

RIVERWEST COOPERATIVE BOARD OF DIRECTORS MEETING 02.18.20 6:30pm

Board Members in Attendance: Colin, Debbie, Karen, Vince, Wendy, Rhiannon  
Alex - excused due to CoPos emergency  
Others in Attendance: Scotty H, Sara S, Mitch K.  
Note Taker: Wendy  
Facilitator: Colin  
Time Keeper: Rhiannon

Minutes

- Check Ins + Pronouns + Firestarter (5 minutes)
  - What do you like about the snow?
- Review Facilitation Style + Hand Signals (5 minutes)
- Update from Columinate (5 minutes)
  - Sara - there is a meeting next Tuesday
    - Working on Co-op basics program "Co-op Values" - will be rolled out before changes in May. Everyday items that are priced as low as possible.
    - Unsure of where the 30/60/90day plan yet
    - Don't know exactly how many hours left
    - Look for these answers in next WC minutes
- Update from Strategic Plan Ad Hoc Committee (10 minutes)
  - Include: Deadlines, progress, language, budget (to be approved at next meeting)
  - Colin - Met last Saturday 2/15.
  - Capital Budget
    - Still waiting on Kyles plans to finalize
    - WC has priced out other aspects
  - Not a lot of questions at Spaghetti Dinner- a few conversations
  - Debbie has been working on Blurb about project - Draft is at end of these minutes
  - Communications committee asked for an update for next newsletter
  - Deadline- Finalize plans and budget at March Board meeting for vote so project can start
  - ASAP- Annica is looking into getting someone to do a design in front window, that we are in the middle of a big project.
  - Marketing Plan
    - New volunteer - Cameron- marketing major at UWM is interested in helping
    - Mitch has been a big help
  - Meet every two weeks - will be setting deadlines for promo materials
  - Goal is still to complete Refresh by May 2nd and have a media blitz
  - Marketing - Liz(volunteer) is working on Social Media
    - Next meeting roles will be doled out
- WC / Committee Updates (35 minutes) (potential order below)
  - Café
    - Social media ad buy?
      - not enough cafe presence - looking to be active everyday on social media, not just specials, but news and info. Not Abbys strong suit so looking to create a Social Media/Advertising Lead. Still needs to develop the position fully Has 2 options - Abby will be talking with them- has to factor if there is a pay increase with this responsibility.
      - Looking at spare tablet for cafe to be used solely for social media

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- Debbie stated that we should Add to job description to keep up with comments
- Report - Labor hours? lower hours but more cost due to mostly Abby having OT , due to special event (first time doing spaghetti dinner) and Refresh
  - Working on March hours being honed better, and is getting better as she knows how to delegate certain jobs more, leadership positions will help with this.
  - Vince asked for the OT number to be broken out
  - Wendy asked can we break out the special event hours, in order to budget for that in future and not count it against cafe goals.
- Karen asked what the Innovations committee is - some of it is menu changes, refresh changes, tracking sales in order to inform current decisions. A way to engage more staff and volunteers.
- Karen asked for new staff intros.
- Evening Store Manager
- Inventory Coordinator
  - Looking at metrics
  - Alex is looking at pulling better numbers about sales - have not met yet - deadline to meet and work on this?
  - Looking for someone who can map who the store to help with product layout
    - Is there a volunteer who can help with this? Jason on sustainability? New architect volunteers - Sara
- Volunteer Coordinator
- Finance Committee
  - We lost money in January again, sales up in Cafe and down in Store from last year.
  - April will be Quarterly budget review
  - Have not had a chance in new year to dive into the numbers
  - Vince - took a look at how high our labor cost is in the store compared to 2019
    - how is this affecting the bottom line
    - Balance sheet shows 13000 less than December
  - Debbie - asked for profit and loss to show against last year's YTD and against the Budget along with the monthlies. - Colin action item
  - Wendy- wanted to make sure that a media/advertising line in capital budget
  - Abby- can we look at hiring a graphic designer
  - Abby- labor is going to be higher due to wages, and the store staff putting in extra hours into the refresh, we need strategies to bring labor down.
  - Colin - (wendys hard paraphrasing)sales need to go up, not barebone staff - recognizes it needs to be balanced but sales will go up with the refresh and the staff is necessary
  - Debbie noted that everyone is at a managers wage and is part of the increase.
  - Debbie also noted that we will be paying labor on closed days for the refresh as we will be closed, we should also add labor costs to the Capital budget, as to not “blame” the hours on the regular staffing budget.
  - Vince is worried that the bottom line has not been changing quick enough and that the labor costs are not sustainable
  - Karen- would like to see why it was up too, can we have more details at next meeting.
  - Next meeting will not have the final financials from accountant as it is too early in the month
- Human Resources - skip
- Communications- skip
- Membership - January was really high in membership sales
- Sustainability-skip
- Volunteer Liaisons -skip

