

MINUTES

FBFC Board of Directors Meeting 4-24-14

Meeting started at 5:35 pm and ended at 8:08 pm.

Board members present: Justina Prenatt (President), Bob LeRoy (Treasurer), Pauline Heyne, Josh Littlejohn, Danielle Goldstein

Board members absent: Jennifer Gustafson (Secretary), Stephen Smith, Sarah Oram, Alanna Hibbard, Kelly Fain

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

Meeting Summary:

- Quorum was not present, so no decisions were made
- Minutes 3-20-14 Board meeting reviewed
- GM Report given
- Monitoring report 2.4 Planning and Budgeting reviewed
- Plans for Annual Owners' meeting on June 1, 2014

Calendar Dates:

- April 28 to May 2 - NCGA (National Co-operative Grocers' Association) Spring meeting. Bobby & Clare Schwartz (Management team) will attend.
- May 8 to 11 – LEAF
- May 17 – Homesteading Fair (rescheduled from April 19)
- May 18 – Board Retreat 2:00 to 6:00 pm
- May 31 – ShareFest, to celebrate & support local sharing initiatives, collaborative consumption & the preservation of the commons. More info at: realcooperative.org
- June 1, 2014 – **Annual Owners' Meeting**

Approve Agenda: No Vice-President election, since we don't have quorum. No report on Urban Homesteading Fair since it was rescheduled to May 17.

Minutes of 3-20-14 were reviewed. No corrections. Will be approved at the May Board meeting.

Owner Comments: none

Vacancies on the Board: At this point, we have one position vacant, two positions up for re-election, and two appointees who will stand for election. Justina will contact incumbents Stephen & Alanna regarding their desire to remain on the Board and seek re-election. Justina will contact David Wheeler (who has expressed interest) and Johanna Kerr (previous applicant) about applying for Board positions.

Kelly will be asked to send out an email blast to owners to announce Board vacancies.

Bobby (and/or Sage) will be asked to post Board vacancies on Facebook.

Board terms will be discussed at the May 18 Board retreat.

GM Report:

- The Co-op broke 2 sales records the week ending 04-06-14. We had the highest day's sales ever - \$22,662! The previous record was \$18,740, which we did on our CAD on the Tuesday before Thanksgiving. We also had the highest week's sales ever - \$86,697! The previous record was \$80,236, which we did the week before Christmas last year.
- The FBFC is on a new business map of Asheville called the **Share Asheville Community Map**. It was put together by REAL Cooperative as a launching point for a larger initiative they are calling [SHARE Asheville](#). We will also be hosting their **Share Fest** on Saturday May 31st, "showcasing local organizations, projects, resources and skills highlighting examples of the sharing economy which

nationally has become a (new) social safety net and a multi-billion dollar industry in the new economic framework. The event will be one of over 25 Share Fests taking place in cities around the world in the months of April, May and June as part of the international campaign coordinated by Shareable, Center for a New American Dream, OuiShare and other organizations.” You can find their map here:

<http://realcooperative.org/2014/04/02/mapping-the-sharing-economy-in-asheville/>

- 2 managers and I are taking part in an NCGA webinar series on pricing strategy. This is part of the manager training program we committed to this year.
- Because of the Windows XP expiration we needed to get new computers which can be updated with Windows 7 and a new version of Market Master - our front end software. It started with the server and the register computers last year and has been completed with all the other computers this month. We are currently running on updated versions on all our computers, but not without some hiccups. As I am writing this everything is running smoothly.
- We’ve replaced the former worker owner tasks with staff hours – cheese cutting, bulk herb stocking and dried fruit bagging. This means we created a new position for the cheese cutting and hired Andrew Goodheart Brown and added hours to Grocery and HBC.
- We formed a team for the Asheville Walk A Mile event so owners and staff can join and donate to the cause. We also decided to donate 1% of sales at the store that day to the cause.
- Our new patio furniture is here!
- Hot bar/salad bar sales were over 4 times the amount of the salad bar sales last year for the month of March.
- This Spring our upgraded sponsorship will take effect at LEAF so we will have banners on the main stage and our name will be on the new cloth wristbands and the lanyards for the event.
- Clare and I will be attending the NCGA Spring Meeting in St. Paul Minnesota at the end of the month. This means I will be out of town from Sunday 4/27 through Thursday 5/1.
- There’s a new “Co-op Calendar” on the board page so we are adding all relevant events.

