

Board Members in Attendance: Debbie, Wendy, Carolyn, Jill, Karen  
Others in Attendance: Tommasina, Paula, Ned, Wess, Jessica, Shannon  
Note Taker: Tommasina  
Facilitator: Debbie  
Time Keeper: Ned

Minutes

**NOTE: WE WILL START CHECK INS AT 6:00 SHARP**

- Introductions + Pronouns + Check Ins + Firestarter (10 minutes)
  - Review Facilitation Style + Hand Signals
  - Take Pause and Speak Up – Accountability and Inclusion
    - Practice acknowledging “As a \_\_\_ person, speaking to \_\_\_ people in the room...”
- Check In On Communication (5 minutes) (6:15)
  - COVID check-in- Tommasina requested that we wear masks
  - Wendy mentioned an email about COVID updates and masks in the store
  - Karen: call out if time sensitive or requires input from the board. Start a new email thread instead of replying.
  - Debbie: use URGENT, RESPONSE REQUIRED, or DUE BY in subject line to emails
- Coordinator Reports / Strategy (15 minutes) (6:20)
  - Store (5 minutes):
    - Nick: we have increased sales over last year
    - One person gave zero notice, and another one gave longer notice (end of the month). Luckily we have a café staff person to come over.
    - People seem worn down. Nick has given notice that he can work full time until October - at which time he will have to go down to part-time. 20 hours per week. He is willing to do so in a coordinator or store staff capacity (at \$15/hr) This is a Board decision to be made in tandem with Workers Collective input and Coordinator team input anymore..
    - Karen: popped in to help stock beverages for 2 hours and that seemed to be really helpful. Easy way if someone wants to help but doesn't have enough time for a whole shift.
    - Nick: a new volunteer, Nick, was really up to help restock. We had great sales over the weekend and the store was depleted this morning.
    - Wendy: how is purchasing going?
    - Nick: we spent a lot of money. When he first started with ordering produce purchase was usually \$600, now, today, it was \$1300. Tried to consolidate shelves. Trying to keep the store stocked.
    - Carolyn: would it be helpful to help out on Saturday or Sunday nights?
    - Wendy: we don't have any volunteers on Sunday nights so if you can help out then, that'd be really great.
  - Café (5 minutes)<sup>1</sup>
    - Shannon: upcoming events are RW24 and Center Street Daze. It was really busy in June.
    - Right now, staff is working on Grab n Go and cleaning for guests in the kitchen. Expecting 20-24 hrs a week.
    - Grocery items we'll sell: chilly Philly, granola (longer list)

RIVERWEST COOPERATIVE BOARD OF DIRECTORS MEETING 07.18.22 6:00pm

- Volunteer Coordinator (5 minutes)
  - Wendy: lots of volunteers reaching out. Spending a lot of time finding time talking to people who are interested in the board. Others are helping train volunteers and getting them onboarded. Now we're getting more volunteers who are comfortable that Wendy can assign projects like pre-pack. Wendy has an idea for volunteer group projects and wants people to help with consignment.
- Administrative coordinator (5 minutes)
  - Brandice: got shelves in place. Got AT&T figured out. Nick and Brandice are using Asana to track to-do lists. Spoilage might go up after café closing. Updated due dates to streamline bills. SMART goal to update store safety by August 10.
  - Events: RW24 – we decided today that we'll be open until midnight. Spaghetti dinner until 8pm. Open at regular time. Unless we have a lot of people who can volunteer from midnight to 8am we'll just close.
  - Our RW24 checkpoint time is 10pm to midnight.
  - Center Street Daze: dunk tank? Heckle- fundraiser for co-op and possibly someone else.
  - Debbie: has a list of people who want to be on the board. Talk after the meeting.
- 2
- Committee Reports (15 minutes)
  - Finance Committee (~~8 minutes~~ 5 minutes) (6:39):
    - Profit and Loss: Wendy: will send an update because 2200 mistake in our favor. Store did not turn a profit in June. Our utilities seemed low.
    - Advertising and promotion: we booked twice by accident. it says \$4500, but only \$750 was actual expense.
    - Payroll went down \$8,000.
    - COGS in the café went down. COGS in the store went up.
    - Sales in Store went down in June from May.
    - Our Checking account got really low on June 30. We might have to transfer money during July.
    - Debbie requests that updated financials and trends are sent together for the board reports.
    - Tommasina asked about normal balance in our checking account - Wendy: usually 25k-30k
  - Communications (5 minutes)
    - Karen: we're working on getting stuff out for the Special Membership Meeting.
    - Jill: we started using Slack for the communication committee. Grocery is using Asana. Do we need both?
    - Tommasina: they serve different purposes.
    - Karen: sharing and commenting on social media is really boosting the visibility
  - Membership (2 minutes)
    - Karen: \$1580 in equity last month!

