

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

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



Monthly Board Meeting March 22, 2018 6:00pm

Chippewa River District Library (CRDL) Annex

Attendance: Bob Murray, Justin Barnaby, Gary Kramer, Sarah Christensen, Daniel Patterson, Amy Derry

Absent: MJ Conway, Ray Davies

Meeting called to order at 6:00 pm.

- 1) Check In

- 2) February Meeting Minutes
 - a) Danny move to approve
 - b) Justin seconded

- 3) Member input
 - a) Gary asked about filling board positions. Board agreed to talk about it later.

- 4) GM Report
 - a) Sales down 1%
 - b) Birthday
 - i) Spirit week was getting old, switched to a quiz. Sarah is worried about engagement of customers and effectiveness of the competition.
 - ii) Sent a reminder email about 10%
 - iii) Cake on Saturday
 - c) Appraisal
 - i) \$100,000
 - ii) \$20,000 higher than expected
 - d) Annual Meeting
 - i) In the past music was provided by Mike Gillmore (\$50 gift card). The board agreed to continue with Mike.
 - ii) Sarah asked the board for Input on food. The board deferred to staff recommendation.
 - iii) Last year there was a casserole contest. (Last year 5-6 participants). Sarah suggested a door prize of a museum membership instead. The board agreed. Bob suggested a \$100 gift card to the museum. The board agreed.
 - iv) Does the board want to donate their stipends to pay for beer and wine. The board agreed.
 - e) Board Election

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- i) Voting will occur online. Sarah suggested putting candidacy statements online. Bob concerned about people without an email address. Sarah mentioned missing email addresses from only a few members. Gary concerned about members unable to vote in the store, but thinks we can reach more people. Sarah mentioned we need at least 50 votes. Danny asked about email registry, and how GreenTree collects email addresses. Sarah explained that emails are pulled from the member files.
Board agrees with electronic meeting
- f) Annual Owner Meeting Card
 - i) Board approved the card
- g) Co-op Café
 - i) Amy described it as a re-motivating session. Customer service was a topic; it is what makes co-ops unique / special. Other topics included the cooperative philosophy and diversity inclusion.
 - ii) Bob mentioned going to co-op café and talking to people from the Tri County Electric co-op.
 - iii) Next co-op café: May 5th in Kalamazoo. Amy brought up the possibility of meeting again with PFC board again ☺
- h) NCG Board
 - i) Sarah is running for a NCG Central Corridor seat on the National Board seat. Election results in the spring. Bob offered a "Russian Facebook connection" to help with the campaign. Bob commended Sarah for running.
- i) Store Reset
- j) Wellness has been shrinking. Going to consolidate it to one side.
- k) Debby will be here tomorrow for the Market Study
- l) Double up food bucks
 - i) Suspending the program (i.e., issuance of new coupons) for April and May
 - ii) When you purchase produce with your Bridge Card you receive a coupon (your receipt) for the equal value of what you purchase.
- m) Staff Board Mixer
 - i) April 6th
 - ii) Sent Ray an email, to change the time from 6:30 - 10pm
 - iii) Sarah worried about turnout. Three employees already asked for the weekend off. Sarah asked for commitments from the board. Staff commitments: 3 out of 17.
 - iv) Sarah would prefer to move the party to the summer. Bob suggested tabling the issue to speak with Ray. Danny offered to host the event.
- n) Sarah put in a request with the city to change the parking in front of the store to a 2 hour limit
 - i) McBride quality care employees have been parking there
 - ii) New accountant across the street parks in an area that is inconvenient for the delivery truck
 - iii) Sarah asked input from guys & dolls. It is already 2 hour parking in front of their business
- o) Field Trip

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- i) Maple City Market: We have the same sales, but they have double the square footage. They have room to grow
 - ii) People's Food Co-op: in their 13th consecutive quarter of sales decline. They've had complete turnover of leadership staff in last two years. Overall experience was depressing. Kalamazoo is one of the top five cities that is "over-grocered."
 - p) Justin Moved to accept the GM Report
 - q) Gary Seconded
- 5) Board Monitoring Report
- a) The only uncertainty was on C-2. Gary was confused about "other duties" language.
 - i) Bob 2nd check in: experience on the Wheatland Board
 - b) Danny moved to approve
 - c) Justin seconded
- 6) February Call with CDS
- a) See report
- 7) New Board Member Recruits
- a) Sarah, speaking for Ray, who plans on running
 - b) Gary is not running for re-election. Bob thanked Gary.
 - c) Mike is planning on running again
 - d) Bob is working on 2 members: (1) Annaliese Fox and (2) Roberto Mendosa
 - e) Sarah mentioned 3 members that staff has talked to (1) Mona ???, (2) Andi Christopher, and (3) Carmon White.
 - f) Amy has talked to her friend Jessica Jernigan.
 - g) Bob suggested using the extra people in another capacity.
- 8) March OAD
- a) No board members attended
 - b) Next OAD: April 7th
- 9) Executive session
- a) Mike motioned to move into executive session
 - b) Justin seconded
- 10) Adjournment
- a) Danny moved adjourn
 - b) Gary seconded

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11) Meeting adjourned at 7:24 pm.