

GreenTree Cooperative Grocery
214 N Franklin St
Mt. Pleasant, MI 48858

Phone: 989-772-3221
Website: greentree.coop



Monthly Board Meeting March 15, 2017 6:00 p.m.

Chippewa River District Library (CRDL) Annex

Attendance: Bob Murray, Ray Davies, Gary Kramer, Daniel Patterson, Daniela Richter, Janet Malusi, Sarah Christensen (GM)

Absent: Justin Barnaby, Damian Fisher, Anneliese Fox

1. Approving the agenda: Daniel moves to approve and Gary seconded.
2. February minute edits: Change wording stating Daniel will run for election not RE-election. The idea arose to include the meeting minutes on the website for member access to help increase interest/awareness. Gary moves to approve minutes with edits, Ray seconds.
3. Member input: Further discussion of adding minutes to website and also include other information such as reports. The consensus was to start with the minutes and go from there.
4. GM report:

Financial- February sales were good, would have been up 4% if it was a leap year (compared to last year's sales which was a leap year). Produce sales were up. Month to date up 6.5%, further ahead than January & February. Potential increase due to Meijer renovations, 15% off produce sale mid-month, new distributor/better quality. Dave going to produce training next month via NCG.

Financial Review- Financial information will be sent to Weinlander Fitzhugh, unsure of completion date.

Annual Meeting- Confirmed with Mt. Pleasant Discovery Museum, April 28th 6-9pm. Leadership team wants recipe contest of casseroles with prize for winning. Prize would provide an incentive for contest but not make members feel obligated to bring anything. Sarah has time constraint concern with eating, drinks, and the meeting itself. The contest needs to be efficient and not take up a lot of time. The idea arose that placing a bean by the item you choose to vote for is a good method for anyone wishing to participate. Postcard for meeting- too small for details of contest- spread via word of mouth/email/facebook/in-store. Bob thought Greentree gift basket would be good. Sarah thinks gift card would be better. Daniel thinks \$50 would improve participation, others agree. The board is happy to show support for the leadership team's idea. Board can participate in bringing a casserole but cannot compete for prize.

Personnel- April 1-8 Sarah is on vacation. Jimmy Aldrich is a new storekeeper. Tyler resigned.

P6- Sarah is speaking at the Bay City Co-op meeting on April 16th – will discuss brief history of Greentree, general co-op info. Anyone may join if interested.

Spirit week- Celebrating GreenTree's 46th birthday. There will be theme dress up days all week (March 20-26th). On the 25th there will be birthday cake. Board members can serve cake that

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day. Board members are also encouraged to participate in the daily themes by posting a picture of themselves dressed up.

"Pass the Pizza Rolls"- Article posted by Sarah on website soliciting comments on what to carry at Greentree relating to inclusion of more "big box" names. Article didn't receive a lot of feedback. Gary stated he struggles with adding in these bigger name items, however it may help

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encourage sales from those on a budget resulting in more money overall spent at GreenTree. The idea to identify specific products that people want could give us better idea of needs/wants. The board wonders if store could include WIC approved items. Questionnaire at annual meeting? Including more of these items with the hope to encourage people to spend more there. Bob feels this is an important topic but it should be a more focused conversation- specify on CBL call and solicit further discussion. The topic encompasses something much deeper...who we are, what this grocery store should be...and merits a bigger conversation. Daniela motion to approve GM report, Janet supported.

5. Board Monitoring Reports, C2 Role of the Board: 7 took survey, all approved/positive responses. No comments on survey. Daniel made motion, Gary supported.

6. Annual Report of Condition: Portions of the report go into the annual report/legal obligation. Typos were acknowledged in addresses for Daniel, Daniela, and Janet. The report shows net loss in 2016. Slight decline in sales from 2015. This is from discounts. This loss means less cash on hand, left less money for other things. Motion to accept by Daniel, Daniela supports.

7. Annual Report/Meeting postcards: The annual report draft is not yet ready, trying for a pretty/fun theme- will need to do email approval due to time. Laura has provided some post card versions. Draft 2 was viewed by board- suggesting potential graphic change, different wording, reorientation.

8. Budget activity/projection: Pennies were used to signify costs of goods, cost of doing business, etc. This provides visual of the balance of finances. Outside of the "cost of goods", we controlled other factors/expenses- which is a positive.

9. March Owner Appreciation Day Recap: Gary and Damian attended. Gary discussed expansion with a member who prefers a downtown location but felt a busier area like Mission would be ok too. Gary thought handing sales fliers to owners as they walk in would be good, not intrusive, opens conversation. Bob likes being near the deli door and having something to hand out. Daniela liked being near the greenhouse door. Daniela can do March 25th birthday event. Bob is able to do OAD on April 1. Sarah will send out email with times for cake serving, etc, for March 25th.

10. February CDS call recap: Gary and Ray were on the call- talked about development committee, main point is to be clear on roles in committee in conjunction with GM, rules laid out, communication important. Awareness that committees could interfere with what GM wants. We should look at it with the focus being how it can help GM/support Sarah in her role. Bob stated feels it is very important to support GM, help as GM needs; also, don't want hindrance to Sarah. Sarah is very vocal when needs assistance which is helpful. Gary stated that Ben discussed that non-board members can be on committees, but it should be chaired by board member. Ray discussed board being available as Sarah calls/notifies prn, she "calls us in". Sarah feels it may be better if Damian lay out purpose of committee since he expressed his interest and has ideas on its initiation. He could develop his vision and share with the board. Bob stated we have to move forward and organize vision. There are a series of things to focus on, how to explore further development and keep what we have going on. Bob continued with stating that the budget exercise showed the need to move forward for survival. Ray

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added that Sarah and staff are the ones implementing store plans, sales maintenance, they need to be part of process. The calls with Ben are improving, he is becoming more involved with following up and providing the board with what is needed. Gary shared that participating with the calls has been beneficial

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for him over the years to deepen his understanding. Discussion of the development committee will continue. Upcoming call with Ben on Monday 3/20/17 at 8pm- Ray, Bob, and Gary will join call- the focus will be on store inventory relating to Sarah's article on website regarding including more mainstream products.

11. Executive Session began: 7:33pm Motion to end executive session and adjourn made by Daniel, Daniela supported.

12. Meeting adjourned- 7:55pm

Respectfully submitted and signed by:
Anneliese Fox, Board Secretary

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