

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

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GreenTree Coop Board Meeting March 18th, 2026

Attendance: Joseph Fisher II, Mike Lents, Debbie Robb, Susan Haight (Owner), Barb Griggs, Megan Fisher, Janet Sturm, Kim McBryde, Alice Ciccu, Merrilyn Yeboah, and Jennifer Campbell (Owner)

Absent: N/A

1. Agenda:
 - a. Mike made a motion to approve the agenda; Barb seconded the motion. The agenda was approved.
2. Approve February Minutes:
 - a. Mike made a motion to approve the February minutes; Debbie seconded the motion. The minutes were approved.
3. Member Input
 - a. Susan - Thank you to the staff, every time I go in everyone is friendly, kind, and helpful. Always a pleasure walking into GreenTree.
4. Email Update:
 - a. Candidacy Application for the GreenTree Board of Directors from Jennifer Campbell.
5. 5. GM Report:
 - a. The GreenTree Personal property tax was done by CPA and entered in on time.
 - b. Northern Initiative, one of GreenTree's loan holders, is most likely passing a loan due in May to Leaf (holds another loan and is more interested). This would be impactful to cash on hand, and GreenTree could pay off the loan, but it depends on what Leaf offered to continue the loan. The total of the loan should be just under 200,000.
 - c. GreenTree's 56th birthday is Saturday and will include cake from the deli, Great Lakes Ice Cream out of Midland (Pictured Rocks flavor), and a wine tasting from 3-5pm with Woodberry Wine.
 - d. GreenTree is mildly concerned about basket size, however the smaller baskets are a wider national co-op trend that is happening right now. Higher basket sizes are a little reassuring because it means guests are getting more products/groceries at GreenTree and supplementing from other stores rather than getting from other stores and supplementing with GreenTree. The number of transactions is more uncertain. GreenTree management is not panicking.
 - e. Mike made the motion to acknowledge receipt of the GM report; Janet seconded the motion. The Board acknowledges receipt of the report.
6. Monitoring Report A: Ends



- a. For the first time customer count was down last year, including owner transactions – last year GreenTree righted department margins, people were shopping in a variety of places, and the international market, located in Mt Pleasant, opened late last year.
 - b. GreenTree sales for local items were slightly lower last year than in recent years because it was harder to get some items and other items were cut. GreenTree lost a large Amish vendor for product, but a different gentleman has offered to fill the gap and offer more as well as offer spring mix for the salad bar.
 - c. Annual Owner basket size went up to just over \$40, non-owners went from \$30 to \$31.
 - d. GreenTree conducted a staff survey in 2024 as a culture check-in asking if GreenTree is checking all the boxes with training etc., and the GM will be doing a new staff survey and having results by June/July. The survey in July will ask the same questions so GM has a benchmark for results. GreenTree is not paying someone to analyze the data. The survey will be given to anyone who has been employed more than 6 months. The turnover rate was better than 2024 as in 2025 18 employees left the Co-op, either because they moved or got a job in their field of study. There was no management turnover.
 - e. GreenTree's Community Partners are steady and added a couple in 2025.
 - f. Bulk is making a small comeback.
 - g. GreenTree utility usage is higher than ever, but GM has several energy saving tactics including timer lights, low heat, and low flow faucets to help control costs.
 - h. 2025 was a steady year for compost folks with one local farmer picking up for almost the full year.
 - i. Beans for Bags run from Annual Meeting to Annual Meeting so there is no great count for that currently.
 - j. Merrilyn made a motion to approve the monitoring report; Joseph seconded the motion. Motion passed.
7. Board Monitoring Report - C2 Boards Job:
- a. Everyone responded and agreed.
 - b. Barb made a motion to approve the Board monitoring report; Kim seconded the motion. Motion passed.
8. GreenTree Identity Discussion: Are we a community institution that happens to sell groceries, or a grocery store with community values?
- a. The Board of Directors discussed at length what the identity of GreenTree is and what they would like it to be. A consensus is that for now GreenTree is a grocery store first that supports community values and promotes ethical shopping. This focus



is needed to be able to expand and grow the profits to be able to become a community institution that just so happens to also sell groceries. The question was raised that what would the community do if GreenTree were to close, what would the impact be on the community.

- b. This discussion lead into conversation surrounding the growth and future of GreenTree, the role of the Board of Directors in relation to operations (the Board is not equipped to do the job of the GM), and how the Board of Directors can support the GM and GreenTree in building the community presence through outlets such as the Annual Owner Meeting.

9. Yearly Reflection: What have we learned?

- a. Alice commented that there has been a lot of work in terms of Board recruitment committee.
- b. It was agreed by Alice, Kim, Deb, and Joseph that the Board Retreat in October was beneficial in creating good prompts for conversation and it should be done annually or more regularly (4 one hour sessions instead of 1 four hour session). The Board learned more about how to read the reports and benefits from the skill inventory sheet to see how each member contributes to the Board.
- c. The Board is developing a better, more formal method for onboarding new members.

10. Board Candidate Updates:

- a. There are three candidates and three available seats. The candidates currently are Jennifer Campbell, Susan Haight, and Nicole Thornthwaite.
- b. Alice's term is ending, Janet's term is ending, and Nicole's current term is ending.

11. Annual Meeting Updates:

- a. Joseph was working on getting the required licenses and permits for the Annual Owner Meeting, including one day liability insurance and procuring a liquor license for the event. Joseph has reserved a food truck, with one or two more pending replies from the food truck owners. Joseph has also reached out to a local DJ for entertainment.
- b. Deb is going to work with a local brewery to provide special brewed beer and mead for the event.

12. Adjournment:

- a. Merrilyn made a motion to adjourn; Janet seconded. Motion passed. The meeting ended at 7:48pm.