

Maple City Market
Board of Directors Monthly Meeting
Monday September 16th, 2013. 5:15-8:30
Location: First English Lutheran Church at 5th & Madison Goshen

Attendees: Phyllis Miller, Myrna Burkholder, Jill Weaver, Brian Wiebe, Alex Holtz (unable to arrive at beginning of meeting), Margaret Easton, Jim Lehman John Frybort

Others Attending: Josiah Metzler, Max Barkdull, Bonnie Weaver, Bob Rademaker, Naune Barkdull, Judy McFarland, Cindy Holtz, Vyv Dunlap, Tom Dunlap

Board: Share Meal / Team Building: (5:15)

- The Team shared a wonderful dinner provided by the Deli.

Preliminaries: (5:30)

- Go-round / check for preparedness
- Declaration of quorum and commitment to stay on task

Approve / Amend Agenda:

- Request to continue routine item on the standing agenda for New Business / Community Discussion. Will add it after the Board / Community Education portion
- **Motion:** Agenda approved (JL moved, JW second)
 - No discussion
 - Vote 7/0/0, Motion passes

Consent Agenda:

- Minutes of August 2013
- G.2 The Board's Job – approve board compliance
- Board Committees:
 - Board Recruitment and Perpetuation: John – Chair, Brian Member
 - Linkage: Jill – Chair, Margaret Member
 - GM Search: Alex – Chair, Jim, Phyllis Members, Jill Consulting
 - Annual Meeting: Myrna – Chair, Margaret & Phyllis Members

Note: Committees can add additional members / involvement with Staff & / or Owner-Members

Committee Charters to be submitted and approved at October meeting

 - **Motion:** Approve Consent Agenda (JW moved, JF second)
 - No discussion
 - Vote 7/0/0, Motion Passes

Board Decisions:

- Any revisions to policies:
 - G.2 the Board's Job

- Several changes suggested. Jill will make revisions and submit for approval in October meeting.
- GM Monitoring Reports:
 - None this month

Discussion:

- Linkage (Jill) – Jill and Margaret, Sara Bauer and Amber Near will meet next week to review an article entitled “Members’ participation depends upon their needs” by Marilyn Scholl. Jill is continuing to work on the MCM bulletin board and wants to put up signs naming the Ends. Committee work will focus on quality rather than quantity ie a few things well done to get to know own/members and learn what they want.
- Kalamazoo Event on Oct. 26th (Jill/Phyllis/Bob) – Eight staff members will be attending; Phyllis will enroll board members that will attend.
- State of the Market Report (Bob/Josiah) - Note attached reports. High-lights include:
 - Last year membership recruitment was very high and is on target this year.
 - MCM donates to seven community organizations and is involved with 16 community programs.
 - The cost of staff salaries versus sales (30.69%) is of concern.
 - Deli sales are up; dairy and general merchandise are down.
 - Net profit is currently down after expenses and cash reserves are low.

Community Education:

- *Phil Metzler explained that Transition Goshen is part of a global movement in response to climate change, economic stress, etc. and that change comes best from community efforts. Old food systems aren’t working. As community, we of MCM need to educate ourselves about these issues and learn how to connect with the local food movement to help underserved populations.*

Questions from the Community: none voiced,

Executive Session: 7:40

Closing:

- The meeting was moved to adjourn. Adjourned at 8:45

Submitted by

Myrna Burkholder, Secretary

9/17/13

Attached: State of the Market Report

State of Maple City Market

August 16 2013

Membership

Year	Number of New owner/member sign ups
2012	248
2007	244
2004	235
2001	216
2010	213
2006	200
2011	198
2008	183
2000	180

As of 9th September 2013 we have 188 new owner/members.

CoPOS system lists 2328 active owner/members. However, 1688 owner/members have made purchases at Maple City Market in 2013.

2252 owner/member households are eligible to vote given a 30 day grace period on paying ownership equity payments.

