



Board of Directors Monthly Meeting
Monday, December 19, 2016; 6:00 pm - 8:28 pm
232 South Main Street, Goshen
Goshen, IN 46526

In attendance: Jose Chiquito, Robin Ebright-Zehr, Phyllis Miller, Amanda Qualls, Brian Wiebe, Rebecca Yoder

Absent: Eric Amt

Others Attending: Miranda Beverly-Gill, Jay Little

5:00 pm: Board shared a potluck dinner and team building.

6:00 pm: Declaration of quorum

- Preliminaries:
 - Check-In: “Are we prepared to act on everything before us?”
 - Declaration of quorum
 - Commitment to stay on task
 - Ends reflection: Because of MCM: Owner-members and customers in the Michiana region will be healthier; there will be a local, sustainable food system in Michiana; the local environment & resources will be responsibly shared, protected and restored; there will be a locally-owned cooperative business; there will be a thriving model that inspires other businesses in the Great Lakes region.
 - Board Commitment:
 - Increase board communication with members
 - Engage friends and colleagues regarding Co-ops: Advocate
 - Board project dreaming--capitalization
 - Video from CBLD library/Other cooperative education

6:02 pm: Approve or amend agenda

- **Motion:** To accept the agenda as it is written (2016 reflections were added).
Robin Ebright-Zehr moves and Jose Chiquito seconds
No discussion
Motion passes: 6 in favor; 0 oppose; 0 abstain

6:03 pm: Consent agenda

- **Motion:** To approve the consent agenda as it stands. The consent agenda includes the minutes of the November 28, 2016 meeting.
Brian Wiebe moves and Amanda Qualls seconds
No discussion
Motion passes: 6 in favor; 0 oppose; 0 abstain

6:03 pm: Board decisions

- January meeting date: Phyllis will be in Cuba
 - Move the January board meeting to Sunday, January 15, directly following the open house to welcome new GM, Brad Alstrom
- GM Monitoring
 - X.2 Business Plan and Financial Budgeting (plan for 2017 budget): Miranda
 - Brad Weirich chose not to start the plan for 2017 once he resigned from his position. He didn't want to start something that wouldn't be finished, or might be scrapped or feel imposed upon the new GM.

6:06 pm: Discussion

- GM Orientation and Welcome (timeline)
 - Transition: Brad Weirich will have his last day on January 9, 2016. Brad Alstrom, the new GM and his family, will be moving to Goshen on Wednesday, January 21.
 - Brad Alstrom will be part-time to begin with; he will become full-time on January 17, 2016.
 - His welcome reception is on Sunday, January 15 in the back of the store (plan for 100 attendees; they would be spread out over the reception time)
 - The back room will need to be cleaned up. - Brian to do
 - We will need a plan for food (potluck, deli, or catering): cookies from the deli. - Rebecca to do
 - Drinks (coffee, tea, lemonade, water)
 - Make a facebook event and invite others; can boost it/run an ad. - Miranda to do
 - Make a flyer for the cashier stand and bulletin board. - Miranda to do
 - Red post ad. - Miranda to do
- 2016 Reflection: Successes, challenges, lessons learned
 - Great response from owners for the strategic meetings.
 - Great job of recruitment to the board.
 - Thought about categories of board membership (age and background diversity)
 - Good hiring process for General Manager; were lucky to have the interest and candidates that we had.
 - Annual meeting: There is a lot of room for improvement in 2017. Want to increase participation and attendance.
 - Glad for the retreat with Thane; it was very helpful for new board members.

- The minutes were really good in 2016, and we have one of the strongest board chairs in the area. We have a good board that is supported by good structure (policy governance).
- Looking forward to better monthly meetings/one-on-ones with GM in 2017.
- Respecting time and being more intentional with board meeting length.
- Emergency GM policy we had and having Miranda step in successfully was a win.
- 2017 Plan:
 - Ends revision
 - Talked about that at the retreat. With the new GM, this is a good time to revisit it. Give Brad Alstrom some time, but he's going to want to know where to go (the ends). What does the board expect or hope to change in this community? For whom and at what cost?
 - Timeline (we should look at the ends once per year):
 - January: do some education
 - February: look at samples
 - March: decide upon any changes
 - Strategic planning meeting including owners
 - Schedule the final meeting in February to allow Brad A. to have some more background before the final meeting.
 - Having Brad be in his position between two and four weeks before that meeting would be good (allow him to generate some ideas).
 - Send out a letter before the meeting.
 - Rebecca to create a 'what's happened so far' document stemming from the first two meetings.
 - Board recruitment
 - What are some of the gaps that we want to fill on the board?
 - Someone with knowledge/experience of successfully running a retail store
 - Someone with experience in other co-ops (perhaps pulling from a credit union)
 - Expanding beyond Goshen
 - Do we want to expand from seven to nine members?
 - Considering expansion. There are positive feelings about going from seven to nine. If we did that, we might elect them at the annual meeting (with terms starting July 1, 2016).
 - Consider advertising outside of the co-op (in places where people are concerned with health) to get recruits for open slots.
- Revision to Board Calendar
 - Moved things at the start of the year to February because of Brad Alstrom coming on.
- GM Reports:
 - Finance Report (November data) and State of the Market

- We did not pick up in November (sales did not jump up around Thanksgiving). We are cash poor as a result of the bad month (\$16,082 at the end of November versus \$42,629 at the end of October).
- Turkey sales were down. We purchased more based on last year's sales, but they plunged this year.
- Considering scaling back hours in January: Miranda to run this by Brad Alstrom before proceeding.
- What about NCG? Have they been monitoring us closely?
 - We were supposed to provide a monthly report, but that hasn't happened since August. Phyllis and others working with NCG.
- Consider asking people to purchase more at the co-op to give our new GM a good welcome.
- Brad needs to have a voice in the situation before January 1 (when he becomes GM).
- Brian has proposed an "X days of Christmas" narrative to build excitement and raise capital to gain back some cash on hand.
 - Real time data would be helpful
 - Encourage a post-Christmas reset
 - Use Facebook live to promote food in the market (Wednesday between 11 am and 2 pm is when the sampling is done)
 - A recipe per day, which you can get all of the ingredients for at the market
 - Jose and Brian to organize this initiative (consulting with Miranda; letting Brad Alstrom know what's going on); Rebecca to assist
- Leadership coverage during transition
- Community Initiative Updates:
 - Anything else?

7:57 pm: New business/comments from the community

- The board should consider having one strategic planning meeting every six months or so (comment at 6:44 pm in the context of the strategic planning meeting). It would allow the board to be more plugged into feedback. Empowers the board and empowers owner-members. Could collect ideas for topics from the membership; have a preceding coffee meeting that would set the agenda. Engaging members generates more pride in ownership.
- Highlight 18 different recipes (ask owners to come up with them) during the '18 days of Christmas'
- Reach into the African American community

8:04 pm: Break/cleaning up the meeting room

8:13 pm: Executive session opens

8:26 pm: Executive session closes

8:27 pm: Calendar review

- Next meeting was scheduled to be on January 23, 2016; it has been moved to 4:00 pm on Sunday, September 15, 2016
- Looking ahead:
 - Field trip?

8:28 pm: Adjournment