

**High Falls Food Co-op  
December 2016 Board Agenda**

**Welcome and Announcements - Kenny Rowe, MaryJo Johnson, Dglas Boyce, Steve Goodman, Jodi Fogel, Adriana Magaña, Kelly Collinson, Kristin Avery**

Kenny talked about [howgood.com](http://howgood.com) and their food ratings and research and how he has been resourcing them. Adriana recommended that we have stickers for organic on the product shelves so that we can easily see which products are organic. Kelly took it a step further and suggested a color code for each category; local, vegan, gluten free etc...

**Organic movie hosted at Rosendale theater -**

MaryJo suggested involving Becky from Old Ford Farm to sit on a panel and be involved.

Adriana volunteered to put the panel together.

Adriana mentioned that the Farm Hub farm stand will not be open this next growing season and MaryJo called attention to finding out more about their business/contacts/funders?

**Approval of October and November minutes**

MaryJo moved to approve and Dglas seconded.

**Manager's Report -** Jodi read the report- attached

Jodi read a report on Employee Compensation- attached

Employee Emergency Financial Relief pilot program - attached

MaryJo talked about a flexible spending account option- you can use the money for any health modality. Good for complimentary care choices. Kelly and Kristin talked about how they need insurance or else they couldn't work at the co-op.

**Finance and Mission Effectiveness Report -** Matt read the report. Essentially we are doing quite well. We've made \$121,000 in profit and sales increased 15%, costs 13%, and expenses 10%. Most of the profit was seen from April through July. Sales haven't been the same since then. Regular expenses have jumped up by \$5000 a month, however we are in a good position with regards to cash and payables.

MaryJo mentioned putting together a compensation and budget review for next finance committee.

Look into investments with regards to divesting from fossil fuels or banks who are investing in fossil fuels.

**Communications and Membership Report -** Steve read the report - attached

Steve gave a tour - slide show - about the signage in the co-op. We discussed various alternatives and improvements using the signs with our logo mixed with hand made signage.

The meat area signs needs clarification as to what is pastured, GMO, grain fed etc. Organic meat is hard to come by. We desperately need organic chicken suppliers says Kelly. Perhaps a future newsletter article can be written about the need for organic chicken and meats and a community based poultry service.

An idea was thrown out that we should have tent events with department head food picks. We could tie this into a affordable meal plan with ingredients from co-op with prices of how much each meal costs and how many it feeds. Nutritional breakdowns would also be included. Kristin volunteered to crunch the numbers on these recipes for us.

**Adriana said we absolutely need to go forward with getting storage space to increase the co-ops ability to provide well-priced products.**

Put the word out to member/shoppers and the wider community.

Management needs to have an idea how much space each department needs.

Potentially move the kitchen there? Offices?

What towns/villages are we open to for locating the warehouse?

### **Food Standards**

Consider creating training/panel discussion event for staff, vendors, board and community that will help us to develop a common understanding of organic standards as they relate to the environment and public health locally. Possibly view this documentary together:

<http://whatsorganicmovie.com/host-a-screening/>

A communication book was proposed, perhaps signage could also work, to inform members/customers of relevant product information (products we intentionally don't carry; products we want to promote).

### **Co-op Governance, Bylaws**

#### **Business Plan Review, Priorities and Goal Setting**

Consider creating strategic partnerships with organizations that share our vision and values and can provide mutual support: NYS Co-ops and CDS (manual, bylaws, governance resources), Local nonprofit and for profit organizations (events and education).

MaryJo will contact Jodi with regards to staff emails and attendance at mid-cycle board mtg..

**Mid-cycle board mtg. Jan 2nd 2:30pm** - We will talk about bylaws and potential warehouse space. Before mid-cycle mtg. read through bylaws and other co-ops bylaws. We need an entire new approach as we have changed since inception. Ilona is in the process of contacting all the co-ops in NY to get info from them about understanding our non-profit status (MaryJo wants Matt to research our non-profit status and what it means for us as we are not "technically" a non-profit).

MaryJo thinks the idea of creating a localvore challenge could be great. Create menu out of local ingredients.

Adriana will be meeting with James Saturday to get a hair cut and work on creating a HFFC BOD archive on our website.

**Next board meeting: January 16th @ 5:30 @ The Barnabas**

Add Kristin to pertinent emails as well as other appropriate staff. Check with Jodi and Ruth about proper protocol to engage with staff like this.

**[kristinavery1994@gmail.com](mailto:kristinavery1994@gmail.com)**

## **Action items from Previous Board Meetings:**

### 1. Finance and Mission Effectiveness Committee:

- Matt will work with Jake to research and develop POS reports
- Research for compensation review continuing in November

### 2. Member communication:

- Adriana will get minutes from Ilona, Donna, Ruth and post online
- Website will be updated and warmed up by James, Adriana will assist
- *Collecting member emails - Flag and call individual emails, cashiers could add emails into system; important to distinguish member emails from shopper emails. In future of allowing people to sign up online.*
- Ask Jake what happens to emails of customers have lapsed that haven't renewed. Need to have current list of active members. Can happen online.*
- Develop "Welcome to the Co-op" letter that goes out to new members
- Staff will discuss getting ID Badges
- Publish Co-op Almanac*

### 4. Bridge Closing:

- Maps showing detour
- Remind people why they shop at the co-op (social media, newsletter)
- Bridge the Gap meetings--Jodi and Ruth will let board members know about meeting dates and times

5. Tent events: Offer therapists, herbalists, and other vendors an opportunity to participate for percentage of sales

### 6. 40th Anniversary Celebration!

7. Membership Orientation: we need a group to work on membership - if we collect member emails we could send out a monthly member orientation to new member/owners. We have many legal obligations to our members (voting on bylaws is one).

