

Board Members in Attendance: Vince, Rhianon, Debbie, Jeannie, Karen, Wendy

Others in Attendance: Clare, Jess, Sara, Shannon, Ousia, Morgan

Note Taker: Rhiannon

Facilitator: Karen

Time Keeper: Clare

Minutes

- Check Ins + Pronouns + Firestarter (5 minutes)
- Review Facilitation Style + Hand Signals + Zoom Specific Info (10 minutes)
 - Facilitation Style Information from Karen
 - Karen is looking into different facilitation styles to improve board meeting processes, specifically how to improve communication styles and staying on topic. A common problem is the people on stack may have different trains of thought, meaning the original subject may be somewhat lost by the time someone further along on the list is speaking.
 - For now, it was agreed that we should be more aware of when someone might have a direct response to something. The facilitator will keep a better eye for this and ask before going to the next person on stack. It was requested that anyone on stack be willing to be flexible if their topic is different than the one currently being discussed.
- All Reports (15 minutes) ***Note: we will not spend much time on reports this month. No summaries, only questions and updates since the reports were written***
 - Store
 - Sara said current staff is very involved, communicative, engaged, and supportive, easing the strain of being only current store manager. There was a dip in worked hours during October due to being open at different times throughout the week, should be a bit higher now that we open at 9am every day: On average the number of customers in the store throughout the day has decreased from as busy as 200 a day pre-COVID to around 100 at best. Afternoons tend to be busier.
 - Café
 - Morgan said there's been around \$140 additional sales of cafe goods, including a double in coffee sales. Improved staffing & efficiency meant a 40 hour decrease in labor during October
 - Karen asked how the number of hours scheduled compares to the number of hours necessary to maintain grab'n'go operations; Morgan said to maintain increased sales, both night & day shifts are needed 5 days of the week, meaning either 3 part time or 2 ¾ time (i.e., under 40 hours but 30 or more hours per week) would be needed in addition to the current staff. This takes into account the end of Morgan's employment at the co-op.
 - Shannon noted that with Morgan gone some of the hours for administrative duties will need to be covered. Regardless, some hiring will be necessary to maintain production as it is, especially if our goal is to increase sales & make a profit.
 - Volunteer Coordinator
N/A
 - Finance Committee
 - Sara said FC hasn't really met since the last board meeting.
 - Wendy explained that "generally nothing has really changed," & that the business lost about \$12,000 in October. Given that there was a decrease in labor on both the store & cafe front, this is likely an issue of improving sales. Wendy spoke with Liz from the Communications Committee about increasing our advertising; this year alone we

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spent less than \$2,000 on marketing, whereas various sources suggest spending at least 3-4% of revenue. Not that we should focus on maxing out a marketing budget, but we need to seriously consider how to improve.

>Wendy said she'll have budget prepared for the 2021 year by the January board meeting, if not December's.

>Staff & WC send forward any availability or interest you have in the FC

- Human Resources

(No questions for Rachel)

- Communications

- Karen said CommComm has been discussing store-driven advertising. Liz has been keeping up with info boosts on our social media accounts; she has helped manage the notifications about changes to our operations, upcoming changes, and meetings. There is some concern about the statement to membership & whether people are aware of it, as it's a relatively large piece of text which was released in the midst of other big announcements (specifically, closing brunch).

>Ousia will use their old volunteer email list to help share it with members.

>Debbie: reach out to Liz about a re-blast on our statement to membership

>Jess offered to assist with updating information on the website since she has experience with Squarespace software.

Karen noted that minutes from past meetings are not listed in any particular order and some month's minutes aren't up.

- Membership

- Vince asked whether member numbers have gone up recently; Karen said those numbers can be found in the report. Member sales drastically decreased after COVID started but increased greatly in July due to the efforts of Annica and staff. For October new membership sales decreased by about half, though member renewals are still going strong.
- Debbie said July through September there was an increase in new members.
- Vince requested that future reports include a running total for equity brought in by new members.

>Karen: include running total of member equity in subsequent reports.

- Sustainability

No questions for Jason

- Volunteer Liaisons

- Debbie said that since we don't have board members volunteering in-store, this label doesn't apply currently. Once that is a possibility, we will re-address how these roles can fit the board.

