

## DRAFT MINUTES

FBFC Board of Directors Meeting 3-19-15

Meeting started at 5:30 pm and ended at 8:08 pm.

**Board members present:** Justina Prenatt (President), Danielle Goldstein (Vice President), Bob LeRoy (Treasurer), Sarah Oram, Alanna Hibbard, Pauline Heyne, Kelly Fain, Josh Littlejohn, Rosemary Fletcher, Daav Wheeler

**Board members absent:** Jennifer Heeder (Secretary)

**Others present:** Bobby Sullivan, General Manager (GM); Clare Schwartz (Outreach Coordinator), Jean Karpen, Board assistant; Owners – Patryk Battle; Steve Breckheimer and Michael Reim from the Hendersonville Co-op Board of Directors

### Meeting Summary:

- Monitoring Report 2.0 Global Executive Restraint approved
- Special presentation by Hendersonville co-op
- Discussion of Annual Owners' Meeting
- Board Study - "The communities of Asheville"
- Executive Session

### Calendar Dates:

- March 21 – Co-op Expansion Community Input Meeting, 3:00 pm, 76 Broadway
- March 28 – Co-op Cafe at Renaissance Hotel
- April 11 & 12 – Mother Earth News Fair at the WNC Agricultural Center
- April 25 – Urban Homesteading Fair – parking lot at 76 Broadway
- May 1 – Herb Festival at the WNC Farmers' Market on Brevard Rd.
- May 23 – March Against Monsanto (local event)
- June 7 – Annual Owners' Meeting and 40<sup>th</sup> Anniversary Celebration, 2:00 to 6:00 pm

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

**Minutes** of 2-23-15 were approved as presented.

**Owner Comments:** none

**GM Report:** Bobby is now on the Board on NCG (National Grocers' Association).

**Monitoring Report 2.0 Global Executive Constraint** was reviewed and deemed reasonable and acceptable.

**Special presentation** by Steve Breckheimer and Michael Reim, members of the Board of Directors of the Hendersonville Co-op, which has just moved into its new building. Steve and Michael gave an overview of their process to create a new space for their co-op. The grand opening will take place on Earth Day. They answered a number of questions from Board members.

- Steve stressed the importance of communication with owners and the importance of having an up-to-date database. They now have a process to annually update the database. Owners who feel they are heard are more likely to get involved. They invested a lot of energy into making the initial calls to owners.
- They took lots of feedback from owners before getting into the design phase and were able to incorporate many suggestions from owners.
- Their GM was the construction manager; the finance manager kept track of all money. In addition, they set up a Building Committee and a Capital Campaign Committee with both Board members and staff on each.
- They made use of the many consultants available through the DC (Development Cooperative).

## **Committee Reports:**

- **Annual Meeting discussion/ideas:**
  - Community meal
  - Break-out sessions for owner input – schedule this early in the meeting.
  - Minimize business portion – alternate with “fun” activities or presentations.
  - Gather “stories” from long-time owners. Have owners submit stories, then select several representative stories, write up & post on walls along with photos. Board members will do this.
  - Event scheduled for 2:00 to 6:00 pm.
  - Consider including a raffle.

## **Board Study:** “The communities of Asheville” discussion points:

- Check archives at UNC-A for information about the history of our building.
- Highlight racial diversity of staff; ask for help in increasing diversity among shoppers.
- How does “cooperative economics” benefit minority communities?
- Consider an automatic discount for EBT users.
- Consider teaching classes:
  - healthy fast food
  - natural soul food on a budget
- There is fear and anxiety in low-income neighborhoods about gentrification of areas in Asheville.

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

**Next Meeting will be April 16, 2015 at 5:30 pm.**

Respectfully submitted,  
Jean Karpen, Board Assistant