

GreenTree Cooperative Grocery  
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GreenTree Cooperative Grocery  
Monthly Board Meeting  
April 21, 2021 6:00 pm  
Zoom Meeting (Video Conference)

Present: S. Christensen, MJ Conway (chair), Ray Davies, Angie Felton, Mike Lents, Lee Ruffino, Stacy Saul, Jennifer Souva, Janet Sturm

Absent: Leslie Hildebrandt

Meeting called to order at 6:00 pm.

- Check in
- Agenda
- Approve February Minutes
  - M. Lents motioned to approve the March minutes; S. Saul seconded. Motion passed.
- Member Input
  - M. Conway is excited about the social media buzz about the new building.
- GM/Report – S. Christensen
  - March sales were up 8.36%.
  - The April owner drive is happening April 12-25
    - Incentive: 11% their sale, Reusage bag, T-shirt, Entry into \$50 raffle
    - S. Christensen feels the drive is successful based on owners coming in to just make a payment.
  - New Organizational Chart
    - S. Christensen is working on updating GreenTree's living wage. NCG did a market analysis to provide information. She is waiting on NCG for housing data. S. Christensen is hoping to create as many fulltime positions as possible.
  - Annual Meeting
    - We need candidacy statements by the end of the month.



- The board still needs to determine the specific time.
- May's Board Meeting
  - Generally, the calendar is kept open for the Owner's Meeting. The calendar was front loaded to save time in for the opening in the fall, so there are monitoring reports for May.
  - There was a discussion about whether to cover the monitoring reports at the Owner's Meeting. S. Christensen suggested adding the monitoring reports to a consent agenda.
- M. Lents motioned to acknowledge receipt of the GM Report; L. Ruffino seconded. Motion passed.
- Monitoring Report: A – Ends Report
  - The wrong report was uploaded.
  - M. Lents motioned to table Monitoring Report; R. Davies seconded. Motion passed.
- Monitoring Report: B1 – Financial Condition and Activities
  - Staffing expenses will increase as a Front End Manager is hired in May. S. Christensen will speak with the accountant about creating an additional staffing account to keep track of expansion related staffing.
  - M. Lents motioned to approve Monitoring Report B1; S. Saul seconded. Motion passed.
- Board Monitoring Report: C3 – Agenda Planning
  - Eight respondents all in agreement
  - R. Davies motioned to approve Board Monitoring Report C3; J. Sturm seconded. Motion Passed.
- Annual Report of Condition
  - M. Conway asked about 'Other Income'.
  - M. Lents motioned to approve the Annual Report of Condition; J. Sturm seconded. Motion Passed.
- Letter for Investors - Payout
  - Is curious how many investors didn't understand the difference between investing and donating. When GreenTree used to issue owner rebates, S. Christensen mentioned how uncashed rebates could become unclaimed property.
  - Total amount to be paid out: \$14,902.43.
  - S. Saul motioned to approve Letter for Investors; J. Sturm seconded. Motion Passed.
- Annual Meeting Agenda/Assignments



- M. Conway reviewed the agenda.
- There was a discussion about the time of the meeting. The 2020 Owner's Meeting lasted about an hour. Only a few owners provided feedback (S. Christensen suggested the board ask questions to prompt discussion). The time was set for 6pm.
- S. Christensen mentioned how another co-op offered a \$10 gift card for attendance.
  - J. Sturm motioned to use the board's budget to include a \$10 gift card for attendance; A. Felton seconded. Motion Passed.
- S. Saul motioned to approve the Annual Report Postcard adding language about a \$10 gift card; J. Souva seconded. Motion Passed.
- "Leveraging Owner Advocacy for Co-op Expansion"
  - Building upon his comments from last month, R. Davies thinks it's a great idea to have a robust owner drive.
  - M. Conway wondered how the 2,000 co-op members could participate outside of donations and investments. For example, if multiple people could be part of grant application submission.
- Executive Session
  - M. Lents motioned to enter executive session; J. Sturm seconded. Motion approved at 7:01 pm.
  - M. Lents motioned to exit executive session; S. Saul seconded. Motion approved at 7:25
- Adjournment
  - M. Lents motioned to adjourn; J. Sturm seconded. Motion passed at 7:25 pm