- All-Staff/Board Meeting Discussion (15 minutes)

- What is the plan of action?
- Tentative schedule for the meeting? When, how long?
- More than one meeting? Breakout sessions? What to do if someone can't attend?
- Debbie has been conducting one-on-one meetings with all current staff to assess their current involvement, capacities, hours of availability, and general ideas about the current situation at the co-op. This info, once compiled, will be shared with the board; names will only be tied to responses about their availability & current involvement, but a general summary of people's opinions will be provided not tied to any particular name. Once this is finished, an all-staff, all-board meeting will be scheduled to discuss the results.
- Vince suggested we plan this meeting within a couple weeks.
- Jeannie asked whether this would be done in-person or over zoom; Debbie said zoom.
- Ousia suggested the meeting fall on a Thursday, as the co-op is closed to customers then.
- Debbie said the 1st Thursday of December (12/03) would be the earliest possible date we could schedule it since the previous one is a holiday.
- Ousia suggested that the meeting be recorded for those who aren't able to make it or stay the whole time; everyone agreed this was a good idea.

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RIVERWEST COOPERATIVE BOARD OF DIRECTORS MEETING 11.16.20 5:00pm – VIA Zoom

- Karen noted that having multiple meetings would further delay the process & since this is time-sensitive, one meeting would be best. Ousia's suggestion to record the meeting addresses the issue of attendance.
- Next Steps For Restructuring (10 minutes)
 - Anyone willing to step in and take lead?
 - Timeframe for "New Structure??"
 - Jeannie volunteered to be involved in the restructuring conversation.
 - >Debbie: Will reach out to Jeannie and anyone else interested in helping continue the restructuring conversations**
 - >Wendy: Work with Finance Committee to create a budget for the store/cafe for the restructuring (see previous action item)**
- Break (end by 6:05!!!)
- Follow Up on Action Items (10 minutes)
 - Community Contacts List (Wendy)
 - Wendy said she doesn't have updates and would like some help with the contact list, even if someone just does a zoom or chats with her about it.
 - >Debbie is willing to help come January & this can get pushed back**
 - Update Website (Jeannie, Vince)
 - >Jeannie will follow up if she's missing minutes**
 - >Vince: Send an email to Jess &/or Jeannie to initiate/follow up conversation about the website**
 - Ubuntu (Wendy, Debbie)
 - Wendy said Ubuntu is really excited to get involved with us here in RW, but they recently gave some info last week for the RW24 specifically.
 - >Wendy: Update to come at Dec. Board meeting**
 - Set Up Colonnate Meeting Including Board Member(s) (Alex)
 - >Alex: Need update on this**
 - Find a Facilitator for All-Staff/Board Meeting (Karen)
 - >Karen: Need update on this**
 - Find a Facilitator for GMM (Wendy??)
 - >Wendy: Need update on this;**
- Emails and Meeting Minutes (15 minutes) (led by Karen)
 - Timeframe for sending out minutes
Preferably within 7 days
 - Who to include in what circumstances?
 - Find out what staff wants to be more involved and in the loop (interim "WC"?)
 - Debbie said we should note that a non-response doesn't mean approval for minutes; people should read them, send their thoughts or edits, within a week of receiving minutes. As far as sending out an agenda or reports before meetings to all members, that's not an expectation we've had before, and given how much conversing is happening now this isn't currently feasible. Board meeting minutes should definitely go on the website
 - >Rhiannon: send the minutes to those on the most recent email thread for the board meeting**
 - Karen suggested we send out minutes & board reports to all of the staff who want them & ensure they're accessible.
 - Wendy suggested we create a listserv for board members, a listserv for staff, and then another one for both. That way one email can go to everyone; newly onboarded people can just get added

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>Open action item: create listserv(s); refer to last board retreat action items, as this was originally taken on by someone

- Board Retreat Planning (15 minutes)
>Vince, Karen, Debbie: Follow up meeting to continue this discussion
 - Schedule a date – December / January?
 - 3-4 hours in one evening (via Zoom?) plus 1-2 hours day after?
 - Board members only?
 - Topics for retreat
 - Budget planning and approval
 - Board roles, responsibilities, and communication
 - Additional topic?
 - Team building activity

- 2020 GMM Planning (15 minutes)
>Rhiannon, Wendy, Debbie: Follow up meeting to continue this discussion; include anyone else wanting to be involved
 - Who can take action items? Do we need a committee?
 - Adjust timeframe for preparing answers for questions
 - Compiling, distributing, discuss any that needs discussion, review answers if needed
 - Who will be available to answer questions?

- Board Rules / Goal Setting (tabled for retreat)

- Follow Up on Retreat Action Items (tabled for???)

Next meeting: Monday Dec. 14, 2020 5pm-7pm

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