Outreach/Community

Donations -

- Goshen Public Library
- Bethany Christian Schools
- Mosaic
- Center for Healing and Hope's Fiesta Fest
- Michiana Mennonite Relief Sale
- Indiana Veteran's Relief Fund
- The Window

Programs & Community Involvement -

- First United Methodist Pre School
- Goshen High School Marketing Classes
- Elkhart County Club House
- Sound of the Environment
- Sound of the Economy
- Sustainable Living Expo, Howe
- Holistic Health Fair, Granger
- Women's Business Luncheons
- Transition Michiana
- Transition Goshen
- Nappanee Kiwanis Club
- LaCasa
- Local FoodShed at Goshen Farmer's Market
- Get UP and GOshen at Shanklin Park
- Envirofest
- Sponsorship of Maple City Chamber Orchestra's Fall Children's Concert

State of Maple City Market Cont.

Staff

Ten full time staff

Fourteen part time staff

Three transitional part time staff from The Clubhouse of Elkhart County

At the end of July our total labor as a percentage of sales was 30.69% We have budgeted for 26% Most coops operate under 25%

An updated staff birthday list has been posted in the break room.

A schedule of staff reviews is posted in the break room to facilitate timely reviews for all staff.

Sales

Produce sales are down 7.4% from one year ago. This is an area of opportunity for MCM.

Deli sales are up 28%. We'll need to explore ways to expand deli operations in order to meet a growing demand. To that end the management team met with Vyv Dunlap to talk about providing in-store seating.

Pop/candy: up 18.2%

Grocery: up 9.23%.

Frozen: up 5.27%

Refrigerated: up .49%

Dairy: down 1.55%

Frozen: up 11.98%

Bulk: up 7.95%

HTS: up 8.19%

HABA: up 4.18%

Supplements: up 9.82%

General Merchandise: down 4.58%

Household: up 3.12%

Labor & Loss (end of August)

