

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 February 19, 2020 5:30 pm

Chippewa River District Library (CRDL) Founder's Room

Present: Sarah Christensen, MJ Conway, Ray Davies, Angie Felton, Mike Lents, Jennifer Souva, Janet Sturm, Laura Coffee

Absent: Stacy Saul, Lee Ruffino, Leslie Hildebrandt

Meeting called to order at 5:32 pm.

- 1) Check in
- 2) Agenda
- 3) Approve January Minutes
  - a) M. Lents motioned to approve the December minutes; R. Davies seconded. Motion passed
- 4) Member Input
  - a) L. Coffee is enthusiastic about the move and expansion.
  - b) M. Conway had not been asked about the Round Up program in his last three visits and wondered if the program still existed.
  - c) R. Davies suggested a Rodeo Round Up promotion (cowboy hats, etc.)
  - d) S. Saul asked how much was raised from the Round Up. Around \$800 in January.
- 5) Laura Presentation
  - a) Moving to a new space gives GreenTree an opportunity to update its branding (signage and logo). It also allows GreenTree to change how it's perceived by the public.
  - b) S. Saul asked about adding "and Eatery." L. Coffee explained that there will be exterior signage on the store.
  - c) M. Conway asked if having "co-op" in the name will deter customers. L. Coffee explained that other co-ops have regretted it, and that co-ops are more fashionable.
  - d) M. Conway asked when this would be rolled out. L. Coffee explained that the DBA (doing business as) to change the name will happen right before the actual move.



- e) A. Felton moved to approve the rebranded logo and name change for the new building, but also so you can use it beforehand; M. Lents second. Motioned passed unanimously.
- 6) GM/Report – S. Christensen
  - a) January sales are up 3.25% and YTD 4.25%.
  - b) Almost a whole new deli staff.
  - c) Discussion about sponsoring one of the monthly Chamber of Commerce Business After Hours events.
    - i) M. Lents motioned to use board funds to co-sponsor a business after hours event; A. Felton seconds; motion passed.
  - d) M. Conway suggested events for those who have already invested. L. Coffee mentioned giving tours to select investors of the space as it's being built.
  - e) Beverages with the Board: S. Christensen suggested having the events during our phone banking period and wondered about dates. She asked if we would be willing to commit to 3 evenings over the 6-week period. R. Davies asked if we wanted to identify nights.
  - f) M. Lents motioned to acknowledge receipt of the GM/Report; A. Felton seconded. Motion passed.
- 7) Ben Presentation
  - a) Topic: the next phase of the capital campaign.
  - b) Ben solicited feedback about the first round.
    - i) M. Conway said it was exciting to raise \$400,000 but a bit disappointing to miss our goal.
    - ii) L. Coffee said we learned a lot.
    - iii) J. Sturm echoed what M. Conway said and was optimistic about the second round.
    - iv) R. Davies was hoping to get more callers for the second round. He Mentioned how we have 4 options for people: Preferred shares, donations, Register Round Up, and reinvesting. J. Sturm added: grants.
  - c) Component 1: Positivity
  - d) Component 2: Persistence
  - e) Component 3: Persuasion
  - f) S. Christensen asked about which events will work and which won't. Ben said fancy, expensive events have not worked in the world of co-ops. Smaller, fun, person-to-person events that are reflective of the positive



aspects of the Co-op have worked well. R. Davies asked about pancake breakfasts. Ben likes pancakes and breakfast. He cautioned us that most of the events are for getting people closer to donating, but they might not make donations on the spot. Ideas that YOU are willing to host are the ones that will work out.

- g) Assignment: Pair up. One will be hesitant and less than positive. The other person will think of positive ways to address those concerns. The best way to address those concerns is to first agree.
- h) J. Sturm and L. Coffee exited at 7:06pm
- 8) Monitoring Reports: B1 and B2
  - a) State Law requires that investors get a quarterly statement, which will include Board compensation.
  - b) The benchmarks are for fiscal jeopardy and are not aspirations. S. Christensen suggested setting higher benchmarks in the future.
  - c) R. Davies motioned to approve Monitoring Report: B1; M. Lents seconded. Motion passed.
  - d) Discussion about how to show money invested and money from operations moving forward.
  - e) M. Lents motioned to approve Monitoring Report: B2; R. Davies seconded. Motion passed.
- 9) Board Monitoring Report: D4 and C1
  - a) C1 everyone agreed.
  - b) D4 sections 2 and 3: One person selected no opinion.
  - c) M. Lents motioned to approve the language in Board Monitoring Reports: C1 and D4; A. Felton seconded. Motion passed.
- 10) OAD
  - a) S. Christensen doesn't need the Board for OAD. However, she would like the Board to be present during the birthday to hand out cake and encourage Owners to run for the board.
- 11) Annual Meeting and Assignments
  - a) M. Conway offered writing a letter from the Board to encourage Board recruitment.
  - b) Annual Meeting: May 1<sup>st</sup>
  - c) Venue: Discovery Museum at 5:00-8:00 pm
    - i) We cannot serve alcohol until after they close.
  - d) Food: in 2019 we ran out of food.

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e) Music: 2019 we had Gil. There was concern about music generating sensory overload.

f) M. Lents motioned to increase the annual meeting food budget to \$500; J. Souva seconded. Motion passed unanimously.

#### 12) Executive Session

1) M. Lents motioned to enter executive session; R. Davies seconded. Motion approved at 7:38 pm.

2) M. Lents motioned to exit executive session; R. Davies seconded. Motion approved at 7:58.

#### 13) Adjournment at 7:58 pm

1) M. Lents motion to adjourn; R. Davies seconded. Motion passed.