- Wendy: Is Katie not available to do it?
  - Karen: Gibson is doing most of the data entry. There may be a question mark because it is on paid time and more volunteer time would be better. Ben does a portion.
  - Debbie: new volunteer, Kate, is interested in doing membership engagement.
    - ❖ Idea: Optional opt-out for membership discounts
  - Wendy: membership committee needs a chair (potential board members to note), doesn't have to do a lot but needs help to enter data and I think we're looking for someone that can be a point person on membership engagement and get it going. That would help recruit volunteers to the committee.
- On-Going Equity & Inclusivity Work (15 minutes)
    - Led by Ned
    - Debbie: we want to pursue funding for a big DEI training etc. but we mindfully need to focus on staying open.
    - Ned: understands that in the past we've talked about allyship, food, power, identity, privilege, etc. and how that affects food hubs.
    - Debbie: one thing we worked with was the REIG guide. It has a lot of questions (she can send it along), but a lot of it was making action items for the coordinators. We weren't getting into the higher level organizational action items like hiring etc. We didn't want to pass on a laundry-list of action items for day-to-day operations. Think about action items for our personal accountability or for organizational accountability.
    - Nick: since buying was mentioned, Jen was really focused on getting gifts from other organizations like POC-owned. When Jen stopped actively buying consignment items, we went from \$1300 to \$300 in consignment sales.
    - Debbie: in the past, we had a board member say something that wasn't inclusive, but that's why we're adding a "take pause and speak up" to our intentions. We want to call each other out and learn when language is hurtful.
    - Ned: today, we could talk about our own personal experiences with and perceptions of privilege within the co-op.
      - Open-ended question for the group: When have you been a "target" of privilege at the Riverwest Co-Op?
        - Note: use "I" statements and maintain confidentiality
    - Ned: I often feel like I'm spending more money in the co-op than others - socioeconomic and racial privilege,
    - Ned: there's a concept of a target and an agent. Target: whose identity is part of a minority group, tends to have less privilege than those in the majority group. Agent: whose identity is part of the majority group, have more privilege than the minority group.
    - Have you ever felt like a target of privilege at the coop?
    - Debbie: one small thing when I was starting getting involved with the co-op, and I felt really qualified for a position, and someone else was hired who was already "in the coop world" (nepotism)
    - Wendy: there have been times in the coop history when certain men talk over femmes or women
    - Carolyn: years ago, someone asked me to "man" a table. Better to say "staffing" a table--gendered language correction
    - Nick: when we have to call out EBT to use the POS system
    - Brandice: the patriarchy
    - Ned: next time, we can think about how we are "agents" of privilege" at the co-op

*Do you have any questions on the minutes or wish to attend a future meeting? Please contact [board@riverwestcoop.org](mailto:board@riverwestcoop.org) for more information.*

RIVERWEST COOPERATIVE BOARD OF DIRECTORS MEETING 07.18.22 6:00pm

- Break (10 minutes) (end at 7:10?) (8 minute break to 7:17)
- Schedule September Board Meeting (5 minutes)
  - August meeting will be at Falcon Bowl
  - September 26 is at Daily Bird unless we hear otherwise (remind Wendy in August)
- Board Vote on Optional Opt-Out of Membership Discounts (5 minutes)
  - What would this look like and how would it be tracked?
    - Wendy: I don't want to ask people at the counter if they're forgoing their discount
    - Maybe fill out a form and change in the database for next time (membership committee could do it)
    - Wendy would like to vote on an end-date for the opt-out
    - Jill: could it be a choice? Opt out 3 months, 6 months or a year?
    - Brandice: could we do a survey to ask? It would be in a spreadsheet
    - Wendy: it makes others feel weird to ask them in front of a line of customers
    - Nick: even when we ask about round ups, it makes people feel uncomfortable
    - Debbie: we've talked about the option to suspend membership discounts all together in the past; this is a compromise to allow members to still get their discount, or to opt-out of it
    - We are not asking volunteers to give up their discount
    - Votes: can we come to consensus?
      - ❖ Raise hand if you agree to go forward with a deadline: consensus in the room.
      - ❖ Debbie will reach out to Tyler for the final consensus on that
  - What language would we use?
    - "One way you could help the co-op is to not use your discount"
  - When would this start?
  - Action item:
    - **Jill** will look into when it could start and end, what it could look like – use the form as a baseline for the members. She'll send it out to everyone.
- Check In on Financing Options (10 minutes)
  - Shared Capital / CDFI / ...
    - Shared Capital is a non-traditional financing option that hasn't given us a hard "no".
    - Need lease with landlords (that is more up-to-date than 2013)
      - ❖ Paula is working on that. Next week we can hopefully see it.

