher introduced themselves with brief statements. Both are looking forward to their new roles as Board members. Particular interests include being proactive with marketing, building a sense of community, and improving customer relations. Board orientation is set for August 5, 1:00 pm to 3:00 pm and will include a facility tour. All Board members are welcome.

**Board Retreat:** Justina will send a “meeting wizard” email to set a date for the fall retreat.

**Review of ideas from break out sessions at Annual Owners' Meeting:** Topics of interest included a satellite store, expansion plans, better parking options, education, outreach (particularly to food desert areas), energy efficiency, digital marketing, concern about GMOs, and customer service. There was further discussion about using educational information in the store, as was noted when Board members visited the Knoxville co-op.

**Staff Survey:** Survey will be administered via access to an online link and all answers will be anonymous. Staff members will complete the survey while they are on the clock. It was agreed to add a question asking if staff members are comfortable with the format of the survey. There will be a token of appreciation for all staff who participate (such as free lunch from the FBFC hot bar) and a drawing for a grand prize (such as a \$40 - \$50 gift certificate to The Orange Peel).

GM has received an email from consultant Mark Goehring regarding staff surveys. He states that it is not normal practice for Boards to conduct staff surveys. GM asks that the Board commit to learn about Mark's perspective on this issue.

**Executive Session** was held to discuss personnel.

**GM Report:** Bobby appreciates getting questions via email in advance of the Board meetings. Clare Schwartz, Outreach Coordinator, will be attending Board meetings more regularly. In response to a comment, Bobby said he would in the future organize FYI reports so that their sections linked to each category-area of our Global Ends policies

- **OUTREACH**

- We rolled out the new Worker Owner Program; 12 people attended the 1<sup>st</sup> Worker Owner orientation.
- We had the first Owner Potluck; 12 people came. Discussions mirrored those at the Annual Owner Meeting - how they would like to see FBFC transform in the next few years.
- Clare, our Outreach Coordinator set up an FBFC promotional table at UNCA's new student orientation.
- In the Mountain Xpress we won 2 Reader's Poll awards. 1<sup>st</sup> place for Worker Owned/Cooperative Business and 3<sup>rd</sup> place for Health Food Store.
- We recently had a meeting with the new coordinator for Living Web Farms about solidifying our partnership. They offer agriculture classes and now Co-op owners get a discount. We also discussed the possibility of them doing cooking classes here.
- We surpassed 7,000 "likes" on Facebook. Greenlife has 4,965, Earthfare Westgate has 3,586 and Katuah has 3,720.
- We viewed the rough cut of our new promotional video. This 1<sup>st</sup> video will be a little over 2 minutes and we plan to put it on social media and the website.
- We have expanded to 2 beehives on the roof. We are also introducing the bee theme into our marketing material.
- Our Wednesday Tailgate Market is experiencing new competition with the establishment of the River Arts District (RAD) Farmers Market on the same day, same time. We hope to influence our market to get rid of the vehicles and set up in a configuration with the first row of vendors facing the sidewalk to allow for an additional row of vendors. This will be the farmers' decision, so it is just a proposal on our part.

- **OPERATIONS**

- We had an electrical audit from Duke Energy and are looking at multiple quotes to have our overhead lighting replaced with energy efficient fixtures and bulbs. Duke is offering to cover 78% of the cost of up fitting.
- Our Finance Manager and Grocery Manager went to Boone for three days for a training on our new point-of-sale software. We expect to roll it out the first week of August.
- Our sales growth is slowing down and getting closer to our budgeted level of 6%. After 2 years in a row of almost 20% growth, it was expected to happen. 3% sales growth is what the NCGA has set as a benchmark for financial viability.
- We had an unexpectedly high net profit (7.6%) in the 1<sup>st</sup> quarter of this year, so we are choosing to invest in the store.
  - We just bought and are in the process of rolling out Catapult, new front end software.
  - We are having the outside of the building painted and plan to have a mural added.
  - In addition to new overhead lighting, we will put in track lighting for the center store.
  - We are investing in more training for the staff.
- The Whole Foods on Tunnel Road is expected to open towards the end of next month.

- **STAFF**

- We have two Diversity Trainings scheduled for Sunday August 3<sup>rd</sup> and 10<sup>th</sup>, with Kendra Turner. The training is called "MICRO-INEQUITIES TO MICRO-AFFIRMATIONS" and the objectives are to:
  - Raise awareness of the unintentional, yet harmful, things we may be saying and doing every day to our coworkers and the citizens we serve.
  - Examine strategies for dealing with those situations.

- Offer ways to turn those micro-inequities into micro-affirmations that actually strengthen morale, build more cohesive work groups and improve productivity and employee AND citizen satisfaction.
- “Triggers to consider – race, gender, looks, height, weight, dress, perceived sexual orientation, perceived nationality, age, profession, economic class and disability.”
- We are purchasing two more Zingerman’s Training DVD’s in addition to 3 Steps to Giving Great Service, which we already have. They are called 5 Steps to Effectively Handling a Complaint and 3 Steps to Great Finance (an introduction to Open Book Management)
- We have subscribed to a 5-part webinar series for managers on workplace culture improvement - Strengthening Accountability & Positivity in your Co-op's Workplace Culture, Changing a Workplace Culture, Strengthening Your Culture During Expansions, Identifying & Eliminating Structural Pitfalls that may Hurt Your Culture and Building Strong & Effective Managers and Teams

Board comments regarding GM Report: It was suggested that we use LED lighting rather than CFLs. Justina will contact the Arts Council as potential partner to sponsor a contest to design a mural for our building. What is a visual representation of the co-op?

It was suggested that Board members could help with outreach such as the promotional table at UNCA’s new student orientation.

**Monitoring Report:** 2.4 Planning and Budgeting was deemed reasonable and acceptable.

2.8 Communication and Support to the Board was deemed reasonable and acceptable.

**Board miscellaneous:**

- **Master Calendar:** Danielle is continuing work to set up this master calendar. This will allow us to look to the future and will also become a record. All Board members will be able to access the calendar through Google Drive. Board President, Board Secretary and Board assistant will have editing privileges.  
  
The Board agreed to have a seasonal theme as well as areas of study for the calendar. Sarah will send an email to Board members asking for input on themes & areas of study. A seasonal theme could generate related agenda items and lead to plans for future activities to support that theme. We want to have a forward-thinking approach to how we function as a Board.
- **Ice Cream Social** July 27. GM will arrange for a flier to be printed & posted in the store. Kelly will announce via email. Board members signed up to “work” the event.
- **Co-operative “drive”** with other co-ops – Community Committee is asked to meet to begin planning this initiative.

**Agenda items not covered or unfinished:** Plan for making owner phone calls.

**Additional items for next month's agenda:**

**Next Meeting will be August 21, 2014 at 5:30 pm.**

Respectfully submitted,  
Jean Karpen, Board Assistant