

Board Members in Attendance: Debbie, Vince, Wendy, Rhiannon, Karen

Others in Attendance: Gibson, Greg, Liz, Jason, Shannon

Note Taker: Rhiannon

Facilitator: Karen

Time Keeper: Debbie

### Minutes

- Settle In + Check Ins + Pronouns + Firestarter (10 minutes)
- Review Facilitation Style + Hand Signals + Zoom Specific Info (5 minutes)
- All Reports (20 minutes) \*\*\*Note: we will not spend much time on reports this month. No summaries, only questions and updates since the reports were written\*\*\*
  - Store
    - no questions for Sara
  - Café
    - Wendy asked about the cafe's inventory swing (about \$10k reduction); Shannon clarified the biggest jump was because of how the guest checks were counted in previous years (priced by books)
    - Debbie noted the cafe's success without an official manager is a testament to the hard work at hand; worked hours discrepancies need clarifying.
    - Shannon said her remote hours are not included into the scheduled hours, so when worked hours are calculated there's a bit of a discrepancy (currently in discussion with Sara about scheduling/administrative duties to avoid in the future)
    - Debbie -- can we track soup as a separate sales category? Shannon noted that it's likely looped in with deli sales; Gibson said the soup is rung up with a separate PLU from the prepackaged soup in the deli case
    - **Rhiannon & Wendy>> look at where FinCom/cafe is getting sales from & make sure it matches**
    - Vince asked how COVID/quarantine hours are being tracked; FinCom can discuss this separately
    - Karen asked whether hot soup is adding stress or stretching labor; Shannon says it's basically the same as our previous operations
  - Volunteer Coordinator
    - N/A
  - Finance Committee
    - Wendy noted now that our PPP money is gone, we're back to dipping into savings
    - **Vince volunteered to apply for or assist in applying for a new PPP**; grant money should be factored into our losses such that what money we spend with grant money ought to be counted in losses
    - Debbie wanted to clarify the December losses accounted for almost half of the year's losses.
    - **Solar panels are being shown as a standing bill & further conversations (outside this meeting today) to include Vince, Wendy, & anyone else interested.**
  - Human Resources
    - Annica & Morgan's exit interview content will be held until the retreat;
    - Wendy asked why the board couldn't get access to them any sooner; Debbie reminded us that 1) they're normally not shared with the board but 2) given that there is sensitive & information relevant to the board in them, they will be discussed as a group without other committees present at the retreat (date below).
  - Communications
    - Call for board members should be included in every newsletter, & boosted in other ways wherever possible. Debbie noted eventually this responsibility will partially be on the new Volunteer Coordinator

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RIVERWEST COOPERATIVE BOARD OF DIRECTORS MEETING 01.18.21 5:00pm – VIA Zoom

- o Karen is working to get assistance on writing up a call for applications; Vince is also helping Karen
  - o Wendy noted the CommComm budget needs to be approved before any additional (i.e., beyond our normal capacity) advertising can be accomplished
  - o Vince said it'd be good to see an advertising plan for 6mos-1yr, specifically itemization of what's being spent -- Wendy clarified this information is available in past financial reports
  - o Liz: ads tend to get approved last-minute since it's based on what's going on in the store/cafe, which tends to change frequently; hard to set a solid advertising plan for the future, however Liz has sent out an advertising narrative which includes longer-term goals.
  - o Debbie requested an email approval be made for the CommComm budget, since time wasn't made for this meeting.
  - o **ALL respond to upcoming email thread to discuss proposal**
  - o Membership
    - o Karen, Gibson, & others are meeting to discuss a membership drive
    - o **Karen >> provide final year end membership for 2020**
    - o Gibson: between 60%-80% total sales are from members as a trend over the last two months; newer store folks have especially helped push membership.
    - o Debbie noted we do want to see non-member sales as well, which could indicate a growth in our market
  - o Sustainability
    - o Collaboration with CommCom seems to be doing well, increasing awareness of how much the SusCom does.
    - o Glass Pantry collaboration: preparing a proposal in which the Co-Op partners with Glass Pantry to find a way to share product or communication (in the early stages). Proposal to the board optimally available by April board meeting but stay tuned
  - o Volunteer Liaisons
    - o N/A
- Sponsored Membership Program (updated timing: 5 minutes)
    - o Following info provided by Gibson except where otherwise noted
    - o What is it? How does it work?
      - Current round-up is to sponsor an annual membership for people who cannot otherwise afford it; would include voting rights, opportunity to apply for another sponsorship afterward; hopefully incentivise lifetime members to continue to provide equity
      - Doesn't have to be called "sponsorship," just an idea.
      - Suggestions include setting up a recurring payment for those who wish to contribute regularly to the fund
      - More conversations to be had to ensure no distinction in types of membership in the system (maintain anonymity/no ostensible "tiers" of memberships beyond yearly/annual), ensure legality around how we use (or don't use) the increased equity
    - o Who is able to participate?
      - SNAP benefits would make someone eligible
      - Opportunity for outreach & inform community that we (of course) accept EBT at the register
      - Alternative to donations & opportunity to be transparent about financial situation at co-op (we want to keep building equity & potentially use some of that money for other projects)
    - o How to market it (along with SNAP program information)?
      - Debbie: have opportunity to reapply for a membership, maybe contingent upon using the membership a certain number of times a year; legality is important & making sure people can't just request their equity back, especially if they didn't pay it themselves