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- Food Break (end by 7:40!!!)

Back at 7:49

- Schedule ((Tentative)) April Board Meeting (5 minutes)
  - o Will have at least 2 new board members- so might need to change it- will confirm at the end of the GMM
  - o Want to make sure the date is late enough to get the financials
  - o New board members should try to have orientation before that
  - o April 28th at 6:30pm
    - backup April 30th
- Board Member Candidates & Call for Candidates Progress (5 minutes)
  - o Had 2 candidates for interim roles - one is still interested in running for general election
  - o One other person has reached out - has been sent requirements and deadlines - no response yet
  - o Need more candidates -
  - o Event page is on Facebook
  - o Fliers for call for Candidates in store - and in newsletter and Tort Report
  - o Reach out individually to people is helpful.
  - o Deadline For Candidates is March
  - o - Is it on the Website - Check with Alex - Abby is checking in with him
- GMM planning (discussion questions needed) (15 minutes)
  - o REPORTS DUE SATURDAY 22nd
  - o Reminder in Newsletter to renew membership
  - o Need to Secure a minute taker - Rachel would be paid, but Lauren is a good choice too- but she isn't around as much?
    - We want to offer to Rachel first - at same rate and then Lauren - Debbie
  - o Do we want a facilitator that is not on board or WC -Kelly a volunteer since 2016 would like to volunteer, has experience.
    - Rhiannon - asked for clarification on what the job of facilitating a GMM is
      - lead the meeting, keep it flowing,
    - We are open to offering it
  - o Discussion points and agenda from last year was sent out - what do we want to discuss this year
    - Agenda will be the same
    - Add Refresh
    - Wendy said lets focus more on the numbers and less lofty discussion, be honest about the trend that we are slower.
    - Colin- show the stats of what the basket price is, other stats etc
    - Abby- We should craft the narrative before the GMM
    - Debbie - last year's discussion time was a little rushed, let's do one discussion question and split up. - wiggle fingers
    - Wendy- can have fun brainstorm on the walls during food.
    - Short discussion about longer potluck time - but already advertised
    - Vince - want to make sure we have a printed document and budget report
    - Wendy - should we meet before the next board meeting to outline the agenda and layout - Debbie is into it - Wendy and Debbie will meet, Rhiannon will maybe too.
    - Ideas - start with refresh, then committee reports, break, candidate intros, last 30 min for discussion question, last 10 minutes is results of election.
    - Karen - we can probably shorten committee reports
    - Karen - can we have the report in the store before and after the meeting
    - Wendy- lets email out the report as a reminder about the meeting too.
    - Debbie - What is the discussion Question??
      - Last years that relates

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- **Updating our inventory and merchandising practices:** to uphold our values, we aim to offer the best deal for the best price that is financially stable for our business; this means we want to offer “basics” at competitive rates (to provide nourishment to the neighborhood), while also providing specialty items that are priced as reasonable as possible while maintaining our business expenses.

Next meeting: **Tuesday, March 10 @ 6:30** at the River Revitalization Foundation

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