

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

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

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GreenTree Co-op Market Board of Directors Meeting Minutes  
October 19, 2022 | 6:00-8:00 p.m. | Veterans Memorial Library

**Attending:** Alice Ciccu, Amy Derry, Angie Felton, Barb Griggs, Ginny Haight, Janet Sturm, Lee Ruffino, MJ Conway, Sarah Christensen

**Absent:** Mike Lents

## Agenda

1. Check In
2. Agenda – Janet made motion to approve the agenda, seconded by Ginny.
3. Justin Cook from RFM attended to review GreenTree's financial statements
  - a. Reviewed financial documents: Balance Sheet, Profit and Loss, and Cash Flows
  - b. Review of the 2<sup>nd</sup> quarter 2022 financial statement (quarter ending in June, 2022) is not back from the reviewers yet. Justin offered to return when it is in.
  - c. Hard to do comparisons at this point as the new store makes the numbers very different from where we were last year.
4. Approve September Minutes -Amy made a motion to approve the minutes, seconded by Barb
5. Member Input
  - a. The topic of boycotts was brought up. It was noted that other co-ops have policies in which they will post information about the boycotted product on the shelf next to the product and allow customers to make their own decision. The topic was discussed, no recommendations were made.
6. Email Update – no email other than spam
7. GM Report – Amy made a motion to acknowledge receipt of the GM report, seconded by Ginny
  - a. Sales are good; there is a consistent bump during owner appreciation week and then it tapers off.
  - b. Two new employees – one is baker from Robaire's, the other is a cashier.
  - c. The sign from the west side of the building will be moved closer to the center Broadway entrance
  - d. Customer survey results are positive; it's been running 2 months; 121 surveys completed
    - i. Overall Satisfaction is 80%
    - ii. Lowest scores were Overall Value and Grocery Availability, a lot of which is still impacted by supply chain issues.
    - iii. For all of the categories GreenTree placed ahead of the average for all co-ops

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- iv. GreenTree performed in the top 20% of all co-ops across all categories, and placed ahead of the average of the top 20% in all but 3 categories.
      - e. ICCU lunch day was October 19 and there was about ~\$900 in redemption
      - f. Investment has wrapped up. GreenTree will continue to take donations until the end of the year.
      - g. Won Mid-Michigan Buyers Guide #1 Health Food Store and #1 Produce Dept and #3 for Grocery Stores.
8. Monitoring Report:
  - a. B6 – Amy made a motion to approve the B6 Staff Treatment and Compensation Policy Report, seconded by Lee.
    - i. The staff survey came back very positive
    - ii. 100% participation; n=25
    - iii. The store scored above the median scores of the other 311 coops on all questions
  - b. B3 – Janet made a motion to approve the B3 Asset Policy Report, seconded by Barb.
9. Board Monitoring Report:
  - a. D1 Unity of Control; Amy made a motion to approve the D1 Unity of Control Policy report, seconded by Janet.
10. Board of Directors Budget Finalized – this agenda item was tabled to November due to time constraints
11. Board Retreat - October 23, 8 am – noon at the Chamber of Commerce
12. GM Eval Committee: Progress Update
  - a. The evaluation effort is in progress
13. Adjournment – Barb made a motion to adjourn, seconded by Ginny. The meeting ended at 7:59 pm.