



October 24, 2018

Open Meeting Minutes

Attendance

Board members present: Caitlin, Patrick, Wannette, Kelli, Zara (via phone), Cal, Jon

Board members absent: None

Staff attending: Matt, Linda, Craig

Owner(s) attending: None

Call to Order

Open session meeting called to order at 6:30pm

Owner Open Forum

No comments made.

Minutes Approval

September 26, 2018 Regular Meeting Minutes

Cal moved to approve minutes; Wannette seconded; passed 7-0-0

B1 Monitoring Report - Financials

- Non-compliant on sales growth and net income by a very small amount only. Gross margin is very strong. All other figures in the report are standard and compliant.
 - Board discussed the spectrum of the definition of 'compliance' and 'non-compliance' and how we use this to evaluate monitoring reports.

- Matt and team are in the process of re-forecasting the financials with more data on the local grocery market and with the benefit of store remodel growth projections.
- Cal makes a motion to approve the B1 report noting non-compliance on B1.1; Patrick seconded; 7-0-0

Ends Report

- Matt provided an overview of the Ends report, noting specific areas of interest.
- Patrick discussed being a “forward-thinking local food marketplace” and Kelli shared information about sustainability as a forward-thinking strategy. Wannette connected this goal to the foundational elements employee pay, women in leadership, and employee satisfaction score.
- Kelli, Tony, and Matt discussed Corridor-based vendor collaborations and the process for vetting and assessing collaborations.
- Caitlin asked about tracking additional diversity metrics among staff and staff management. Our Ends value diversity, so measurement of demographics and corresponding pay would be beneficial. Zara recommended focusing on our multicultural neighbors and community members, or those who move to the Corridor from large metropolitan areas and have high expectations for diverse offerings.
- Jon shared ideas regarding sharing our story as a Co-op – the new way that our Co-op engages with the community. There is a new normalization and integration into our community, which impacts diverse participation.
- Caitlin asked us to think about groups in our community that we don’t already have a strong presence (like gyms, for example) where their guests and clients are our perfect members and customers.
- Wannette encouraged us to not underestimate the value of grassroots branding. There is ample opportunity here, with appropriate vetting. Ryan mentioned micro-targeting and

data analytics to vet opportunities, and using data to truly understand our target audience.

- Cal makes a motion to approve the Ends Report; Patrick seconded; 7-0-0

Financial Committee Report

- Financial conditions have not changed.

Member-Owner Relations Committee Report + Annual Meeting

Program

- There were areas of improvement for the Townhall meetings last weekend. Did enough owners know about it? Did we share information about Townhall widely, consistently and in multiple formats?
- Wannette highly recommends member involvement in the MOR Committee.
- Annual Meeting is this weekend. The agenda is done and shared. Anyone making presentations must send by Friday so the slides can be loaded into the presentation.
- Matt spoke with Jen last week about getting the Annual Meeting out and in front of people, especially on social media. Tony is catering it, and the menu looks fantastic!

Office 365 Update

Website will be updated with new Board email addresses.

Calendar Review and Upcoming Events

The Annual Meeting is on October 28th at Indian Creek Nature Center in Cedar Rapids from Noon to 2pm. Please arrive at 10am for set up and prepare for an 11am practice run-through.

Meeting Adjournment

Jon moved to adjourn; motion passed 7-0-0

Meeting adjourned at 7:50 pm