

GreenTree Coop Board Meeting Jan 21, 2026

Attendance: Mike Lents, Megan Fisher, Barb Griggs, Debbie Robb, & Susan Haight (Coop Member), Laura Coffee, Janet Sturm, Nicole Thornthwaite, NCG John (guest) via Zoom

Absent: Alice Ciccu, Joseph Fisher II, Marilyn Yeboah, Kim McBryde

1. Agenda:
 - a. Janet made a motion to approve the agenda; Barb seconded the motion. The agenda was approved.
2. Approved December Minutes:
 - a. Deb made a motion to approve the December minutes; Janet seconded the motion. Minutes were approved.
3. Report from NCG Part 2:
 - a. John from NCG met with the board and gave a thirty-minute presentation on the performance and financial health of GreenTree in comparison to peer co-ops. While GreenTree is seeing a decline in sales this year compared to last year, this is a trend that is being seen nationwide and is not surprising and could be due to stagflation and people spending less on discretionary items. With that, GreenTree leadership have been able to achieve profitability or close to in each quarter despite the decline in sales and customer count. Through strong operations and smart loans and grants the store is in a financially stable position.
4. Member Input:
 - a. Susan said she drives from Midland because GreenTree provides the best quality products and service.
 - b. Laura said a great way to increase guest count is by leaving a Google review.
5. Email update:
 - a. No significant emails to report.
6. GM Report- Customer Count:
 - a. Barb made a motion to acknowledge the receipt of the GM report; Janet seconded the motion. The motion passed.
7. Monitoring Report- B Global Constraint & B9 Succession:
 - a. Monitoring report B is an overview of the B reports. This remains largely unchanged from last year and the reports will be given to the board on time. The GM will let the Board know if GreenTree engages in any illegal activity.
 - b. Deb made a motion to acknowledge receipt of the GM Monitoring Report: B Global Constraints; Janet seconded the motion. The motion passed.
 - c. B9: Succession was talked on in September and again in January, and this remains unchanged. Laura Coffee is the GM successor identified and has gone through the

- required where documents are stored, passwords for computer files, and there the keys are kept.
- d. Janet made the motion to acknowledge receipt of B9 Succession; Deb seconded the motion. The motion passed.
8. 2026 Marketing Plan:
 - a. Laura talked about the goals of the store, national trends, and provided competitor analysis.
 - b. GreenTree has seen an increased percentage of non-owners shopping regularly but also noted that owner baskets are always bigger than non-owner baskets.
 - c. One goal is to market to young shoppers and create a sustainable customer base. GreenTree uses Google Ads, geofencing, increasing passive and active sampling, doing a couple community events during the year, social media marketing, and a digital on campus ad. The GreenTree marketing budget is limited, and is working on utilizing the best, most cost-effective methods to encourage customer and sales growth to the Co-op.
 - d. Barb suggested sponsoring a youth sports team as a marketing strategy.
 9. Board Monitoring Report C- Global Governance & D:
 - a. Everyone agreed with the policy. Nothing to discuss.
 - b. Janet made a motion to approve the Board Monitoring Report; Nicole seconded the motion. The motion passed.
 10. Samples with the Board discussion.
 11. Candidate Recruitment:
 - a. The candidate packet was streamlined and some of the skills inventory were added to the packet.
 12. Annual Owner Meeting:
 - a. Location & date decided; Debbie will reserve the south pavilion for May 15th. Members are not encouraged to bring a dish to pass, and GreenTree Deli will provide some food. Backup date is May 1st.
 13. Adjournment:
 - a. Barb made a motion to adjourn; Debbie seconded the motion. The meeting ended at 7:56pm.