8. Handbooks, Manuals, and Documents: MaryJo will carefully review employee handbook with Ruth and Donna and begin by-laws research with Ilona

### 10. Re-usable Packaging

*Statement of Initiative: We the board request and wholeheartedly support management's decision to recommend and purchase nontoxic and as locally sourced as available containers for soup, coffee, beverages and a plan to encourage shoppers to bring their own containers and bags by providing a bag/container refund.*

-Chris Cruz will get in touch with Equal Exchange about coffee cups and check into materials.

-Kenny will look for a local source: paperware, soup bowls, utensils, bags

-Managers will consider re-usable bag credit

## Business Plan Project Table, Updated November 2016

Initiatives	Goals	Deadline	Deliverables and Measures	Responsibility
<b>Internal Operations</b>	Finish HR manual	October, 2016	In Edits	Ruth
	Operations manual	Dec, 2016	10% complete	Ruth
	Job Descriptions	June 15	90% complete	Ruth
	Build and report on annual budget	April 1	90% Complete	Matt and Holly
	Complete Board Operations Manual	April 30	75%complete	Mary Jo/Laura
	Complete Current Org Chart	March 30	Complete	Mary Jo, Ruth, Jodi
	Complete Projected Org. Chart (enter into SP)	Dec 1, 2016	50% Complete	Mary Jo, Ruth, Jodi
	<b>Revise bylaws</b>	Dec 1, 2016	10% complete	Mary Jo and Ilona
	Clear understanding of member ownership	Dec, 2016	10% complete	MaryJo and Ilona
	<b>Visit and prepare “reports” on 5 other co-ops</b>	December 2016	Visits and reports on 4 complete	Mary Jo and Ilona
	Prepare worksheet for visits	April 30	20%	Ilona/Adriana
	<b>Performance Measures</b>	Ongoing		
	Increased membership		TBD	Steve
	Membership retention		TBD	Steve
	Increased gross sales	Yearly	6.7%	Jodi and Ruth
	Increased cost of local goods purchased	Yearly	3%	Jodi
	<b>Increase Employee Salaries</b>	Yearly	TBD	Holly/Matt
	Conduct compensation review	Oct, 2016		Jodi, Ruth, Holly, Finance Committee
	<b>Write vendor policy agreement</b> What are the roles and responsibilities?	May, 2016	Not Started	Sybille and Jodi

	<b>Staff and Board Training and Development</b>			
	Establish standard staff training program	November 2016		Ruth and Jodi
	Establish standard board training program	Ongoing		Mary Jo
<b>Financial</b>	Complete business plan	TBD		Matt
	Establish Yearly Cash reserve goal	Ongoing		Holly/Matt
	Establish what POS reports we need on a monthly basis	May 2016	TBD	Holly
<b>Bridge Closure</b>	<b>Develop a plan to address opportunities in bridge closure September 2016</b>	July 16	Written plan	SP group
	Bulk and Case Online Buying	TBD	Research	Not Assigned
	Possible Kiosk in Kingston	TBD		
	Traveling truck for delivery	TBD		
	Possible building purchase	TBD		
	Survey shoppers regarding shopping habits	TBD		
	Generate budget based on plan	TBD		Matt/Holly
<b>40<sup>th</sup> Anniversary</b>	<b>Develop a plan for 40th Anniversary</b>	April 15, 2016	Written plan	Ruth/Steve/Adriana/Jodi
	Tent events and store signage			
	Generate budget			
<b>Membership Outreach Member Base</b>	<b>Membership Development</b>			
	Develop an outreach/ orientation plan	March 2017		Membership committee
	Update the membership list so we can reliably email 100% of the membership	Jan 31 2017		James, Jake, Matt, Dglas, Daisha

	Sign up for newsletter on line	March 2017		Dglas, Adriana, James
	Sign up for membership on line	March 2017		Dglas, Adriana, James
	<b>Member Manual</b>			
	Clear understanding of member ownership	February 2017		Membership Committee
	Begin monthly member emails by June 15	Completed July 2016		
	Create member policies/manual	June 2017		Membership Committee
	<b>Member Orientation/ Events</b>			
	Develop agenda for member orientation gatherings	September 2017		Membership Committee
	Schedule regular get-togethers for members	October 2017		Membership Committee
<b>Physical Expansion</b>	Monitor immediate opportunities that could be “too good to pass up”	Ongoing		Adriana
	Complete research into parking and septic requirements for current location	April, 30		Adriana
	Prepare a “case statement” for a new building or expansion to branches	April 30	Written case statement	Matt/Ilona
<b>Education and Outreach</b>	Create education plan including in-store signage, tent events, etc	Ongoing		Steve, Mary Jo
	Newsletter and content generated monthly	Monthly		Adriana, Ilona, and other staff



## **Parking Lot**

Have a Bridge Closed Discount Day, possibly Wednesday?

Co-op To Go

Solar panels for the Co-op?

501c3 for Education (Ilona)

List of foods/ingredients that the Co-op does not carry and why

Member work hours at associated nonprofit organizations (Jodi)

Health Tidbit section of newsletter (Ilona)

“Did you know” section on Facebook, Newsletter related to products

Extend hours on Friday and Saturday

Lighted sign for Co-op