

**SUGAR BEET FOOD STORE COOPERATIVE**

**BOARD OF DIRECTORS MEETING AGENDA**

**TUESDAY, July 25, 2017, 7pm**

**LOCATION: Main Library, Oak Park - 3rd floor computer classroom**

Board of Directors Present: Daniel Becker, Ryan Bradley, Bill Gee, Bri Kellogg, Greg Kolar, Greg Marsey, Peter Nolan, Rachel Poretsky

Absent: Chris Dowsett, Cindy Gradle, Jim Doyle

GM: Chris Roland

**AGENDA**

* **WELCOME (PETER) & Call to order 7:05 PM**
* **PUBLIC COMMENT**
  1. Sharon reports that she loves the neighborhood focus of the new door hanger campaign.
* **GENERAL MANAGER’S REPORT (CHRIS)**
  1. Sales Results
     1. Second Quarter results are not back from our CPA yet (so there is no June info available). However, quick analysis shows that June growth in sales was at a higher rate than June, 2016. Also, labor was low (below the industry standard).
     2. Focus of report is May 2017. May was the Sugar Beet’s new monthly sales high.
  2. Key Initiatives
     1. Sign
        + 1. Brian H. was previously volunteering and is now being paid to finish the project.
          2. Still waiting on 3 contractor bids. In order to go to the village for approval we need the selected GC to sign off on it.
          3. Estimated budget is approx. $20K per Brian’s estimates.
     2. National Cooperative Grocers
        + 1. The SB meeting with NCG representatives is scheduled on 8/10/17 at 10 AM at the main branch of the library.
          2. If approved, the UNFI contract would kick in Feb 2018 (60% of our overall COGS)
          3. Joint Liability Fund (JLF) could be around 50% OR we could be asked to pay installments over 1 year. We have budgeted $45K; however as the Sugar Beet stabilizes over time and we are seen as a “reduced risk”, that % will decrease.
     3. Outdoor Seating
        + 1. The village may remove the tree just outside of main entrance (as it’s damaged), so we may be able to put tables in that area. Ideally, we will plant vegetation there to act as a filter / barrier from Madison noise.
          2. Perry at Interfaith HOusing has volunteered their architect to work on this project.
          3. Timing: Chris feels that there is potential to have this project completed while the weather is still nice (this fall).
* **Marketing Update (LISSA)**
  1. Uncorked- Friday, 7/28
     1. Wine and catering done by SB
     2. We are unsure of the ROI at this time; however with our improved coupon tracking system we will be able to make an educated decision on future participation. (Coupons and catering menus will be handed out at this event.)
  2. Neighborhood Drop
     1. ½ mile radius of store
     2. $650 in cost so far
     3. Focused marketing, includes details on SB as “neighborhood grocery store” and has coupons.
     4. We have had 44 coupons returned from 4th of July parade.
  3. Edible Garden Tour- The Co-op has taken the reigns on this project (from the Schoolhouse)
     1. Still serving as a fundraiser for SBSH
     2. Costs include printing maps, lunches for gardeners and staff, and marketing.
     3. Discussion occurred on making this event donation-based in the future (vs a fundraiser).
  4. 2nd Year Anniversary Party
     1. Activities are planned for all ages. Hot dogs will be given out for a donation.
     2. Over 18 demos from vendors are planned
     3. There will be a mini Owner Drive and owners discounts this day.
  5. Delivery Service through Mercato (Chris and Lissa discussed together)
     1. Mercato has no app, therefore may not be as user friendly as Board would prefer.
     2. Mercato would keep 11% and the delivery fee (on each customer order).
     3. Costs to customer = $5.95 less than 1 mile from store, $6.95 less than 2 miles
     4. Mercato would promote us on their site, give $5 coupons (at no expense to SB), and advertise us on their social media outlets.
* **Q & A WITH OWNERS** None
* **CLOSING** 
  1. Review Action Items and assign roles as needed
     1. 8/10/18 NCG meeting, Peter and Chris to discuss which board members will attend
     2. Chris will provide 2nd quarter numbers when received.
  2. Confirm dates for next Board meetings:
     1. August 22nd
     2. September 19th
     3. October 24th
     4. Dec 5th
  3. Adjourn Meeting: 8:17 PM