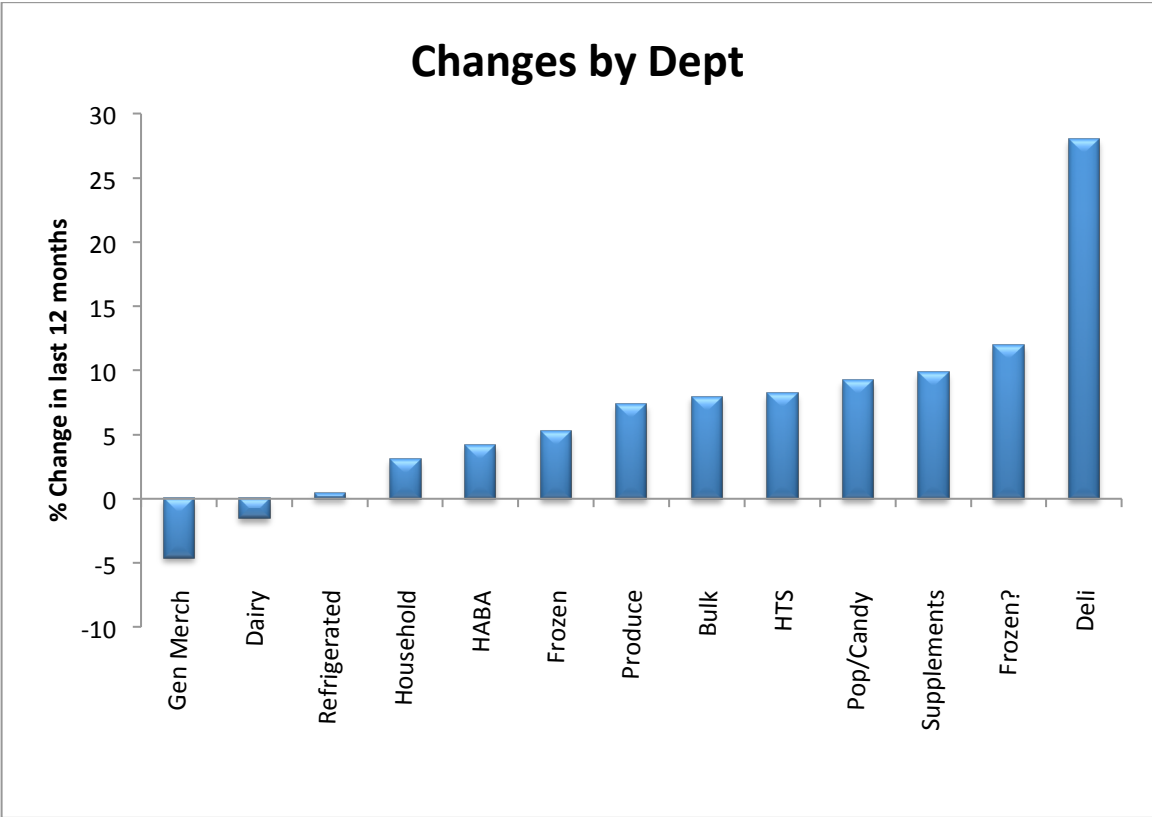
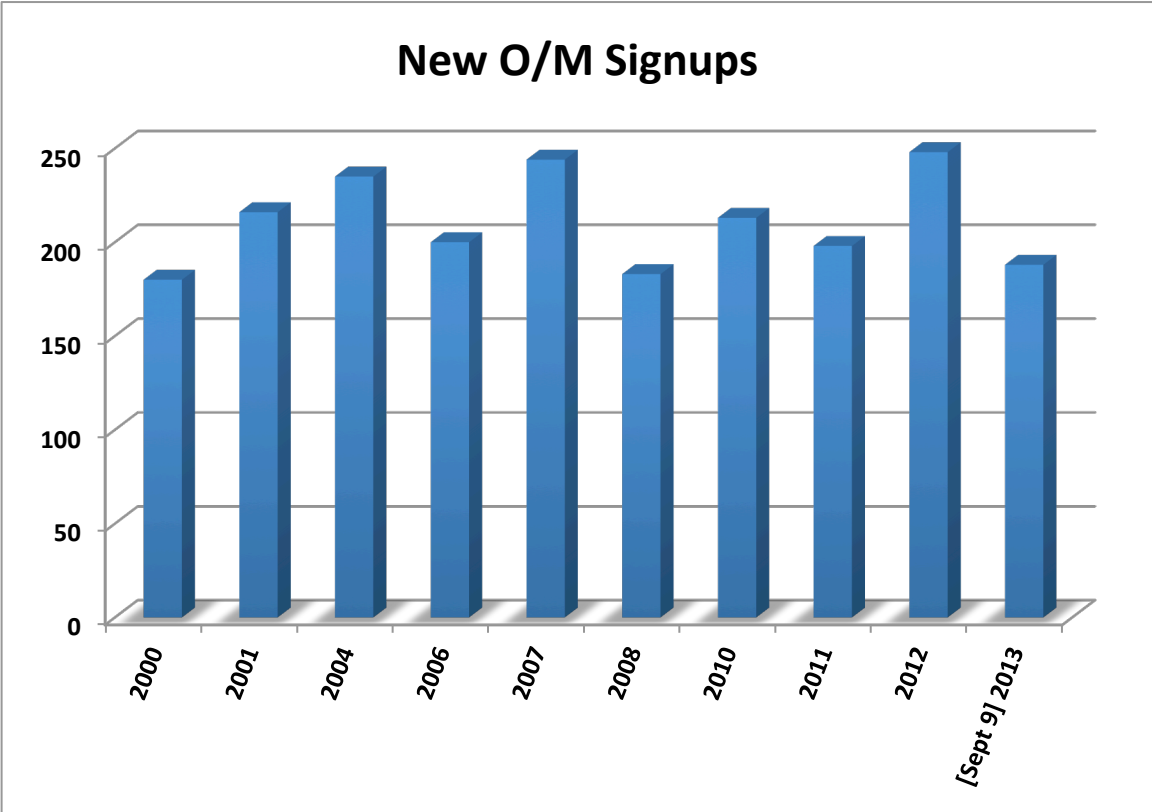
\$35,717.00 YTD loss

Labor costs at 30.35% of total sales

- Observations: Our labor costs should not exceed 25%. Most of the 137 member coops in NCGA have labor costs that run between 20% and 25%
- We are examining ways to bring labor costs down.
- During the GM search process MCM will not have the GM position expense during October, November, or December. This should provide for the following savings:
 - Health reimbursement: \$500.00
 - Salary: \$12,498.00
 - Life insurance: \$750.00
 - TOTAL: \$13,748.00

An "accounting reversal" will record payroll accruals in 2012 instead of 2013. This will decrease 2012 profits and decrease 2013 losses. We're heading into our busy season so we should catch up on our losses.

