**SUGAR BEET FOOD STORE COOPERATIVE**

**BOARD OF DIRECTORS MEETING MINUTES**

**THURSDAY, DECEMBER 6, 2016, 7-9pm**

**LOCATION:  Main Library, Oak Park**

Board of Directors in Attendance: Chris Dowsett, Bill Gee, Judy Klem,, Peter Nolan, Rachel Poretsky, and Maureen Spain

GM:  Chris Roland

**AGENDA**

* **WELCOME (PETER)**
  1. Meeting called to order 7:08pm
* **PUBLIC COMMENT**
  1. Marissa Garza--welcome packet offered to her multiple times (she needs to fill out member app.)
     1. 5% offer is inconsistently offered
     2. Where can people communicate as an owner, wants to become active, but not sure where to comment on website for owners--wants to to voice feedback and build community
  2. Bill Gee--Policy on Beet Bucks?--get a wooden nickel for all bulk containers, shopping bags, fruit bags that a customer brings in? Chris R: We have some variation in how the policy is implemented, but it should be one Beet Buck for every grocery bag and bulk container.
  3. Charlene—Can we use compostable veggie bags? Chris R: In his experience, those bags do not compost in home composts.
  4. Jeanie--How do you determine which charity to use for Beet Bucks? Lissa D: We are open to suggestions--want to build a list--on the website how to
  5. Rachel--Should we add a cafe sign; offer a $10 discount on ownership for people who sign up for email. Chris R: Will consider it for future coupons.
* **ITEMS FOR APPROVAL** 
  1. Meeting Minutes from 11/03/16 meeting--Bill moves, Chris seconds--all approved
* **GENERAL MANAGER’S REPORT** 
  1. Current Ownership Count--1,550 owners
  2. Sales Results -- First 2 quarters of 2016 were strong; then sales dipped in summer; lost some $$ in 3rd Q due to 1-time expenditures. However, October saw 37% sales growth over 2015; We had a big owner push in November last year; but still grew 16% this November.
  3. Key Initiatives:
     + Thanksgiving: Biggest sales day of the year was the Wednesday before Thanksgiving;
     + Cheese reset and end cap signs
     + This Friday 5-8pm 10 venders for holiday tasting.
     + Door Hangers went out in November. Doing well.
     + Crowdfunding program for our exterior sign in the works. Looking to raise $15-20K for new exterior signage. Have reward levels for contributors.
     + Outreach to owners--incentive coupons and emails/letters
* **MARKETING WORKING GROUP UPDATE (JUDY)**
  1. Brand Positioning in progress
* **OWNER EQUITY WORKING GROUP UPDATE (MAUREEN)**
  1. Team to look at : How did last drive go? Get together in Jan to prepare for April drive
  2. Board in the Store program- focus on busier times
* **OWNER LOAN WORKING GROUP UPDATE (BILL)**
  1. 1 new loan coming in
* **OTHER**
  1. Annual Meeting in Spring 2017:
     + Planning group for annual meeting. Peter to send out a note to the Board
     + GM & Marketing to pick a date and look for places
     + Board Elections--Peter email board to start process
* **Q & A WITH OWNERS**
* **CLOSING** 
  1. Review Action Items and assign roles as needed
  2. Confirm dates for next Board meetings (7pm, at Oak Park Main Library)
     1. Tuesday, January 24
     2. Tuesday, February 28
  3. Adjourn Meeting--8:09PM