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- ❖ It'll have information on subletting the café and what happens if we dissolve the coop prior to the end of the lease
- ❖ We have agreed to pay a minimum of 3 months of rent, past closure date
- Business plan: how we're going to stop losing money every month.
  - ❖ We have consistent losses month over month and year over year. What plans do we have in place so we can be financially stable?
  - ❖ Wendy and Debbie met with Pam from Outpost who has done the application process and worked with Shared Capital. She has sent over a bare bones document of things we should consider and be able to answer.
  - ❖ Before we can figure out if we should apply, they're going to want to see a business plan. Other options will also need that business plan as well.
- Member Loan Program
  - Wendy sent out some sample member loan paperwork from Public House. Have been between \$1,000 – max x. Play a little with interest rates 1-3 years and 1-3%. People could make a choice. Discussion about how you're loaning us money, that doesn't give you any extra weight in the decision-making processes.
  - Anyone who may lend to us will want to see a bigger buy-in from our members. This is a way to show that. These aren't guaranteed loans. (Sponsored membership also helps)
  - Shared Capital - example: we raise \$100k to get \$300k loaned – working with deadlines instead of having an ongoing line of credit.
- Fundraising Drive
  - Anyone who wants to give in smaller amounts – sign a check, etc.
  - Round-up got changed on July 15th. Now it's going to operational costs. Reiterating that we're NOT a non-profit and we need to pay taxes on funds raised. Clarifying verbiage there. They want a 2 page narrative but then, it is a very intense application process. Earliest we'd see loan money is October or November.
  - We need to break it down: this is what we can do with a member loan program... this is what we can do with member loans plus Shared Capital.
  - Debbie will talk to Jill about how to word the fundraising ask
  - Jill will meet with Caitlin about sublease agreements – insurance implications. Landlords need to know that any subletters will be protected and that the building insurance is safe. They want to make sure regardless of the sublease that issues won't come back to the building owners – make sure they're not liable.
  - Popups would be covered by our Co-op insurance.
  - Landlords want a lawyer or someone to help make sure they're never liable.
  - Paula was going to reach out to a lawyer to look over the draft lease. Karl Foster and Nola Cross are lawyers we can use on the co-op side.
  - We want to know this before the membership meeting.

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RIVERWEST COOPERATIVE BOARD OF DIRECTORS MEETING 07.18.22 6:00pm

- Tommasina is available to do research.
  - Other Options?
- Check In on Planning Special Membership Meeting (~~10 minutes~~)5 minutes.
  - Logistics: Date, Time, Place, Facilitator, Note Taker, Live Stream Options...
  - Communications to Membership
    - Note: official notice to membership must be via email, on website, and in store no later than July 20<sup>th</sup>
    - Because we aren't voting on any by-laws, a lot of the other things about planning a GMM (in our bylaws) aren't relevant.
    - Official notice needs to be on our website etc. by Wednesday
  - Carolyn has an action item from the last week's meeting
  - Date & Time: August 4, 6-7:30pm (but all standing board members should be available for an hour afterwards)
  - Location: Falcon Bowl
  - Action items:
    - Microphone & PA system
    - Debbie will get out an agenda (talk to her if you want to help):
      - ❖ State of the co-op
        - Financials
        - Plan for the café
      - ❖ Straw poll on closing options
        - Shut it down and liquidate
        - Sell the business: merger / get acquired
          - This would require a lot of coordination with building owners
        - Going back to members-run buyers club
          - This would also require a lot of coordination with the building owners
      - ❖ Request for member financial support
        - Member loan program
        - Fundraising campaign
        - Membership discount optional opt-out
- Potential Interim Board Members (10 minutes) (7:47)
  - Process to decide and vote in members
    - Cannot be voted in on first meeting, or without doing "work of the board" first
    - We must do our due diligence
  - How many open spots?
    - 3 spots need immediate fill, 1 is currently filled but looking for replacement

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RIVERWEST COOPERATIVE BOARD OF DIRECTORS MEETING 07.18.22 6:00pm

- Tommasina and Ned were voted in as interim board members (unanimous decision from all board members present)
- Karen: will forward the board manual (and send it to Jill too).
  - Debbie can follow up with Rachel to see about onboarding new board members
- Now, 1 board member spot open, and 1 looking for replacement
- Who has shown interest?
  - Wess Hampton
  - Adam Meaux
  - AJ Reed
  - Blake Bengsch
  - Caitlin Cullen
  - Elizabeth Parent
  - Jessica Eaton
  - Libby Smith
  - Matt Rudman
  - Ned Littlefield
  - Quinn Derrive
  - Tommasina
- Reflection Time (10 minutes) (7:55)
  - Recap major topics and action items
  - What surprised us?
    - One idea: we could offer gift certificates that can't be redeemed until next year
    - Financing - grant money – Greater Milwaukee impact investment – fiscal sponsorships that are project-based (Riverworks is 501(c)(3))
      - ❖ We are currently looking for operational funds; this is difficult to raise funds under a fiscal sponsorship unless you're working towards getting non-profit status
    - Increase our buying power: funds or fiscal agent or partner that's working on food security
    - Large donations would certainly be accepted (just not tax deductible)
    - Tommasina can research food security grants that aren't tied to 501(c)(3) status
    - How much time do you have in the next month to get this business plan in place?
  - What still puzzles us?
  - What questions are not yet answered?

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- **Reminder of Action Items**
  - **Plan General Membership Meeting (GMM)**
    - Late summer???
    - Need future timeline of planning GMM, retreats...
    - 2021 Annual Report?
  - **Communications Policy**
    - Debbie is supposed to take a stab at it; anyone else willing to give it a go?
  - **Board role in staff and coordinator on-boarding**
    - Debbie is supposed to draft talking points including:
      - State of the Co-Op
      - Role of Board /Coordinators/Staff
      - How to communicate with the board
    - All new staff meets with a board member within first 2-3 weeks
    - What is the process for assigning a board member to the new staff member
    - Training new coordinators right now – make sure there is support
- **Structure for Volunteer Liaisons**
  - Timeline to bring this back?
  - Communication between liaisons?
  - Reporting to the Board?
- Community Contacts List
- Retreat Garden Plot Items

Special Board meeting: July 25<sup>th</sup> at 6:00pm – at Debbie’s house 3412 N Humboldt – outside assuming weather cooperates

Special Membership Meeting: August 4<sup>th</sup> at 6:00pm

Next meeting: August 29<sup>th</sup> at 6:00pm





## Board Meeting Report

Department/Committee  
**Communications Committee**

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Reporting on activities for the month & year of June  
2022

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Contact Name  
Karen reynolds

Committee members: Shellbell, Carolyn, Wendy, Karen, Tommasina, Paula, Jill, Shannon and Brandice when possible. Jeannie can do website edits. Grace potentially a graphic. Melanie is back, writer.