State of Maple City Market Cont



State of Maple City Market Cont.

Financials:

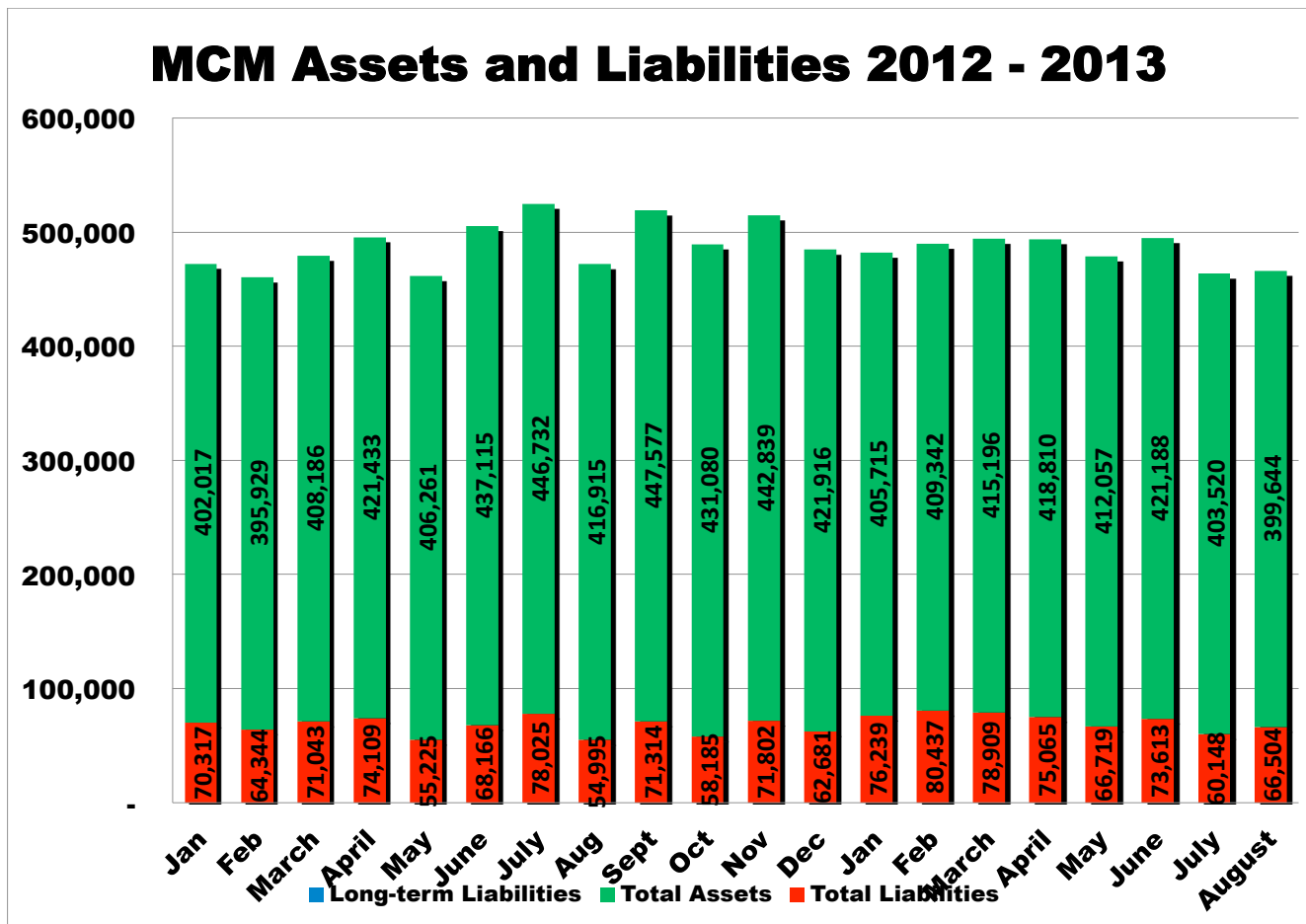
Cost Savings on Labor 2013

Conservative Sales Projection, Internal Interim

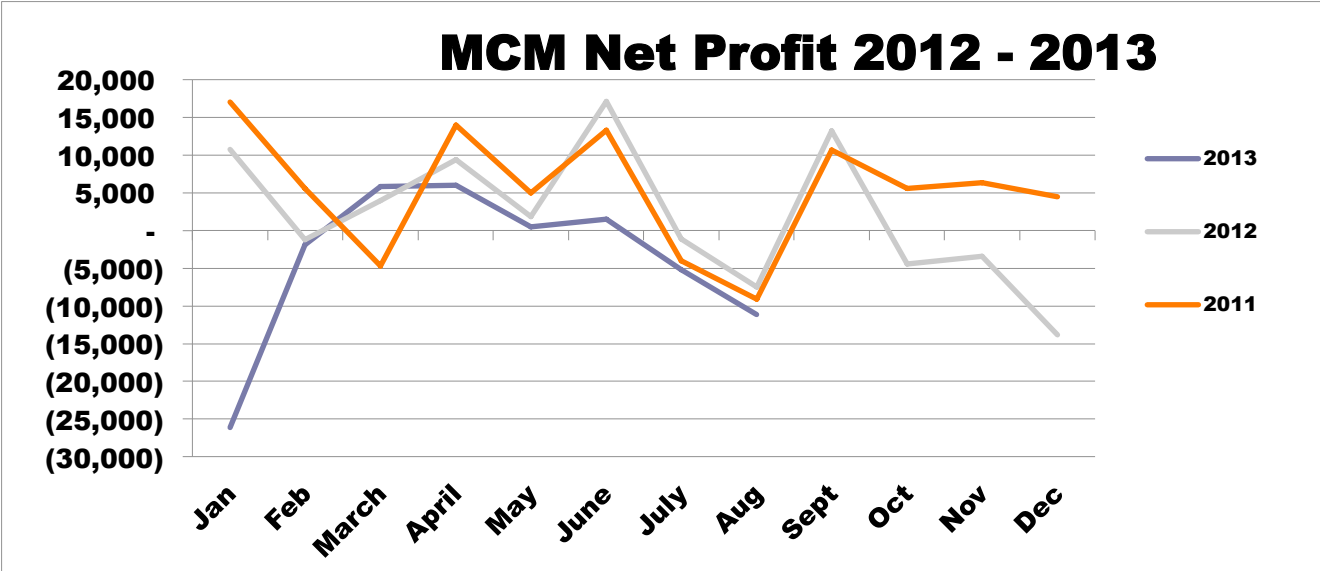
