**SUGAR BEET FOOD STORE COOPERATIVE**

**BOARD OF DIRECTORS MEETING MINUTES**

**THURSDAY, NOVEMBER 3, 2016, 7-9pm**

**LOCATION:  Main Library, Oak Park**

Board of Directors: Daniel Becker, Ryan Bradley, Monica Chadha, Chris Dowsett, Bill Gee, Brian Hammersley, Judy Klem, Greg Marsey, Peter Nolan, Rachel Poretsky, Maureen Spain

GM:  Chris Roland

**AGENDA**

* **WELCOME (PETER)**
  1. 7:05 Meeting called to order
* **PUBLIC COMMENT**
  1. Bulk Section--liquid area containers need an air vent--vinegars, oil--ask staff for help
  2. How to get more people to board meetings--on a different day, different location, list the meeting as 7-8pm, in-store announcements, email, facebook, register monitor
  3. Please make minutes more prominent on website
  4. Produce department--proactively have seasonal and local items in stock
     1. work on local sales
     2. continue to improve signage on where products come from/transparency

Measure the mission (how many local vendors/local $$/more awareness in store)

* **ITEMS FOR APPROVAL** 
  1. Meeting Minutes from 9/20/16 meeting approved
* **GENERAL MANAGER’S REPORT** 
  1. **Current Ownership Count: 1478; 36 new owners from Oct** 
     1. Simplify the rewards in the future for owner drives, consider stronger referrals
  2. **Sales Results** 
     1. 3rd Q sales down vs. Q2, but up over last year
     2. Growth from last year (YoY): Sept 21%, Oct 35%
     3. Q4 off to a good start
  3. **Key Initiatives**
     1. 30,000 door hangers going out 11/2-5
     2. Finalizing the catering menu by 11/6
* **MARKETING WORKING GROUP UPDATE (JUDY)**
  1. Perception Study follow up meeting (Judy to schedule)
* **OWNER EQUITY WORKING GROUP UPDATE (MAUREEN)**
* **OWNER LOAN WORKING GROUP UPDATE (BILL)**
  1. Set next meeting (Bill)
* **OTHER**
  1. Exterior Sign Update: Brian 2 structural engineers bidding, Greg talk to village b/c we need a variance
  2. Design still in progress (Chris)
  3. Goal to have sign up by end of year
  4. Crowdsource funds to pay for sign (Lissa to work on this)
* **Q & A WITH OWNERS** 
  1. Clear out extra carts in front; tidy area at entry
  2. Organic certification - confirm each vendor
  3. Increase knowledge base that stays in store to reduce impact of new hires but 70% of staff is still in tact, introduce staff to owners via email, website, Fatima help with some training
* **CLOSING** 
  1. Review Action Items and assign roles as needed
     1. see above
  2. Confirm dates for next Board meetings (7pm, at Oak Park Main Library)
     1. Tuesday, December 6
     2. Tuesday, January 24 (proposed)
     3. Tuesday, February 28 (proposed)
  3. Adjourn Meeting 9:00pm