

**Maple City Market
Board of Directors Monthly Meeting
Monday January 19,, 2015. 5:00-9:00 pm
Location: 232 South Main Street, Goshen**

Attendees: Phyllis Miller, David Gerber, Ava Breniser, Myrna Burkholder, Vicki Mast, Brian Wiebe, Jill Weaver, Alex Holtz, and Robin Ebricht-Zehr (late)

Others Attending: Brad Weirich, Bob Rademaker

Board: Share Meal / Team Building: (5:00)

- The Team shared a wonderful dinner provided by the Deli. Many thanks for the effort made by Deli staff to provide this for us!

Preliminaries: (5:30)

- Go-Round/Check-In
- Declaration of quorum and commitment to stay on task

Approve / Amend Agenda: (5:30)

- One addition was made to the GM Report: equipment _

Consent Agenda: (5:37)

- Minutes of 2014 December meeting
- Revised Bylaws
- Board Self-Monitoring for compliance
 - o G.4 Board Committees
 - Motion: To approve the Consent Agenda (MB move; JW second)
 - Discussion: none
 - Vote 8/0/0, Motion passes

Board Decisions: (5:38)

- GM Monitoring - X.10 Emergency GM Succession
 - Motion: To accept Brad W's monitoring of this policy. He has appointed Bob R the Emergency GM until a new operations manager is hired (PM move; AB second)
 - Discussion: none
 - Vote 9/0/0, Motion passes

- Any proposed changes to Policy Register for future monitoring:
 - G.4 Board Committees:
 - Motion: No changes
 - X.10 Emergency Succession
 - Motion: To change wording of one sentence: "The GM will not fail to ensure said person to attend at least one board meeting per quarter." (PM move; JW second)
 - Discussion: none
 - Vote: 9/0/0, Motion passes

- Board Budget: Several changes were suggested, so no vote was taken to approve the budget as prepared and presented by Ava B.

Discussion: (6:50)

- GM Report:
 - State of the Market: Brad W. did a review of the new organizational chart which is being implemented at this time. The phone system upgrade he reported as being complete.
 - New Checkout Counters: He showed a photo of the two new checkout counters that he is in the process of ordering for MCM.
 - Motion: To approve of the order of the two checkout counters for a total expense of \$5,300. (PM move; AH second)
 - Discussion: Should the Board increase the amount of \$'s spent for expenses above \$4,000 for which the Manager needs to get approval from the Board? It was decided not to do so because if it were set at a higher rate (like \$5,500 - \$9,000), the Board would miss the opportunity to know about some of these major expenses.
 - Vote: 9/0/0, Motion passes
 - Finance Report: Brad W. explained that there were some losses for December related to the cooler breakdown which affected sales and higher labor costs.

- Education:
 - Financial Education - Ava's presentation was postponed until next month.

- Updates:
 - Board Member Orientation: Phyllis M reported that it has been completed.
 - Annual Meeting: Myrna B. reported that the planning committee has met twice but is still missing an at-large owner-member to serve on the committee. It was suggested that she post a sign on the bulletin board at the store inviting a member-owner to join the committee. She also said that the blurb about the meeting was posted in the e-mail newsletter sent to owner-members will be repeated in follow-up e-mail to owner-members which will also include information about MCM by-laws submitted by Phyllis M.
 - Recruitment: Bryan W led an exercise related to the skill set needed for Board membership. Next month Brian will continue the exercise but in the meantime, Board members can continue to think of qualified candidates.
 - CDS contract renewal: Phyllis M reported that this has been accomplished. Included a \$1500 Grant from NCG.
- Upcoming Events:
 - Opportunity to Network with Purple Porch: Phyllis M & Susan Blum, board chair for Purple Porch have met to explore how we can share opportunities. Example: we can share how policy governance works for us, and they can help with fund raising tips like grants. We will be planning a public showing of the Food for Change movie together, in Goshen, South Bend then Elkhart.

New Business / Comments from the Community:

- No new business.

Community Education: (7:00)

- Topic: Exploring Essential Guiding Questions for MCM as We Go Forward into 2015

Brad W addressed a compilation of questions from Board members regarding relocation. Briefly his responses were:

- Reason for moving? To expand the range of customers being served. We have reached our limit given the restrictions of the present location.
- What are the limits of the present location? The age of the building, limited parking, waste of space at back of building.

- o What is needed to advance our Ends? Much of the food is unaffordable for many, and the space is not environmentally efficient. On the positive side, MCM owns its building. If and when we have more space, a consultant may be needed to help determine community needs for the store. This could include having an incubator kitchen and extra space to be used in different ways.
- o Owner-member involvement? Want to be engaged with the community including roundtable discussions to talk to Owners, as well as those who don't shop at MCM to find out why. Wants board to help increase owner-member involvement; wants to launch a membership drive; wants to increase membership benefits like maybe have an owner-member sales day every Wednesday.
- o Why plan to move now rather than wait for GM has more experience at MCM? We are in competition for space and need to get the community behind us to support expansion efforts. There are current property options that need to be explored now.
- o Is a market study needed? It would be expensive and not very helpful. Healthy food sales are growing exponentially; if we want to be on the forefront, the time is now! But if the board wants it he will do it.
- o Business Plan? Income level goal for MCM is in 10 years to reach the 8 million dollar mark - in two years, 3.5 million dollars.
- o Financial feasibility: Needing bank loans is inevitable to purchase a new space. Cost of it? Maybe \$1 million. Current building is worth \$100,000 to \$200,000. MCM currently has roughly \$150,000 cash on hand but needs to keep that level available.
- o What questions should Board have about the potential move? We will learn as we go. Should the Board form a building search committee? Maybe. Brad W will be asking for help.
- o What can be done with new space? Many more options.
- o Impact of new location? This is an integral part of this discussion. CDS has a helpful packet of information. It is posted in Dropbox.

Closing: (8:00)

- **Motion:** To adjourn the meeting (PM move; MB second)

- No discussion
- Vote 9/0/0, Motion passes

Submitted by Myrna Burkholder, Secretary