

**SUGAR BEET FOOD STORE COOPERATIVE**

**BOARD OF DIRECTORS MEETING AGENDA**

**TUESDAY, JUNE 27, 2017, 7-9pm**

**LOCATION: Main Library, Oak Park**

Board of Directors Present: Rachel Poretsky, Brianne Kellogg, Greg Kolar, Jim Doyle, Ryan Bradley, Chris Dowsett, Bill Gee , Greg Marsey, Daniel Becker, Peter Nolan

Absent: Cindy Gradle

GM: Chris Roland

**AGENDA**

* **PUBLIC COMMENT**
  1. Sharon is happy with the new catering brochures. She likes that they used a lighter card stock and believes this will save money. Sharon also reports that she likes the part of the Sugar Beet newsletter that lists the owner specials and offers a “click here” option to view more specials.
  2. Fatima reports that she had a positive experience at the Sugar Beet Clothing Swap (6/24/17). She requests swaps of all varieties happen more frequently. The leftover clothing items will be donated to the Animal Care League’s second-hand shop.
* **GENERAL MANAGER’S REPORT (CHRIS)**
  1. Sales
     1. Sugar Beet is seeing a similar trend in sales to that of 2016: peak sales occur in May, then a slight dip occurs over the summer, then (expected) sales peak again in November.
     2. May 2017 saw the highest volume of sales to date.
     3. We are seeing a slight dip in sales in June 2017; however, sales are up 20-25% from June 2016.
     4. End of quarter is at the end of June; staff will do a full store inventory.
     5. Discussion on a Month to Month budget verses a Quarterly budget in the board report.
     6. Discussion occurred on marketing efforts. A request from the board for Lissa to attend the next board meeting (July 2017) was made; she is to give a full marketing update at that time.
     7. There was a request from the board for the GM to pull the monthly Profit and Sales information and to summarize it in a brief paragraph form.
  2. Key Initiatives
     1. Exterior Sign- We are in the process of choosing a General Contractor to install the sign. Once a GC is selected, the electrical will be run, the sign will be manufactured, and then it will be installed. No exact date for installation has been set.
     2. NCG (National Cooperative Grocers)- Sugar Beet has applied for membership. Representatives from NCG will be coming to the store on 8/10/17. At this time, they will meet with the GM, the managers, and a few board members (to be selected). Chris will revise the application per the NCG comments/instructions before their visit. The goal is to be a member of NCG in our 4th quarter of the year.
     3. Chris is in talks about an online delivery service for Sugar Beet; the delivery service we are looking at is Mercato. Mercato would get 11% of each delivered grocery sale and would charge a delivery fee (customer would pay delivery fee). Discussion occurred on potential benefits and negatives of offering a delivery service. Chris states it is possible that Sugar Beet could launch this program in July 2017.
     4. Neighborhood Marketing Push- Employees will go door to door to the co-op’s neighbors with fliers in June. The flier will market our convenience, small store appeal, and provide coupons. This will take place in early July.
     5. Upcoming Events- Include the 4th of July Parade and 2nd Anniversary (Saturday 7/29/17)
     6. Food for All Program- Chris attended the Food for All program’s meeting and would like to implement a similar version at Sugar Beet. Currently the model program, through Common Ground Co-op in Champaign, IL, offers a 15% discount on healthy staples for people with the Link Card. Chris would like to offer a 10% discount to individuals with financial need, every day and on all products. Discussion occurred on how this would be marketed and implemented; there was also discussion on who will be able to participate in this program. Chris believes that all individuals with Link Cards should be able to participate in this program and will need to reapply for the program every six months. The board has asked Chris to work out more of the details and provide these details to the board before the projected launch in July 2017.
     7. Patio / Outdoor Seating- Peter Nolan inquired about progress with the outdoor seating. Chris commented that we are in on-going talks with our landlord and the Village of Oak Park about this project.
* **Q & A WITH OWNERS** 
  1. Sharon expressed concern about the increase in Ghee price, and noted that one key item can impact a shopper’s overall frequency at a store.
  2. Fatima inquired about a possible replacement for the Tree of Life CSA. Chris states that we are open to finding another CSA that would use Sugar Beet as a pick-up location; however, he is not pursuing it at this time. Sugar Beet is now taking part in the Earth First Farms CSA, which only offers organic apples.
* **CLOSING** 
  1. Review Action Items
     1. Lissa will attend the next board meeting to provide a full marketing update.
     2. Board members will offer general contractor referrals to Chris.
     3. The board will select which members will attend the NCG meeting on 8/10/17.
  2. Confirm dates for next Board meetings (7pm, at Oak Park Main Library)
     1. Tuesday’s 7/25/17, 8/22/17, 9/19/17, 10/24/17, and 12/5/17
  3. Adjourned at 8:33 pm