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Preferred Email Contact  
Reynolds33.green@gmail.com

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Next Committee Meeting Date:  
Thursday 7/21 630pm-730pm biweekly

Social media:2-4 posts per week

- **Board members/everyone** - Please like, comment, share- it boosts how many people are reached!  
**Sharing is helping - many posts over 1000 reached 😊 keep it up!!**

Meetings - 5/12 5/26 6/9  
Last Meeting 6/23 with, Wendy, Carolyn, Shellbell, Paula, Jill, Shannon.

Where we're at:

- We have new commcomm volunteers working on social media. Commcomm and the coordinators are continuing to work on getting more volunteers involved and ways to increase the Co op's visibility with the people we have to do the work and the addition of the OnMilwaukee team.
- **Advertising with OnMilwaukee**
  - We will likely switch out ads every week will get going when the coordinators have met some benchmarks and the cafe is ready.
  - Determined upcoming ads
    - Bulk, bring your own containers
    - 10% of days
    - Need for involvement, volunteers

- Membership
  - Local Friday product
  - Local, fair trade, organic
- **Website**
  - We did some important big updates/corrections. We are waiting on revising/writing content. Brian R is helping with that.
  - Melanie will write some blogs
    - Bring your own bulk containers, what food for people not for profit means.
- **Sharing the Co-op's story** - Melanie, past comm volunteer
- **Marketing spreadsheet** Wendy said she will make sure the coordinators use it at every meeting. It seems to be tricky to get posts done while so many other things are happening so volunteers are doing some posting and adding content.
- **Social media:** goal one per day (30)
  - 20 FB posts many 800-1500 "reached"
    - Products - 4 store, 2 cafe
    - Events, holidays, plus I community building - bike week, Falcon, pride month hiring
    - Note, 2 re Cafe hours changes - only reached 200-400 people, few likes, no shares
  - 15 IG posts, up from last mo
  - Most successful Successes
    - Reaching 1000s - involving people and great photos, when 10-50 shares (and how many "friends" they have)
    - Letter to membership, Bike week, photos from the party at the Falcon, state of the co op,
  - Jill and Karen are posting in addition to the announcements.
  - **Content** - Karen, Jill and Chelsea met and working on that and are **Encourage people to write a few sentences about something they love about the co op or that's important to them. Board members, please not taking off though. Do it! Right now! Real easy, think of a few sentences! Thx!**
- **Electronic Mailings** (elaborate below). **Open rates above 40% - very good.**
  - **Cafe closing letter 7/2**
    - Open rate 40.6%
    - 2309 successful deliveries
    - 1405 total opens!
    - Posted on FB - 48 shares, reached 14,860
  - **2nd letter to the membership 6/15**
    - Open rate 36.8 to 40.2 % open rate after 3 weeks
    - 840 to 916 people
    - Posted on Facebook - 51 shares, reached 11,380
  - 1st State of the Co op letter to the membership was 3/7.
- **Slack for communication**- some members are using it frequently and it makes things easier than email for certain subjects
- **Events/Projects / Initiatives:**

Wendy has reminded requested for folks to help out and especially **Board members** to also engage with our members, customers and events are a good place to do that.

- **Bike week** early June - **went very well, good networking**
- **Sidewalk Sessions** on hold
- **Party at Falcon Bowl for the co op 6/22-** went great, Lynn really enjoyed it and was thrilled with her bike and co op mug. It was hot out/in the hall so sloppy nachos were sold from the co op and not in the hall. Tom and the Bluegrass Allstars played and had fun. FYI, the Falcon Bowl is open through July now.
- **Advertising with the Currents- no change, same info from last month.**
  - a. We won't be advertising with them this month.
  - b. There has been no further conversation within the Co Op or with the Currents.

**Some updates in July-** cafe recipe book I'm the works, planning Communicating to the membership about the Special membership meeting, more progress on the items above



## Board Meeting Report

Department/Committee  
**Volunteer Coordinator**

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Reporting on activities for the month & year of: June 2022\_\_\_\_\_

Contact Name Wendy Mesich

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Preferred Email Contact  
volunteer@riverwestcoop.org

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Next Meeting Date N/A

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Number of Current Volunteers:

As Of June 30th : Store- 22 Cafe- 3

As of July 16th: Store- 32 Cafe- 3??

Total Number of Open (Un-Covered) Shifts: 31 HALF WAY THERE

Number of No-Shows: One - no reply from them.

Volunteer Outreach Opportunities Engaged with:

Emailed all interested people who marked volunteer interest on membership form, or filled out the volunteer app online. Called almost 100 people who had been emailed the month before.

Emailed and talked with interested committee and board members - 6-10

Notable On-Going Coverage Needs:

Mondays 11-1pm

Saturday All open - one volunteer

Sunday All open - no need noon -2pm

Narrative:

I also spent some time working with Shannon, meeting with potential Cafe renters and Caitlen Cullen.

