

**Good Earth Food Co-op  
BOARD OF DIRECTORS MEETING  
March 15, 2018  
Good Earth Community Room**

Present: Bobbie Hentges, Elizabeth Baklaich, Amanda Hegreberg, Stephen Janasie, Adam Konczewski, Jen Larson-Grinscell

Member Owners Present: None

Absent: Sara Mruz

<p>General Business</p>	<p>Called meeting to order at 6:30p Consent Agenda: Approve Minutes of 2.15.2018 meeting Accept GM Monthly Report Accept New Members: 3559-3564 Accept Member Engagement Committee Report Accept Finance Committee Report Accept Policy Committee Report</p> <p><b>Motion:</b> Moved to accept the consent agenda, seconded, and approved. Approved the minutes of 2.15.18, the GM Monthly Report, new members, the Member Engagement Committee report, the Finance Committee Report, and the Policy Committee Report. <i>Motion moved, seconded and approved.</i></p>
<p>Board Education</p>	<p>Board Education: Finances (presented by Adam)</p> <ul style="list-style-type: none"> <li>● Discussed following in relation to co-ops: balance sheet, assets, liabilities, equity, retained earnings, income statement, revenue, cost of goods sold, expenses, accounting period, depreciation, interest, inventory, payroll, breakeven formula, and gross margin. Shared article from Wall Street Journal regarding changes in grocery stores as they become more social destinations..</li> </ul> <p>Stephen will present next month's Board Education. Topic will be Capital Campaigns.</p>

<p>Board Decisions and Discussions</p>	<p><b>Board Decisions:</b>  Discussed survey anonymity. Will add a question to the beginning of the surveys that asks a 4-digit code so each person will know if they have responded.  <b>Task:</b> Bobbie will add the “What is your code?” question to survey before Kris sends out survey.</p> <p>Discussed Policy C4: Board Meetings survey results.  Scores were high on most questions. Some people skipped some questions - which is fine if they do not have knowledge of the question. Lowest average was 4.2.  <b>Motion:</b> To accept results of March policy monitoring reports. <i>Motion moved, seconded and approved.</i></p> <p>Policy C5, 6 &amp; 7 proposal  Proposal for policies C5, 6 &amp; 7 were brought up for adoption. Have used old policies, but they have never been adopted. We have revised and simplified them.  <b>Motion:</b> To adopt the C5, 6 &amp; 7 Policies as presented by the committee. <i>Motion moved, seconded and approved.</i></p> <p><b>Board Discussions:</b>  Discussed new signage, importance of location, costly billboards, and intentional and public membership drive. Need to expand customer base and need to continue telling story about why the co-op is different than grocery stores.</p> <p>Consider using focus group with top members to see what drives them to shop at the co-op. Would profiling this group allow us to better target similar types of member/owners?</p> <p>Consider a focus group with people who have loaned the co-op money to find out their reasoning.</p> <p>Secretary should be at focus groups to take notes, or they should be recorded.</p> <p>We need to find out what membership wants.</p> <p><b>Task:</b> Everyone will send Bobbie and Amanda topics or questions that should be asked of focus groups. Bobbie and Amanda will compile results and focus groups will be discussed more at next month’s meeting.</p> <p>Discussed focusing on the “local” aspect of our food. Extra signage showing mileage from co-op was considered. Signage stating shopping at co-ops support your friends, neighbors, and community was also discussed.</p> <p>Discussed having a table at a farmers’ market as informational piece - not in competition with other farmers’ market attendees. Prize/drawing for emails of attendees we can contact. We can connect with people who may not be members, but might want to be.  <b>Task:</b> Liz will get Amanda a contact/information on local farmers’ markets.</p> <p>Capital Campaign: We have some key decisions to make regarding the focus of the campaign, and what is the goal of the campaign. We want to make one goal: a new POS</p>
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	<p>system or a store layout. New cash registers would be a tangible change. Amanda is looking into partial payments and finance for a new POS system. Amount needed for goal will depend on Amanda's information, but around the \$43,000 we raised last time. We need to put significant energy into this campaign and run it a shorter time period. It needs to be launched with a bang - possibly at an event (International Day of the Co-op). New video with member-owners, investors/donors, and staff for the capital campaign was discussed. We could tie the new co-op sign into the Capital Campaign. Messaging for the campaign could be "thanks to the previous campaign, we have maintained a healthy relationship with our lender."</p> <p>Consider asking shoppers to create a video of their favorite item to increase engagement.</p> <p>Retreat Dates &amp; Topic were discussed. Rebranding, what does a successful co-op look like today, and strategic planning are options for topics of the retreat. Sunday, April 22nd is the first option.</p> <p><b>Task:</b> Bobbie will check with Leslie about topic and dates.</p>
GM Items	<p><b>GM Monitoring:</b></p> <ul style="list-style-type: none"> <li>• B9: Emergency Succession</li> </ul> <p>Discussed having fewer people running co-op in emergency situation; one employee for the front of the co-op and one for back was what worked well. Succession flow chart resembles what was done when Amanda was out in January. More cross training of employees will continue; discussed how this looks in spreadsheet.</p> <p><b>Motion:</b> To approve the B9: Emergency Succession monitoring report. <i>Motion moved, seconded and approved.</i></p>
GM Marketing Update	<p><b>Discussed:</b></p> <p>Mailchimp. Amanda made 3 lists (member-owners, emails from website, combined). Cheese Madness campaign discussed. Daily specials - and how this information is being shared.</p> <p>CentraCare Hospital: The co-op is now on the list where their employees can get discounts.</p> <p>Consider partnering with daycares to get information out on the co-op to parents.</p> <p>At front-end meeting, some employees said they would share information on the co-op with chiropractors, etc. as they go.</p> <p>Consider targeting new mothers.</p> <p>Amanda will keep working off information that Erin from Dayta Marketing has given her.</p> <p><b>Task:</b> Bobbie will get the email address of the director of Lifestyle Health at the YMCA to Amanda.</p> <p><b>Task:</b> Jen will find out how Holistic Mom's group finds new members.</p> <p><b>Task:</b> Amanda will find out if new mom's get a gift bag/basket at the hospital.</p>
Closing	<p><b>Closings</b></p> <p>Review Tasks and Assignments</p> <p>Anything else needed in minutes.</p>
Executive Session	<p><b>Executive session</b></p> <ul style="list-style-type: none"> <li>• Checked in about how meeting went.</li> </ul> <p><b>Task:</b> Bobbie will ask Amanda to check into other POS systems before making choice and find out if other co-ops find they are getting a return on investment in the "year and a half" that is advertised.</p>

**Dates for your Calendar:**

- **Spring Potluck is April 8, 2018 - starting at 1:00p.**
- **International Day of the Cooperative is July 7th - 4-7p.**

**Motion:** *To adjourn the meeting. Motion was moved, seconded and approved at 9:10p*  
Minutes edited & submitted by Kris Roberts-Cornett.