

**Durham Coop Market Board of Directors Meeting**  
**Wednesday, October 12, 2016**  
**Location: Durham Coop Market**

In attendance: Frank Stasio, Drew Peng, Pam Campa, Brand Fortner, Amelia Freeman-Lynde, April Henry, Alisa Johnson, Jodi Koviach, Diamond Riley, Nick Williams, Leila Wolfrum (GM)

Absent: Tyler Jenkins

Location: Durham Coop Market

(1) **Meeting:** Called to order at 7:05

(2) **Minutes:** September meeting minutes approved

(3) **GM Report B2: Planning and Budgeting Update**

- The GM is still revisiting the budget and projections. Growth projections for the next year have been scaled back slightly to 20% moving forward from October 2016. This seems to provide a more realistic weekly sales number for the staff to work toward.
- We're entering our second full fiscal year and weekly sales are out performing our proforma.
- The GM will submit the revised budget to the board for review at the November meeting.

(4) **GM Report B5: Treatment of Consumers**

- Customer Count: Reports on customer count year to year, which has increased. It is up from about 3500 customers per week this time last year to about 5000 customers per week this year. Customer count monthly patterns mimic the Weaver Street patterns where we typically see an increase in counts in the spring.
- Customer Feedback: Reports on tracking of customer feedback. Positive customer feedback referred to the helpfulness of staff, customer service, and \$3 dinners. Negative customer feedback refer to disorganization, unreliability and unpredictability of products.
- Customer Satisfaction Survey: The GM did not complete a customer satisfaction survey. The store is planning to do a survey in January or February of 2017.
- Board moved that the GM is compliant with B5 Treatment of Customers, sufficient data has been provided and the policy has been reasonably interpreted.

Other:

- The GM, management and staff are working to increase customer traffic and basket size. This involves reviewing management practices, doubling down on training, and continuing to build on the staff expertise that has developed over the past year.
- Marketing: We are using shopping data for targeted promotions.
- Food For All: We have instituted a round up at the register initiative to support the Food For All discount program for low-income customers and members who qualify. This serves multiple purposes – educating customers who may qualify for the program and educating other customers that we provide this program.
- Instacart is just about ready for roll out by the end of the month.

Note: The GM will report of B3: Asset Protection in January

#### **(5) Board Elections**

##### Worker Owner Seats

- The Worker Owners elected Nick Williams to replace Jean Heckler as the Worker Owner Board Representative.

##### Consumer Owner Seats

- We have received two applications for the three open Board seats.
- Elections will be held through Nov. 10<sup>th</sup>.
- Onboarding of the new candidates will take place prior to the December meeting. The election of Officers will take place at the December meeting.

#### **(6) Annual Meeting**

- We have started to draft the annual report with the goal of publishing it on Oct. 26<sup>th</sup>. The report is similar to last year. The store will close at 5 pm with dinner served 5-6pm.
- We are planning for special sales for owners on that day and the store will be open for shopping after the meeting.
- The Board President will draft a letter to consumer owners from the Board to be included with the Annual Report.
- The GM is already preparing to include information on worker ownership in the Annual Report.

#### **(7) Fall Retreat**

- Board retreat is this Sunday at 8:30am at the Weaver Street food house.
- Our CDS consultant, Jade Barker, will be facilitating the retreat.

#### **(8) Board Reporting**

- We need to start reporting using tool provided by CDS – Matt Novik, Board Administrator, will assist in implementing the board reporting survey each month in advance of the meeting.

#### **(9) Other Business**

- Jade is working on an analysis of diversity in co-ops for CDS. The eastern corridor co-ops are supporting the work as well. DCM may get some funding in conjunction with the analysis to look at diversity in co-ops. We see that this is crucial to the success of the co-op.
- The GM, along with staff, has drafted a set of co-op values which we can review at the retreat in conjunction with developing our “ends.”

Adjourned at 8:17 pm