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- Liz: people who technically would qualify for SNAP but who may not currently be receiving it should also qualify
- Debbie; consider what we do if we get lots of people providing equity but few people applying
- o **AD HOC COMMITTEE TO COME, anyone can contact Gibson should they wish to contribute or participate in planning**
- Follow Up on Volunteer Coordinating Position (5 minutes)
  - o Volunteer contact list
  - o Volunteer Coordinator phone
  - o Shannon said Sara is in contact with Annica & acquiring the volunteer contact list, but other information yet to be clarified
  - o **Sara>> send follow up info on this segment**
- Update on Next Steps For Restructuring (10 minutes)
  - o We have a document with current roles and two suggested proposed ideas (one with volunteers like before the big Q, and one with no on-site volunteers)
  - o Proposed new roles include:
    - 2 grocery coordinators
    - Store staff
    - 2 café coordinators
    - Café staff
    - Administrative coordinator
    - Volunteer & Events coordinator / specialist (depending on volunteer presence)
    - HR specialist
  - o Need to meet with Sara & Shannon to discuss feasibility before bringing to large group
  - o **Need to set tentative date for All Staff / Board Meeting**
  - o Wendy & Vince both stated it's important to have an official budget in place before we make major decisions about what positions exist & how our labor will be laid out
  - o Jeannie & Debbie have been working hard to determine with current employees what structures work best & how to move forward before any decisions are made with what our budget is without consideration for feasibility for staff.
- Break (end by updated time \*6:24!!!)
- **Feb board meeting Monday 02/15/2021 630-830pm**
- **Schedule March Board Meeting once Sara & Alex can discuss**
- Follow Up on Action Items (10 minutes)
  - o >> **Community Contacts List (Wendy & Debbie will follow up @ next board meeting)**
  - o **Jeannie & Rhiannon >> Update Website: Rhiannon will send board meeting minutes October 2019 – December 2020**
  - o **Wendy & Debbie follow up >>Ubuntu**
  - o **Alex follow up >>Set Up Columinate Meeting Including Board Member(s) (Alex)**
  - o **Vince (copy Debbie) check with Sara & Annica to see if this login info is on WC drive >>Fix board@riverwestcoop.org email address**
  - o **ALL except Debbie >>Logging board member volunteer hours (ALL BOARD MEMBERS!!)**
- Feedback for 2019 GMM (10 minutes)
  - o How do we think it went?
    - Debbie: A line in recent WC minutes indicated many staff hadn't watched the recording because they'd heard negative feedback on it -- would be good to hear from folks who DID watch it what they think

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- Wendy: it's likely we will have to do it virtually again for the 2020 GMM.
- Karen: for the future in-store advertising would be good, specifically encourage people to check our website for the GMM report
- Vince: would be nice if we could have it earlier for the next GMM
- o What feedback has been given by members / staff?
- o How much engagement did we get?
  - Liz: From YT website, says only 42 views; FB says the post surrounding it had lower engagement than most of our other posts; could still be boosted
- o Should we expect to plan the 2020 GMM in a similar way?
  - **TBD**
  
- Board Retreat Planning (20 minutes)
  - o **Sat 02/20 12pm-4pm & Sun 02/21 12pm-2pm**
  - o **ALL: Review draft of agenda**
  
- Board Rules / Goal Setting (tabled for retreat)
- Follow Up on Retreat Action Items (tabled for retreat)
  
  
- **NEXT BOARD MEETING: Monday 02/15/2021 630-830pm**

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