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Cake Bandit did one day of baking - went well and we hope to get her in more asap

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Found a volunteer, Maureen Post to create a new membership brochure - still following up

Helped with the last party at the Falcon (or what was our last but now 2nd to last)

Secured a Bonus Checkpoint time with the RW24 10pm- Midnight

Thank you to Wess, Gibson and Jen who have all been helping with Orientations and Trainings when they don't work with my schedule - it is super amazing to get the volunteers onboarded so quickly.

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#### Upcoming Events/Happenings

Riverwest 24 (July 29th-30th)  
Riverwest Spaghetti dinner benefit July 29th 5-8pm  
Center St Daze(August 13th)  
Special Membership Meeting

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## Board Meeting Report

Department/Committee  
**Café Management**

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Reporting on activities for the month & year of: *June 2022*

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Contact Name: *Shannon Garcia Martinez*

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Preferred Email Contact: *cafe.riverwestcoop@gmail.com*

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Next Meeting Date: *N/A*

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Total Sales: *\$21,148*

Change in Sales from Last Month: *(\$1,741)*

Change in Sales from Last Year: *\$75*

Total Labor Hours Scheduled: *Total-529 Office/remote-14 Cafe-515*

Total Labor Hours Worked: *Total-495.83 Office/remote-26.45 Cafe-469.38*

Cost of Waste: *incomplete at this time*

Staff Transitions: *Elton exit*

Notable Wins (projects, food specials, events...): *Bike Week*

Narrative: *With the exit of Elton, it solidified the decision to close down a day or two a week in order to not burn out the staff. Cafe was closed for 5.5 days in the month of June due to staffing levels. With me spending so much time in the cafe and coordinator team short staffed as well, I wasn't able to really evaluate new staff applicants which created a spiral. The end of the month came the official decision to close down regular cafe operations.*

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Upcoming Events/Happenings: *RW24/ Spaghetti Dinner  
Pop-up & rental evaluation/setup*

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Open

## Board Meeting Report

Department/Committee  
**Membership Committee**

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Reporting on activities for the month & year of:  
June 2022

Report by:  
Contact Name  
Karen Reynolds  
[reynolds33.green@gmail.com](mailto:reynolds33.green@gmail.com)

Lead of MembCom  
Katie Jesse  
Preferred Email  
[rwcoopmemcom@gmail.com](mailto:rwcoopmemcom@gmail.com)

2022	Lifetime	New	Renewals	Non-member	Total equity
				sales	
January	3	17	14		\$980
February	1	21	22		\$980
March	2	19	23	5	\$1180
April	1	19	31	5	\$1220
May	0	17	23	5	\$800
<b>June</b>	<b>2</b>	<b>39</b>	<b>24</b>	<b>17</b>	<b>\$1580</b>

**2022 Total Equity: \$6740**

2021 \$12,360

2020 \$11,380

### Update:

- Huge jump in memberships
- 4 sponsored memberships granted
- There is a membership brochure in the works
- Gibson is entering a lot of memberships and noted a lot more since the letter went out. He said he's fine so far. Ben still comes in occasionally.

### Sponsored Memberships

- **Sponsorships granted: 27**

- I'm not sure if these amounts are accurate, the numbers don't add up properly so still trying to get more accurate numbers.
- **Balance: \$2510.99**
- Total funds raised \$3050.99
- Round ups
  - Jan/Feb '21 \$612.20
  - July '21 \$341.90
  - April '22 \$598.43
  - May '22 \$493.43
  - June '22 \$445.34
- Direct donations: \$1080
- Though we want people to benefit, and the secondary goal is that it is tax deductible money that the co-op can use.

Same as last time:

- I'm including a non-member sale category which is a membership sold without noting in the member field if it's a new membership or a renewing member's name. We think this is often a new membership where they forgot to do that but it could be someone that didn't give their number because it's just cafe food or because they know they're expired and they decide to renew. Helpful if staff were reminded of this or given a refresher if needed.
- We've sold over 6 thousand memberships. So just counting a 1st \$20 installment that's \$120,000. Our members are the reason the co op still exists.

—Historical Knowledge—

2021	Lifetime	New	Renewals	Total equity
January	1	17	30	\$1060
February	1	6	12	\$480
March	1	21	21	\$960
April	0	21	31	\$1060
May	1	25	20	\$1020
June	2	39	23	\$1480
July	0	31	27	\$1180
August	1	38	8	\$1040
Sept	0	22	18	\$800
Oct	0	19	49	\$1360
Nov	1	18	22	\$920
Dec	1	30	14	\$1000

Membership Drive of early 2021

- Mailings and emails
- Territories #1, 2 and 3 were flyeried

Details regarding with the membership drive includes:

4 categories of members were identified for the email campaign.. Specific ways to best appeal to and target these groups were determined.