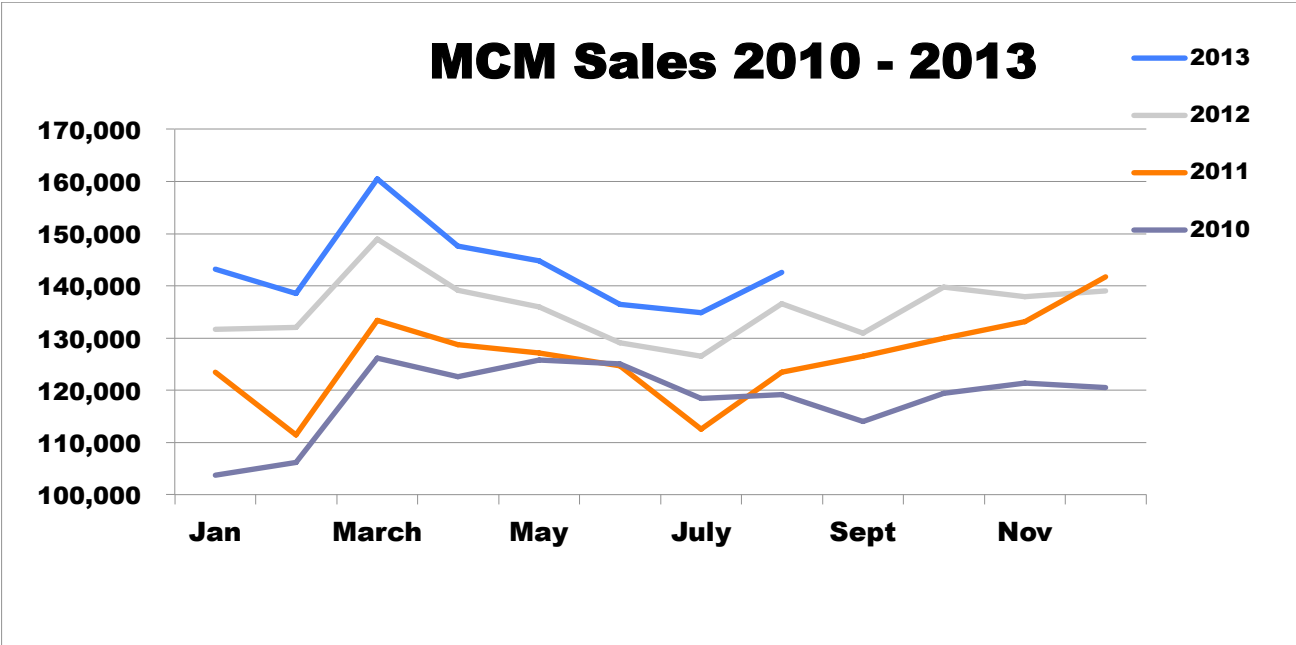
Column1	Labor \$ per month	Sales \$/mo.	Labor as % of Sales
Current	\$40,000	\$142,500	28.07%
No GM	\$35,400	\$142,500	24.84%
Interim (low)	\$36,300	\$142,500	25.47%
Interim (high)	\$36,660	\$142,500	25.73%

