

**SUGAR BEET FOOD STORE COOPERATIVE**

**BOARD OF DIRECTORS MEETING MINUTES**

**TUESDAY, October 24, 2017, 7pm**

**LOCATION: Main Library, Oak Park**

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

Board of Directors Absent: Cindy Gradle

GM: Chris Roland

**AGENDA**

* **WELCOME & CTO 7:05 PM**
* **APPROVAL OF MINUTES FROM LAST MEETING**
  + Bill moves to approve minutes; Greg K seconds. Minutes are approved unanimously.
* **PUBLIC COMMENT**
  + Mama Squash presents a proposal for merger agreement
    1. They are not able to get up and running as a co-op in the Villa Park area
    2. They have approximately 100 members that they would like to become Sugar Beet Members.
    3. Mama Squash representatives propose that they end their corporation, that their assets would be turned over to Sugar Beet, and that their members would then become Sugar Beet members at no additional cost to them.
    4. Bill and Peter propose the question if Sugar Beet and Mama Squash would accept an informal agreement vs an official merger. Mama Squash reps state they accept that idea.
    5. Mama Squash reps state they will promote Sugar Beet in their area (Villa Park).
    6. Greg M proposes the idea of Sugar Beet hosting new Mama Squash members for a welcoming party / tour.
    7. Sugar Beet board will discuss this potential agreement in executive session.
* **GENERAL MANAGER’S REPORT (CHRIS)**
  + 1. Sales Results
       - 1. Sales continue to be strong vs. last year and are just under $300K in September 2017.
         2. Focus departments (personal care, general merchandise, supplements) are being addressed by GM.
         3. 3rd quarter numbers will be in next week; Chris thinks we will be above of projected numbers.
    2. Key Initiatives
       - 1. Sign- still no solid bid
         2. National Cooperative Grocers- onboarding to NCG is underway
         3. Food for All program (Lissa)- launch will be 11/1 & will act as the “beet bucks” recipient during holiday season to raise awareness of this program.
         4. Marketing (Lissa)

Working with landlord to try to use community room for a winter’s farmers market

Door hangers going out again in both Nov and Dec.

Owners Drive numbers are not as high as desired. The board is to share owners drive info on social media. The store will have 2, 10% off days to promote the owners drive.

Customer Survey- Feedback is in and marketing team is currently dissecting this information. 238 replies in total (35% from non-owners). Lissa/Chris to send result to the Board.

Outdoor Seating- It will be further from the street (Madison), bike racks will stay, and the tree will stay in current design. Our landlord Perry Vietti may approach the village for financial assistance.

* **2018 PLANNING SESSION OFF-SITE (PETER)**: Peter to send out a Doodle for available dates.
* **Q & A WITH OWNERS** 
  + Sharon
    1. Bushel and Peck was at the farmers market; Sharon is impressed that Sugar Beet sells these products.
    2. Sharon does not like the order of the newsletter and feels that vendor dates should be higher in the newsletter.
* **CLOSING** 
  + Action Items
    1. Chris will find a way to determine how much each owner saves per year.
    2. Chris will send the results of the all staff survey to the board.
    3. Peter will send out Doodle to board to determine the date of the board’s planning session.
  + Dates for next Board meetings:
    1. Dec 5th
    2. January 23, 2018
    3. February 27, 2018
    4. March 20, 2018
    5. April will be Annual Meeting
  + Adjourn Meeting: 8:14 PM (Ryan makes a motion to adjourn meeting; Jim seconds)