

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

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



July 15th, 2026
6pm-7pm
Veterans Memorial Library

In Attendance: Debbie Robb (Zoom), Mike Lents, Eric Dilno, Jennifer Campbell, Susan Haight, Megan Fisher, Barb Griggs, Nicole Thornthwaite, Joseph Fisher II.

Agenda

1. Agenda
 - a. Barb made the motion to approve the agenda; Jennifer seconded.
2. Approve May and Annual Owner Meeting Minutes
 - a. There was no June meeting to consider these minutes.
 - b. Barb made the motion to table the approval of the May minutes and the Annual Owner Meeting minutes until they could be reviewed; Susan seconded. The minutes will be reviewed in August with the July minutes.
3. Member Input
 - a. Susan asked about GreenTree sustainability efforts and what happens with products when they are no longer sellable.
 - b. Megan replied that GreenTree works with local farms to take compostable waste generated by GreenTree. In the past GreenTree would donate other food items to Riverview Apartments but stopped at their recent request.
 - c. Susan said the co-ops in Keweenaw and Marquette were stunning. They had several students and younger folks, and the Marquette store is in a great location. They appeared to have a pretty extensive Field Day product selection.
 - d. Megan added that both the Keweenaw and Marquette co-ops are considered large or extra-large stores where GreenTree is considered small. Very surprised by their size and selections compared to their locations. Should be part of the P6 program- a national program. Seems like a training issue for staff in knowing how to do it. We have the same Field Day assortment per NCG contracts.
4. Email Update
 - a. There were no valid emails to discuss.
5. Board Member Update
 - a. Merrillyn Yeboah has stepped down from the GreenTree Board of Directors as of June 2026.
6. GM Report



- a. GreenTree is currently seeing below budget sales growth. GreenTree management continues to make adjustments to counter the low sales, such as off-schedule category resets, reviewing bakery and deli items that are poor performers or labor intensive to adjust preparation, and monitoring labor.
 - b. Jennifer asked why there is so much extra cash on hand. Megan said it may be due to a recent loan GreenTree took out in 2024 or from the employee retention credits GreenTree received from the IRS.
 - c. Joseph made a motion to acknowledge receipt of the GM Report; Barb seconded.
6. Monitoring Report: B1 Financial Condition
- a. GM reports noncompliant because of subpar sales growth. While sales growth has been better than Q4 of 2025, the debt to equity is skewed due to loans.
 - b. Low sales growth is a trend across all co-ops nationwide. The national average is just over 1 percent in sales growth due to the current state of the economy and world affairs.
 - c. Without loans and depreciation, GreenTree would be in a better position for the current economic climate.
 - d. Susan made a motion to acknowledge the receipt of B1 Financial Condition; Jennifer seconded.
- B4 Membership
- a. GreenTree has seen an increase in Co-op Owners.
 - b. GreenTree historically sees an increase in the number of Owners by having an Owner drive in April, however it was moved to October this year to capture more students.
 - c. Susan made a motion to acknowledge receipt of B4 Membership; Joseph seconded.
- B5 Consumers
- a. The 2025 Customer Survey had 404 responders over the span of 74 days with the majority of shoppers identifying as 65+ in age with no children at home and making a household income of \$100k-149k.
 - b. More than half of those that participated in the survey stated the top improvement is offering more lower-priced products, followed by product selection/variety and improved availability of more local products.
 - c. Jennifer made a motion to acknowledge receipt of B5 Consumers; Joseph seconded.
7. Board Monitoring Report: C5 Code of Conduct
- a. 8 responses, everyone agreed with the policies and said we are compliant.
- C6 Officers Roles
- b. Susan made a motion to approve Officers Roles; Barb seconded.
8. GreenTree Operating Hours

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- a. GreenTree is currently open for 14 hours daily from 7am-9pm.
 - b. The new proposed hours of operation are 8am-8pm. Thought about seasonal hours, our sales are not as predictable. The change could potentially save GreenTree \$150,000 a year.
 - c. NCG was in support of it.
 - d. The change in hours should not affect the hot bar hours or prepared food hours.
 - e. The change in hours would begin September 1st.
9. Marketing Update
 - a. GreenTree is on budget.
 - b. GreenTree increased the marketing budget from 2025- 2026; the biggest expense is social media ads with three thousand spent to date on social media advertising alone. GreenTree has also started advertising on the radio again and in a new moving billboard in the community center on CMU's campus. GreenTree is averaging almost 12 thousand views in paid content (Facebook, TikTok, Instagram) and the return is about \$ 65/week. Increased advertising and design budgets.
 - c. GreenTree Board suggested a GreenTree website update to make it easier to navigate and give more information.
10. Board Outreach - Eric
 - a. Can participate in events that marketing is doing as part of Board outreach.
 - b. Popcorn samples went well, the placement of the sample table could be better if it was near the door. Eric had some great conversations.
 - c. Future Outreach Assignments: Saturdays. July 18th Barb and Susan and August 22nd Jennifer and Barb.
12. Adjournment
 - a. Joseph made the motion to adjourn; Nicole seconded. Meeting ended at 7:43pm.