

High Falls Food Co-op November 2016 Board Agenda

Welcome and Announcements

Approval of last month's minutes - Present were Jodi Fogel, Adriana Magaña, MaryJo Johnson, Dglas Boyd, Kenny Rowe, Kelly Collinson, Daisha Sen, Steve Goodman, Ilona Ross, Matt Berlin (via phone)

Manager's Report - Jodi read the report. What followed was a BIG DISCUSSION about the foods standards list. MaryJo brought up the need for Identity and Marketing and that the HFFC needs to make sure it's food standards are high going forward. Possible communication book for items that staff and members have a serious issue so that they could be properly vetted. Action Steps for Food Standards needs to be created. Kenny will email copy of the Food Standards write up to board for discussion. Give feedback to Jodi & Ruth regarding standards and then have another department heads mtg.

More Space is always in issue for the HFFC. To bring down prices we need more storage and office space to manage it.

Relay info about feedback to Jodi & Ruth and then have another dept heads mtg.

To address bridge closure we could put alternate route maps on Q R scan code and have it available on door, on flyer to hand out, on receipts.

Collecting member emails - Flag and call individual members who we don't have an email for. Also cashiers could add emails into system at point of sale. It's important for us to be able to distinguish member emails from shopper emails. In future look forward to allowing people to sign up/pay online.

Ask Jake what happens to emails of customers whose membership has lapsed.

We need to have current list of active members. We can have different email lists on our email marketing client Mailchimp for current members, shoppers, etc.

Finance and Mission Effectiveness Report - Jodi read the report. We did good! :)

Communications and Membership Report - Steve read the report. We talked about ways of increasing exposure of the great content in our monthly newsletters, including having James post individual recipes on Facebook leading into holiday periods and creating a yearly HFFC almanac with highlights from the year's newsletters.

Daisha, Kristen and Dglas are working together on a membership subcommittee.

They will cover orientation and information for new and current members and how they can participate in co-op. They are presently working on a member orientation booklet and getting necessary information from POS about shoppers and members.

Remind Matt about contributing communication device--Steve will do this

Co-op Governance Report - Ilona talked about need for audit with Ithaca Coop. She said they hire an outside accounting firm and they do a full-fledged audit. The coop is incorporated under the cooperative law of NYS is required to do this. We are not a 501c3, but in the eyes of NYS we are a nonprofit. We were incorporated under the NYS cooperative laws. We will work with consultants from CDS to find an accountant who can help with an audit and people who can help with by-laws.

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)

Next board meeting: December 19th @ 5:30 @ The Barnabas

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
- Jodi, Jake and Daisha will meet to develop system for collecting, compiling,

updating and reporting member information

- Develop "Welcome to the Co-op" letter that goes out to new members

-Staff will discuss getting ID Badges

4. Bridge Closing:

a. Maps showing detour

b. Remind people why they shop at the co-op (social media, newsletter)

c. 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