Monitoring Report: 2.4 Planning and Budgeting report was reviewed. One correction on the budget was made: The “promotions” line item was missing and will be included in the final report.

Social media strategy, texting/marketing options & ideas will be discussed at the upcoming retreat.

Several reductions in the budget were made to accommodate the living wage.

Annual Meeting planning:

- Pauline will get volunteers to make signs.
- Consider having a volunteer at the store on June 1 at from 1:00 to 2:15 pm to remind shoppers of the meeting by making periodic announcements.
- Need two volunteers for check-in, one for sign-in and one to check the number of attendees for quorum.
- Need big sheets of paper for break out group discussions. Topic will be “What 3 things do you want to see the Co-op doing in the next 5 years?”
- Facilitator – Jean will contact owner Judy Futch about facilitating. Josh knows of two other potential facilitators, if Judy is not available.
- The Election Process committee will meet via phone conference to finalize the wording for the postcard to owners announcing the annual meeting. Postcards must be mailed by May 2, 2014. *See addendum below.

Miscellaneous item: The initiative to contact all owners and update information is a huge and important task. Consider having owners help with making the calls. This would require that we create a script for owners to follow. No decisions at this point; further discussion to follow.

Executive Session was held to discuss personnel.

Agenda items not covered or unfinished:

- Approve minutes of March meeting
- Vice-President election
- Report on Urban Homesteading Fair (event was rescheduled to May 17)
- Approve monitoring report 2.4 Planning and Budgeting

Next Meeting will be May 15, 2014 at 5:30 pm.

Respectfully submitted,
Jean Karpen, Board Assistant

*Addendum:

As directed by the April 24th board meeting, a phone conference by Justina, Bob & Jean (Election Process committee members) on April 28th drafted proposed language to include in the Friday May 2nd postcard mailing to owners for announcing the June 1st Annual Meeting. This proposed language was e-mailed by Justina on April 28th to obtain unanimous e-mailed consent for it by all other board members outside a meeting. E-mails documenting this consent were received from the 8 remaining board members on April 28th. Within some of these messages there were suggestions of mentioning beverages to be provided at the Annual Meeting, & that we're seeking "stellar" applicants to the board, so these details were added to the approved language.

Final wording for the postcard:

FBFC Annual Meeting Sunday, June 1st, 2014 - 2:00 - 4:00pm

Meeting will be followed by potluck and local entertainment - 4:00 - 6:00pm.

Bring a dish to share, co-op will provide beverages and local beer!

New, beautiful, accessible location! **Handmade in America, 125 S. Lexington Ave.**

Entrance and parking on Hilliard Ave.

Draft Agenda Includes:

Suspend Robert's Rules - Approve Minutes of 2013 Annual Meeting

Owner Comment Period - Board of Directors (BOD) President Address

General Manager Report - Worker Owner Program Report

Small Group Session: *"What 3 things do we want to see FBFC doing in the next 5 years?"*

Proposed Bylaws Amendments Regarding Voting and Nominations

Introduction of BOD candidates

Election of BOD candidates and voting on proposed bylaws amendments will take place via a ballot that will be mailed to all owners (in good standing as of May 2, 2014) and will be available for pick up in the FBFC store by June 10. Ballots must be received by July 5. Owners can mail ballots (final postmark date July 1) or drop them in the ballot box in the store.

Applications for BOD will be accepted until June 1st. We are seeking stellar applicants! Applications can be found at <http://www.frenchbroadfood.coop/about-us/board-of-directors/>

Please join us to participate in your cooperative and engage in shared community fun!