

GreenTree Co-op Market  
410 W Broadway  
Mt. Pleasant, MI 48858

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

---



GreenTree Co-op Market  
Monthly Board Meeting  
September 21st, 2022, 6:00pm  
Veteran's Memorial Library, Mt Pleasant, MI 48858

Present: Alice Ciccu, Amy Derry, Angie Felton, Barb Griggs, Ginny Haight, Janet Sturm, Laura Coffee, Lee Ruffino, Mike Lents, MJ Conway

Absent: Sarah Christensen

1. Check In
2. Agenda
  - a. Motion to add CBL 101 debrief to the agenda made by Angie; seconded by Janet.
  - b. Motion to approve the agenda made by MJ; seconded by Amy.
3. Approve August Minutes
  - a. Motion to approve the August minutes made by Janet; seconded by Barb.
4. Member Input
  - a. Sushi is better now.
  - b. Several report of nice and helpful staff.
5. Email Update
  - a. Nothing in email besides spam.
6. GM Report
  - a. Sales are increasing, attributed to the start of school among other things.
  - b. Sushi is back open with a temporary chef from the sushi company's headquarters, they are looking for a permanent replacement.
  - c. Owner basket size is consistently higher than the overall basket size.
  - d. Three new hires within the last month.
  - e. Pitch competition by MMDC is set for November 9 and GreenTree is one of the participants. Our pitch is for a geofencing marketing campaign. This will target people in specific areas around town and will be triggered by keyword searches.
  - f. A Bay City Food Co-op Board Member is visiting on 9/28 to ask about our expansion and relocation experience.
  - g. The Free Food Fridge is back – it's hosted at the senior high rise next door.
  - h. Laura requested to have the Customer Survey conducted in the spring instead of now for a variety of reasons.
    - i. A motion to let Sarah conduct the survey next spring was made by Barb; seconded by Janet.



- i. A motion to acknowledge receipt of the GM report was made by Angie; seconded by MJ.
7. Monitoring Report:
  - a. B9 Succession – The date on the report is 2014 so the Board asked to see if this revision is correct or if it should be changed to 2022. It may be that the reviews and minor updates do not constitute a revision so that the 2014 date is still valid. Laura will follow up with Sarah to confirm.
    - i. A motion to accept the succession report was made by Janet; seconded by Barb.
8. Articles from the Board
  - a. Angie volunteered to write the article this quarter. Her focus will be on co-ops in general.
9. Retreat Location
  - a. The Board retreat is October 23<sup>rd</sup> from 8:00am – 12:00pm
  - b. Options are the Chamber of Commerce, a conference room at a downtown office, or St. John's.
    - i. MJ will check with the Chamber to see if their conference room is available.
10. General Manager Evaluation Committee
  - a. Mike asked for three people to volunteer for the Committee to evaluate the General Manager –
    - i. Alice, Barb, Janet volunteered to join Mike in this endeavor.
    - ii. Mike will send the evaluation process to the committee members.
11. CBL 101 Sharing
  - a. One topic that came up at the training was the question of whether the Board was covered by insurance for any issues arising from the Co-op. Laura confirmed that the Board was protected.
  - b. In the past the Board has not kept minutes of the Executive section. According to Columinate, we should start keeping record of those sessions although the notes will not be part of the published minutes, they will be kept separately. This will begin immediately, although there was no Executive Session for this meeting.
  - c. The attendees also talked about trends that co-ops should think about as they could impact operations. These include climate change and its impact on the supply chain as well as online shopping options.
12. Adjournment
  - a. A motion to adjourn was made by Janet; seconded by Barb. The meeting ended at 7:25pm.