1. Active lifetime members (made a purchase in the last year--year and a half)
2. Lapsed members: people who joined in 2019 but didn't renew in 2020
3. Lapsed shoppers: Active members who haven't made a purchase within the last year

4. New members (anyone who joined in 2020 through start of membership drive)  
5th category would be a flyer campaign

**1 membership, 1 member, 1 discount, one vote:**

The history regarding the policy change and the effort to start enforcing the rule:

At some point in the first eight years of the Co Op a second card holder status was offered for \$10 per year. That meant they could use the discount but were not technically a member and did not have a vote. As time went on, it was viewed as a shared membership which is not in compliance with our bylaws and caused issues. Also friendships or relationships ended and members would ask for someone's name to be taken off the membership which caused problems for many reasons. So when we decided to remove all of the second names from the memberships, in order to avoid debates on who the membership belonged to/ who made the payments and because the Co op had responsibility in this, we decided to give the second person listed their own membership with the same amount of equity. When we started to enforce one person per membership and not allow people to use someone else's discount, there were people that had used a roommate's or partner's number for so many years that they thought they shared a membership. They were encouraged to buy their own membership and MembCom handled the "concern forms" and contacted those people that were not pleased.

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Upcoming Events/Happenings

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# Grocery Report for June 2022

**Net Store Jul 2022:** \$40,221.07 (Jul 1-15)  
**Avg. Basket Jul 2022:** \$19.70

**Net Store Jun 2022:** \$55,485.42  
**Avg. Basket Jun 2022:** \$19.17

**Net Store May 2022:** \$53,191.00  
**Avg. Basket May 2022:** \$18.88

**Net Store Apr 2022:** \$51,564.01  
**Avg. Basket Apr 2022:** \$19.54

**Net Store Mar 2022:** \$51,913.26  
**Avg. Basket Mar 2022:** \$20.15

**Net Store Feb 2022:** \$43,674.91  
**Avg. Basket Feb 2022:** \$20.46

**Net Store Jan 2021:** \$44,053.86  
**Avg. Basket Jan 2021:** \$20.47

**Net Store Dec 2021:** \$48,088.19  
**Avg. Basket Dec 2021:** \$20.76

**Net Store Nov 2021:** \$44,842.43  
**Avg. Basket Nov 2021:** \$18.78

**Net Store Oct 2021:** \$46,195.14  
**Avg. Basket Oct 2021:** \$17.86

<b>% of sales</b>	<b>Oct:</b>	Store: 71.78	Cafe: 28.22
	<b>Nov:</b>	Store: 73.36	Cafe: 26.64
	<b>Dec:</b>	Store: 74.69	Cafe: 25.31
	<b>Jan:</b>	Store: 74.54	Cafe: 24.46
	<b>Feb:</b>	Store: 76.07	Cafe: 23.93
	<b>Mar:</b>	Store: 72.58	Cafe: 27.42
	<b>Apr:</b>	Store: 72.90	Cafe: 27.10
	<b>May:</b>	Store: 69.91	Cafe: 30.09
	<b>Jun:</b>	Store: 72.40	Cafe: 27.60
	<b>Jul:</b>	Store: 73.23	Cafe: 26.77 (July 1-15)

In June the store did \$55,485.42 (net). In 2021, the store did \$45,825.96 (net). This was a \$9,659.46 increase over last year, or 17.5% growth. The last several months have shown consistent growth over last year, but not enough to cover the store's expenditures: Jan +7%, Feb +17.6%, Mar +20.5%, +13.4% Apr, May +17.5%, and Jun +21.1%. This was our strongest growth in 2022 thus far. Our basket total is also up slightly in June vs May. With inflation our basket total should be increasing.

## Grocery News and Project Notes:

- **Shortages**

Mispicks and shortages were not quite as bad in June as they were in previous months, but UNFI has discontinued a lot of Skus to consolidate.

- **Produce**

- In June we sold \$7,133.64 in produce. In June 2021 we sold \$5,445.57 in produce. That is 30.9% growth over the year previous. I think this demonstrates the improved selection and quality we've worked to achieve.

- **Gift Sales**

- In June we sold \$367.68 in gift items (Sundries). This was a \$1000 decrease over May, and shows how effective Jen was at maintaining our gift selection.

● **Staffing**

- Coordinator and staff morale was low again in June, primarily due to fatigue.
- We phased out Brett at the start of June. Cheyenne resigned at the beginning of July, and Jen put in notice effective August 1st.
- The June and July schedules reflected a gradual phase out of staff hours in favor of volunteers.
- Jackie and April both requested store hours as we said goodbye to the cafe. They are both in various stages of training.

**Looking at the next 3 months:** I am going to GenCon in early August and then going to Europe for 10 days in the middle of the month. I have determined that I cannot maintain my current schedule, as the co-op has consumed all of my brain-space. In an effort to reclaim the things that bring me joy, **I will be stepping down from full time employment at the co-op as of October 1st.** Beyond October 1st, I am willing to stay on 20 hours a week, to place orders and/or train my future replacement. I will not leave the co-op high and dry and will help as long as I'm needed in some capacity, but I need to prioritize my other responsibilities and endeavors.



