

MCM Board Meeting
Wednesday, January 24, 2024
Location: Maple City Market

In attendance: Jama Yoder, Darin Short, Malinda Berry, Dustin Geroge-Miller, Rose Shetler, Lizzy Diaz, Anna Parker, Dave Kendall
Management team - Brad Alstrom (store manager), Bailey, Gretchen, Kevin, Adam

Beginning (7:00 PM)

Introductions

all are ready to act

Malinda moves to approve the December 2023 minutes, Rose seconds this motion, the motion carries.

Monitoring, education, and engagement

Board and Management

Board Retreat Report

Reflections: *“internal capacity”, let’s break that phrase down*
Excited to sell more this year and use simple sales techniques and new licensing to sell our new products
Potential in communication between board and members
How do we maintain what makes us stand out, while growing and attracting new customers?
50th anniversary video, larger history of the co-op

General Manager Monitoring

GM Report

Strong December, good way to end the year
Round up at the register is going great
Things are in motion for the beer and wine license
Roof leaks may show problems when snow and ice starts to melt

Business Planning and Budgeting Monitoring

Brad reports on projections, including strong investment activities for the next 5 years, in which we would likely maintain a healthy cash balance
Rose moves to accept X.2 Planning and Financial Budgeting Monitoring as in compliance, Dustin seconds this motion, the motion carries.

End (8:42)o

To do:

- Dave to communicate with Kyle at Goshen College to work on a 50th anniversary video to feature Maple City Market, tell the anniversary story (2025)
- Dive in to investment activities as reported in Budgeting Report and what that means for expansion planning