

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

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

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## Monthly Board Meeting June 21, 2017 6:00 p.m.

Chippewa River District Library (CRDL) Annex

Attendance: Damian Fisher, Daniel Patterson, Gary Kramer, Ray Davies, Justin Barnaby, Bob Murray, Sarah Christensen, Daniel Richter, Amy Derry, Anneliese Fox.

1. Meeting was called to order at 6:03 p.m. Damian moved and Justin supported.
2. Meeting minutes included a revision regarding the annual meeting and a spelling correction. Daniel moved to approve minutes with revisions and Gary seconded.
3. Member Input: Gary visited the Outpost in Milwaukee and mentioned the in-store point system they implemented as you shop. The Outpost has four locations in the area (including a hospital kiosk) with the bigger store including a café and seating area.
4. General Manager's Report:
  - a. Produce margin is 32.9 which is up from close to 12 percent. The total store margin is just under 37. Bulk is down 9 percent. Health and Beauty, Grocery, and Deli are up 5 percent.
  - b. We invested in an electronic billboard located next to Rics which you will see while driving on Mission heading north.
  - c. Board members were asked to attend Connections that Count end of year banquet. Connections that Count is an after school program and GreenTree donates 14 meals per week to kids with disabilities that are also low income. Annual banquet is April 27<sup>th</sup>.
  - d. Damian and Daniel are working on rewriting board policies that have been left undone.
  - e. Red Bloom Yoga is having a one year anniversary party on the same evening as the annual meeting which means we may see a decrease in attendance.
  - f. Board members home addresses will be printed in a supplemental packet that new members receive.
  - g. GreenTree is planning to reduce bulk by 4ft and purchase another cooler to take its place. The new cooler will cost approximately \$5,000. The General Manager plans on using the line of credit to purchase the cooler. The board appreciated the information and update from Sarah and feels that she can use the line of credit without a motion from the board. Steps for the remodel are already in place with items that we are no longer carrying being ordered. The self-contained condenser will store the fresh meat selection. The deli will then be



able to use the cooler right next to it for drinks and deli expansion. This was decided on because bulk sales are down and deli sales are growing. Pre-packaged bulk items are where bulk sales are growing.

- h. Laura was asked to present at the national conference about marketing for a small co-op with a small budget. Props to Laura on her creative videos and social media following.
  - i. Sarah will be in North Carolina attending the NCG spring meeting next week.
  - j. It is projected that the double up food bucks program will be renewed for this year. Last year, Gary delivered fliers to market this resource to Goodwill and the Red Cross. The current timeline for the program is August-December but this may change if they switch criteria.
  - k. Damian motioned to approve the GM report and Daniel seconded.
5. Ends Report
- a. EBT drastically went down when they put more restrictions on the bridge card. Kudos to Sarah and her team on an informative annual report. We did see a drop in basket sales – this could be due to deli purchases and more of the products we sell offered at other stores. It might be interesting to look at basket size without deli only purchases. Damian motioned to approve the ends report and Daniel seconded.
6. Board Monitoring Report
- a. Survey – 6 people completed the survey and only one uncertain was marked. Daniel moved to approve report and Justin seconded.
7. Annual Report
- a. Sarah shared an edited version of the annual report. Anneliese moved to approve the report and Janet supported.
8. Annual Meeting
- a. Voting on board members will be available until 7:00 p.m. Ray and Anneliese will count the votes. Damian and Justin will run the casserole contest. Bob and Laura will work the sign in sheet. Chris will be supervising the beer. Sarah called Women's Aid and the Discovery Museum to let them know of the donation the co-op will be making in the wooden nickel program. Daniela moved to approve the annual meeting agenda and Daniel seconded.
9. Owner Appreciation Day Re-cap
- a. It was a decent OAD for being the first day of the month

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10. March Call with CDS

- a. Talked in length about the article Sarah wrote and providing more of a reason for expansion.

11. Moved into executive session at 7:18 p.m.

12. Meeting adjourned at 7:45 p.m. Justin moved and Damian supported.

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