## Board Meeting Report

Department/Committee  
**Administrative Coordinator**

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Reporting on activities for the month & year of: \_\_\_ June 2022\_\_\_\_\_

Contact Name  
Brandice Kirchner

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Preferred Email Contact  
admin@riverwestcoop.org

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Office Hours in Reporting Month: 45

Store / Café Hours in Reporting Month: 24

Completed Projects: Filing of all invoices is done, took over Shelly's duties with payroll/bills/etc. Got our AT&T figured out, with much help from Wendy;s forensic accounting, UNFI AR problems are resolved

Nick and I actively use Asana to help our personal workflow/to do list. Wendy and Shannon have been way too busy. I am still new to using Copas, so I would like to be trained on a way to check spoilage. I do know how to track spoilage while in the store. I wonder if this will go up, considering the cafe could use "ugly" produce occasionally. I started improving expense coding by making sure the data is aligned in QB, but also by making sure NETS on bills accrued were accurate. This can more accurately help us create a budget. I also made notice of store items that end up in the free area of the cooler. I am sure Nick is aware as well. This will help adjust future order amounts. Email protocol and staff documentation practices have not been met

Active Projects: Working on the On Milwaukee campaign, reconciling all bills to create a budget/bill cycle.

Future Projects: Learning more in QB such as daily journal entries and deposits

SMART Goals:

To tighten up digital access, alarm access and general store safety: by August 10th

To have started to put in daily journal entries and track deposits in quickbooks by August 1st.

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Upcoming Events/Happenings

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**RIVERWEST CO-OP**  
**Balance Sheet**  
As of June 30, 2022

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
050 Checking Brewery	5,691.03
051-Supreme - Brewery	59,127.82
Petty Cash	300.00
<b>Total Bank Accounts</b>	<b>\$ 65,118.85</b>
<b>Other Current Assets</b>	
Inventory	39,548.23
<b>Total Other Current Assets</b>	<b>\$ 39,548.23</b>
<b>Total Current Assets</b>	<b>\$ 104,667.08</b>
<b>Fixed Assets</b>	
Building Improvements	11,750.50
Cafe Expansion	47,024.41
Furniture & Fixtures	39,348.15
Leasehold Improvements	62,386.92
Machinery & Equipment	50,958.58
xLess Accumulated Depreciation	(199,072.42)
<b>Total Fixed Assets</b>	<b>\$ 12,396.14</b>
<b>TOTAL ASSETS</b>	<b>\$ 117,063.22</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
Accounts Payable	31,976.21
<b>Total Accounts Payable</b>	<b>\$ 31,976.21</b>
<b>Credit Cards</b>	
Visa - Brewery	3,030.00
<b>Total Credit Cards</b>	<b>\$ 3,030.00</b>
<b>Other Current Liabilities</b>	
Accrued Wages	4,494.00
Expo Tax Payable	233.25
Pass Through Donations Payable	5,049.81
Payroll Liabilities	1,466.16
Sales Tax Payable	865.50
<b>Total Other Current Liabilities</b>	<b>\$ 12,108.72</b>
<b>Total Current Liabilities</b>	<b>\$ 47,114.93</b>
<b>Long-Term Liabilities</b>	
Note Payable - Solar	16,174.09
<b>Total Long-Term Liabilities</b>	<b>\$ 16,174.09</b>
<b>Total Liabilities</b>	<b>\$ 63,289.02</b>

<b>Equity</b>	
Member's Equity	224,412.98
Opening Bal Equity	9,680.00
Paid in Capital	16,792.88
Retained Earnings	(106,279.26)
Net Income	(90,832.40)
Total Equity	<u>\$ 53,774.20</u>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 117,063.22</b>

Sunday, Jul 17, 2022 09:09:26 AM GMT-7 - Accrual Basis

**RIVERWEST CO-OP**  
**Profit and Loss**  
June 2022

	Cafe	Store	TOTAL
<b>Income</b>			
Sales			0.00
Cafe Sales	21,188.54		21,188.54
Store Sales		57,929.80	57,929.80
xMember Sales Discounts		(1,800.00)	(1,800.00)
xVolunteer Discounts		(879.55)	(879.55)
Total Store Sales	\$ -	\$ 55,250.25	\$ 55,250.25
Total Sales	\$ 21,188.54	\$ 55,250.25	\$ 76,438.79
Total Income	\$ 21,188.54	\$ 55,250.25	\$ 76,438.79
<b>Cost of Goods Sold</b>			
Cost of Goods Sold	73.07	16,112.70	16,185.77
Materials & Supplies	1,284.25	40.36	1,324.61
Purchases	6,653.56	34,746.78	41,400.34
Total Cost of Goods Sold	\$ 8,010.88	\$ 50,899.84	\$ 58,910.72
Total Cost of Goods Sold	\$ 8,010.88	\$ 50,899.84	\$ 58,910.72
Gross Profit	\$ 13,177.66	\$ 4,350.41	\$ 17,528.07
<b>Expenses</b>			
Administrative Expenses			0.00
Board Expenses	127.50	277.50	405.00
Professional Fees	200.00	200.00	400.00
Total Administrative Expenses	\$ 327.50	\$ 477.50	\$ 805.00
Advertising & Promotion		4,500.00	4,500.00
Occupancy Expenses			0.00
Rent	600.00	600.00	1,200.00
Utilities	50.00	298.60	348.60
Total Occupancy Expenses	\$ 650.00	\$ 898.60	\$ 1,548.60
Operating Expenses			0.00
Cash Over/Short		0.00	0.00
Credit Card Fees	866.83	866.43	1,733.26
Materials & Supplies	6.32	169.16	175.48
Telephone/Internet	12.25	12.26	24.51
Web Fees	22.50	22.50	45.00
Total Operating Expenses	\$ 907.90	\$ 1,070.35	\$ 1,978.25
Payroll Expenses			0.00
Payroll Taxes	960.06	1,067.52	2,027.58
Wages	8,985.44	10,852.23	19,837.67
Total Payroll Expenses	\$ 9,945.50	\$ 11,919.75	\$ 21,865.25
Total Expenses	\$ 11,830.90	\$ 18,866.20	\$ 30,697.10
Net Operating Income	\$ 1,346.76	\$ (14,515.79)	\$ (13,169.03)
<b>Other Income</b>			
Interest Income		6.68	6.68
Other Income		1,129.23	1,129.23
Sales Tax Discount	10.00		10.00

