

## MINUTES

FBFC Board of Directors Meeting 4-16-15

Meeting started at 5:36 pm and ended at 8:08 pm.

**Board members present:** Justina Prenatt (President), Danielle Goldstein (Vice President), Bob LeRoy (Treasurer) via phone, Jennifer Heeder (Secretary), Alanna Hibbard, Pauline Heyne, Josh Littlejohn, Daav Wheeler

**Board members absent:** Sarah Oram, Kelly Fain, Rosemary Fletcher

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

### Meeting Summary:

- Annual Owners' meeting - discussion
- GM Report
- Monitoring report 2.4 Planning & Budgeting reviewed
- Discussion of Capital Campaign
- Work on Policy Manual update
- Executive session held

### Calendar Dates:

- 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 with a minor change in order of discussion.

**Minutes of 3-19-15** approved as presented

**Owner Comments:** none

### Annual Owners' Meeting:

- Will be held at 76 Biltmore.
- Offer a catered light meal, request RSVP, plan for 25 additional people.
- Consider GO (Green Opportunities) for catering.
- Provide a keg of beer with the meal; Pauline will contact Wicked Weed to ask for a donation.
- With RSVP, respondent will get a raffle ticket for a gift basket.
- Schedule a social time before the meeting.
- Give away some “40<sup>th</sup> Anniversary” bags – ask local businesses to contribute to bags. Pauline will contact local businesses; Justina will write a script for the request.
- Break-out groups: ideas, discussion:
  - 30 minutes
  - Take top vote-getters from the community input meeting and build upon those.
  - “How can FBFC fulfill the vision of creating \_\_\_\_\_ (5 ideas from the community input meeting), while still having a dedicated focus on our natural food store?”
  - “What do we have to do to meet these goals?”
  - Owners will go to the discussion group of their interest, 15 minutes, 5 minutes to summarize, then present to the larger group.
- Share stories about the co-op and its history.
- Justina will prepare wording for the post card to owners to announce the meeting.

**GM Report:** Report was sent via email & reviewed at the meeting.

- Bob suggested a field trip to Good Foods Co-op in Lexington, KY – a good example of a profitable food bar.

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

**Capital Campaign:**

- Need a new ad hoc committee for the capital campaign. Committee members: Pauline (administrative chair for the committee), Bob, Daav, and Sarah.
- Reports from the committee will be available to all Board members via email.
- First step is to contact Clare Schwartz, Outreach Coordinator, to find out where we are with calling owners. Sarah will contact Clare.
- Assess what has been done, come up with a clear strategy & plan what to do next.
- When we announce the expansion plan, include a statement such as, “We will be looking for financial support.”
- Contact Hendersonville Co-op folks for more specific information about their expansion plan & capital campaign and generally follow their plan of action.
- Consider a “theme” or “story” to accompany requests for financial support.
- Consider hiring a campaign manager.
- Research fundraising support and database options.

**Policy Manual:** Work continued on the policy manual update - section B-5 Treatment of Customers

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

**Next Meeting will be May 21, 2015 at 5:30 pm.**

Respectfully submitted,  
Jean Karpen, Board Assistant