Aggressive Sales Projection, Internal Interim

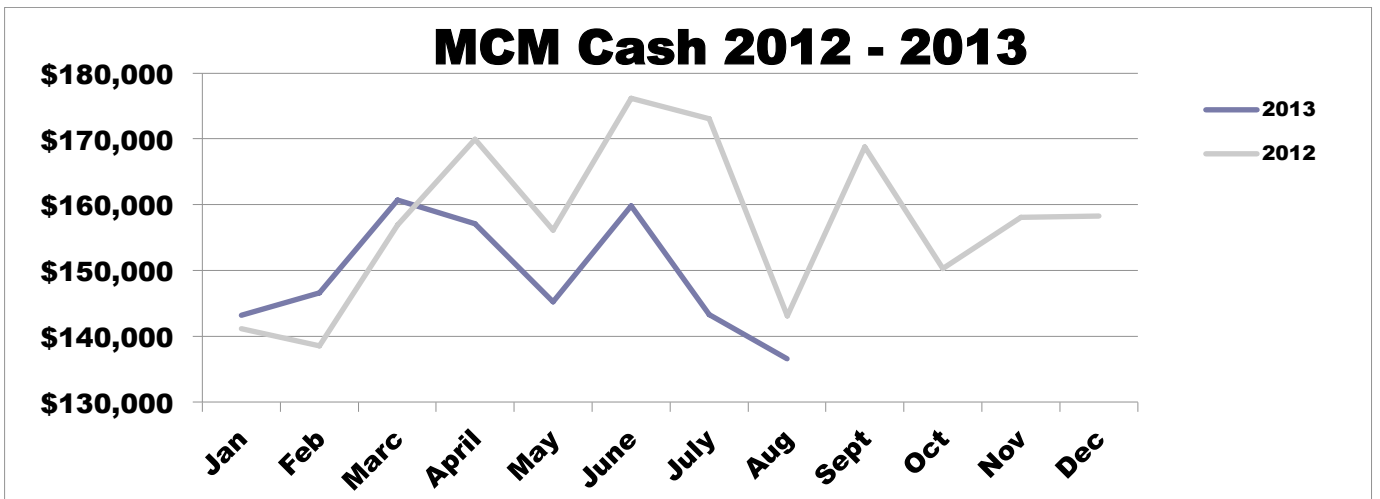
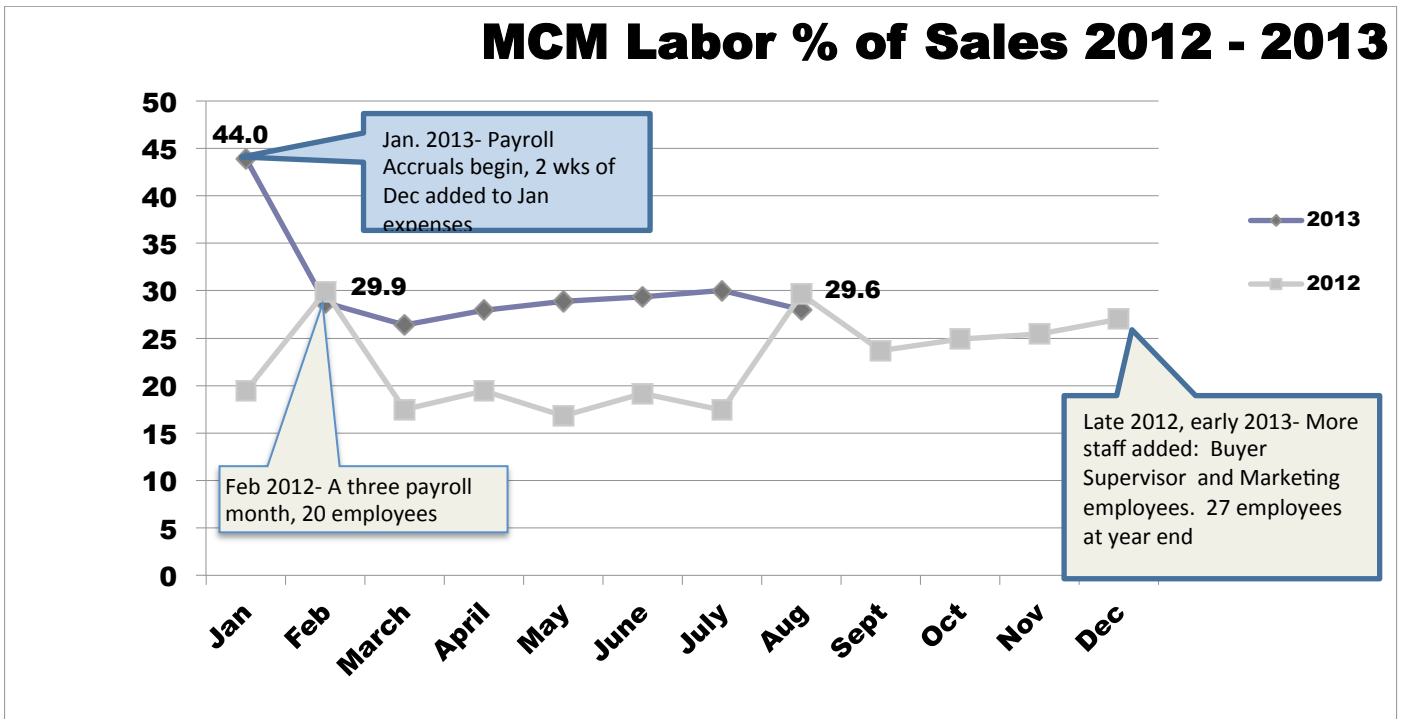
Column1	Labor \$ per month	Sales \$/mo.	Labor as % of Sales
Current	\$40,000	\$150,000	26.67%
No GM	\$35,400	\$150,000	23.60%
Interim (low)	\$36,300	\$150,000	24.20%
Interim (high)	\$36,660	\$150,000	24.44%



State of Maple City Market Cont



State of Maple City Market Cont:



MCM Debt Ratio 2012 - 2013