<b>Total Other Income</b>	<b>\$</b>	<b>10.00</b>	<b>\$</b>	<b>1,135.91</b>	<b>\$</b>	<b>1,145.91</b>
<b>Net Other Income</b>	<b>\$</b>	<b>10.00</b>	<b>\$</b>	<b>1,135.91</b>	<b>\$</b>	<b>1,145.91</b>
<b>Net Income</b>	<b>\$</b>	<b>1,356.76</b>	<b>\$</b>	<b>(13,379.88)</b>	<b>\$</b>	<b>(12,023.12)</b>

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**RIVERWEST CO-OP**  
**Profit and Loss**  
January - June, 2022

	Cafe	Store	TOTAL
<b>Income</b>			
Sales			0.00
Cafe Sales	111,224.39		111,224.39
Store Sales		314,772.88	314,772.88
xMember Sales Discounts		(12,225.99)	(12,225.99)
xVolunteer Discounts		(6,666.28)	(6,666.28)
Total Store Sales	\$ -	\$ 295,880.61	\$ 295,880.61
Total Sales	\$ 111,224.39	\$ 295,880.61	\$ 407,105.00
Total Income	\$ 111,224.39	\$ 295,880.61	\$ 407,105.00
<b>Cost of Goods Sold</b>			
Cost of Goods Sold	941.69	27,080.85	28,022.54
Materials & Supplies	12,351.31	96.23	12,447.54
Purchases	43,032.99	214,737.46	257,770.45
Total Cost of Goods Sold	\$ 56,325.99	\$ 241,914.54	\$ 298,240.53
Total Cost of Goods Sold	\$ 56,325.99	\$ 241,914.54	\$ 298,240.53
Gross Profit	\$ 54,898.40	\$ 53,966.07	\$ 108,864.47
<b>Expenses</b>			
Administrative Expenses			0.00
Board Expenses	232.37	277.50	509.87
Dues/Subscriptions	64.87	113.17	178.04
Office Supplies	6.32	6.33	12.65
Professional Fees	1,572.78	1,617.79	3,190.57
Taxes	5.00	(20.72)	(15.72)
Total Administrative Expenses	\$ 1,881.34	\$ 1,994.07	\$ 3,875.41
Advertising & Promotion	372.50	5,322.50	5,695.00
Events Expense	(17.39)	129.42	112.03
Occupancy Expenses			0.00
Insurance	2,803.37	2,803.38	5,606.75
Rent	3,600.00	3,600.00	7,200.00
Repairs & Maintenance	263.95	955.96	1,219.91
Security	123.44	370.30	493.74
Utilities	2,745.43	5,337.17	8,082.60
Total Occupancy Expenses	\$ 9,536.19	\$ 13,066.81	\$ 22,603.00
Operating Expenses	216.80		216.80
Bank Charges	217.12	25.00	242.12
Cash Over/Short		(1,980.10)	(1,980.10)
Credit Card Fees	4,327.55	4,327.14	8,654.69
Equipment Lease	175.00	525.00	700.00
Materials & Supplies	263.04	296.12	559.16
Printing	169.86		169.86
Telephone/Internet	575.92	1,371.65	1,947.57
Web Fees	56.50	56.50	113.00
Total Operating Expenses	\$ 6,001.79	\$ 4,621.31	\$ 10,623.10

<b>Payroll Expenses</b>			0.00
<b>Payroll Taxes</b>	6,034.52	6,549.40	12,583.92
<b>Wages</b>	67,948.19	79,906.46	147,854.65
<b>Total Payroll Expenses</b>	<b>\$ 73,982.71</b>	<b>\$ 86,455.86</b>	<b>\$ 160,438.57</b>
<b>Total Expenses</b>	<b>\$ 91,757.14</b>	<b>\$ 111,589.97</b>	<b>\$ 203,347.11</b>
<b>Net Operating Income</b>	<b>\$ (36,858.74)</b>	<b>\$ (57,623.90)</b>	<b>\$ (94,482.64)</b>
<b>Other Income</b>			
<b>Events Revenue</b>	831.56	682.99	1,514.55
<b>Interest Income</b>		58.30	58.30
<b>Other Income</b>		2,017.39	2,017.39
<b>Sales Tax Discount</b>	60.00		60.00
<b>Total Other Income</b>	<b>\$ 891.56</b>	<b>\$ 2,758.68</b>	<b>\$ 3,650.24</b>
<b>Net Other Income</b>	<b>\$ 891.56</b>	<b>\$ 2,758.68</b>	<b>\$ 3,650.24</b>
<b>Net Income</b>	<b>\$ (35,967.18)</b>	<b>\$ (54,865.22)</b>	<b>\$ (90,832.40)</b>

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