



## Board of Directors Monthly Meeting

Wednesday, January 27, 2021 at 7:00 pm

**Location: Due to the ongoing pandemic, this meeting was held virtually.**

**In attendance:** Malinda Berry, Gwen Gustafson-Zook, Rose Shetler, Darin Short, Amanda Qualls, Clayton Miller, Chris Horst, Brad Alstrom

### MCM BOARD MEETING AGENDA

1. OPENING ACTIVITIES (7:00 pm) - 7:03

- Our MCM “Ends” (read)
- Check-In: Are we prepared to act on everything before us?
- Declaration of quorum
- **Decision:**
  - i. Approval of Nov./Dec. 2020 minutes  
Malinda moves that we approve; Clayton seconds  
Discussion: No discussion  
**All in favor**

2. GM REPORT (7:10 pm) - 7:08 pm

3. POLICY GOVERNANCE (7:20 pm) - 7:10 pm

Reference materials: Decision tree

- POLICY MONITORING
  - i. Monitoring of GM
    - 1. **Decision:** X.2 Budget and Annual Planning  
Darin moves that we accept X.2 as compliant; Darin seconds  
**All in favor**

See page 15 of the January 2021 packet. We underperformed on gross margins in 2019, but we’ve started to claw some of that back. Our buyers have gotten more experienced in their departments, which has led to better outcomes.

Chris has been taking our labor budgets and translating them into schedules.

- Question from the board: Is projecting 1% growth too much?
- Answer: Everything is just so uncertain this year. It’s hard to know. We will keep an eye on it as we go.

Small stores have fared well during the pandemic. These stores have been in 12-20% growth for the year. College town co-ops have had a bit of a harder time. It seems to have depended on how well the stores were able to respond and how much the stores closed down (or not) during the start of the pandemic. We don’t see big trends that should cause concern for us as a whole. Some stores are still seeing 50% growth.

**Marketing plan**

March is Women's Herstory month. How might a focus on that look in the month of March? Consider the inclusion of interdependence, and not just independence in the month of July.

We need to be mindful of how we're reaching our segments and ensure that we're building long-term strength and attention toward those segments. Work towards cultural competence.

4. ADDITIONAL AGENDA ITEMS (8:20 pm) - 8:18 pm
  - Upcoming board meeting: Wednesday, February 24, 2021
  - [Columinate events](#)
    - i. [Financial training for Directors](#), February 1
    - ii. [Why We Can't Wait: A Cooperator Approach to Abolition](#), February 1
5. ADJOURN (8:25 pm) - 8:27 pm