

Bluff Country Co-op Board Meeting Minutes

Monday, March 13, 2017

6:00 pm – 8:30 pm

Winona State University, Minné Hall Room 236

Attendees: Dawn Schreiber, General Manager, Melissa Gordon

Board Members Present: Coleen Bremer, John Chernega, Rachel Kimman, Diane Leutgeb Munson, Mary Kirk, Ann Lichliter, Aurea Osgood, Charlotte Roraff, Johanna Rupprecht

| TOPIC | DESCRIPTION | ACTION/OUTCOME | | |
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| | | Yay | Nay | Abstain |
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| Task Review | <ul style="list-style-type: none"> All tasks were completed. | | | |
| Review February Minutes | <ul style="list-style-type: none"> Diane motioned to approve the February minutes. Ann seconded. | 8 | 0 | 1 |
| Board Compensation Review | <ul style="list-style-type: none"> Conversation highlights: <ul style="list-style-type: none"> The president puts in a lot of work, more work than the committee chairs, so perhaps the president should earn a higher stipend. Many of the current board members would serve on the board even if there were not a stipend. The stipend is a good reminder that this a professional working board with expectations. The stipend may help us attract board members from diverse socioeconomic classes. The board decided to table this until November. | | | |
| D2 Accountability of the GM | <ul style="list-style-type: none"> This language helps the board avoid micromanaging the GM. It was clarified that “organizational performance” is defined by monthly monitoring reports. John made a motion to change policy register D2, item 1 to read: “...progress toward organizational performance as defined by the monitoring report.” The motion did not pass. <ul style="list-style-type: none"> The board decided that adding the monitoring report language would be too limiting. | 0 | 9 | 0 |
| | <ul style="list-style-type: none"> John made a motion to change policy register D2, item 1 to | 9 | 0 | 0 |

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| | <p>read: “Accomplishment of Progress toward the Co-op’s ‘Ends’ within Executive Limitations of the Policy register will be viewed as successful GM performance.” The motion passed.</p> | | | |
| GM Monthly Update/ Expansion and Capital Campaign | <ul style="list-style-type: none"> • Store is doing well. We saw moderate sales growth in January, while the rest of the corridor saw negative sales growth. • February was a great month. We did better than last February even though last year had an extra day. • “People, Planet, Profit” headers were removed from monthly update and replaced with the new language “Fair Economic Practices, Commitment to Community, and Food and Environmental Integrity.” • USDA conducted a site visit last Friday. Their answer about backing our loan should be to us by Friday, 17th. • Our lawyer goes on vacation on Monday, 20th, so we are hoping to schedule a closing date for the first week of April, which is the week she returns, and to begin construction and host a groundbreaking ceremony for the 2nd week of April. • Construction will begin on the bar side, but the bar side won’t be completely finished until the entire project is finished, because we will need to creatively house departments there during the rest of the expansion. <ul style="list-style-type: none"> ○ Marketing will create a map to help customers find food. Perhaps board members can help direct customers as well. • Xcel energy will be replacing gas lines on 2nd and 3rd streets this summer. The part of their project that is near the co-op should be complete earlier on and will hopefully not disrupt our expansion or operations. • We met the goal of our capital campaign, but we are still selling shares as this reduces the amount we need borrow. • Please like and share our Facebook page and posts and watch out for our new website. | | | |
| B6 – Staff Treatment & Compensation | <ul style="list-style-type: none"> • Short-term life and disability insurance benefits have been removed. We had been offering it to managers alone. Then we offered it to all staff members. But the cost of this benefit didn’t seem worth it given that it had never been used and that a recent staff survey showed these benefits to be the least desired. • We are looking into other benefits, such as a 401(k) program and the opportunity to donate PTO to another employee. • Recently we’ve seen low turnover. We have a solid crew | 9 | 0 | 0 |

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| | <p>right now. Staff is happy.</p> <ul style="list-style-type: none"> • Regarding the number of staff members making the Co-op Livable Wage, the Board trusts Dawn to make the right decision for the store. • John motioned to approve the B6 Monitoring Report. Rachel seconded. | | | |
| <p>Committee Chair Updates & Spring Retreat Discussion</p> | <ul style="list-style-type: none"> • Social Equity <ul style="list-style-type: none"> ○ The March Catholic Worker meal is this Friday, March 17. ○ The Committee is creating timeline for some of their projects. ○ By-law change that was passed at the 2016 Annual Meeting has not yet made its way into the by-laws. Julie Johnson will make the change. • Membership Outreach <ul style="list-style-type: none"> ○ The Committee is still deciding on an event to plant and host in addition to the AMM. ○ Next meeting will be about 5-year planning. • Board Development <ul style="list-style-type: none"> ○ The Committee met tonight to discuss their 5-year plan. • Retreat <ul style="list-style-type: none"> ○ Location: Aurea's house. Address can be found on drive. Shared with Me → 2017 → 2017 Board Contact List ○ Time: 1-5pm. Please arrive in time to start at 1pm. ○ Food: Potluck snacks without strawberries. Co-op will provide beverages. ○ Committees: add 5-year plan to: Share with me → 2017 → 2017 Board Retreats → 2017 Spring Retreat • If any committee wants something added to their budget, please send it to Aurea before the April board meeting. | | | |
| <p>Strategic Planning – Attached articles</p> | <ul style="list-style-type: none"> • The board read articles in preparation for the retreat. <ul style="list-style-type: none"> ○ “Ends to Ends” <ul style="list-style-type: none"> ▪ We need a business plan that works toward the ends. ▪ The actionable aspect of this article was particularly attractive. ○ “Telling the Story” <ul style="list-style-type: none"> ▪ We can improve on telling our story. ▪ Could the majority of our owners define what a co-op is? ▪ When people feel an emotional connection or belonging they want to do something to participate in that vision, so how can we work | | | |

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| | <p>toward our ends and communicate them in such a way that increases engagement?</p> <ul style="list-style-type: none"> ▪ The fact that we are a co-op sets us apart. ○ “Connecting the Dots” <ul style="list-style-type: none"> ▪ “It is harder to surprise or disappoint owners who understand the co-op’s market and community through the same lens and context that is board is using.” This is a valuable insight. This kind of lens is important. • Board direction: Hopefully we will leave the retreat in March knowing where we’re going. (If not, we can always use Google maps.) <ul style="list-style-type: none"> ○ Being able to talk about projects we’re working on and goals we’re aiming toward would help in recruitment. • Email additional thoughts to board. | | | |
| Meeting Adjourned | <ul style="list-style-type: none"> • Meeting adjourned at 7:47PM | | | |

| TASK | RESPONSIBLE PARTY |
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| • Add to next month’s agenda: Review self-evaluation. | Ann |
| • Add a reminder to 2017 Board Calendar: November 2017, Review board compensation. | Melissa |
| • Make change to policy register D2. | Melissa |
| • Keep calendar clear for 2 nd week of April and plan to attend groundbreaking ceremony. | All board members and GM |
| • Share/like our Facebook page and check out our new website. | All board members |
| • Add 5-year plan to 2017 Spring Board Retreat folder on Drive. | All committee chairs |
| • Attend board retreat. | All board members, GM, Melissa |
| • If any committee wants something added to their budget, send to Aurea by April meeting. | All committee chairs |
| • Additional thoughts regarding readings should be emailed to the board. | All board members. |
| • Review self-evaluation. | All board members |