

**SUGAR BEET FOOD STORE COOPERATIVE**

**BOARD OF DIRECTORS MEETING**

**TUESDAY, OCTOBER 27, 2015**

**7-8pm, Open to Public**

**8-9pm, Executive Session**

**LOCATION: OAK PARK LIBRARY, MAIN BRANCH.**

**PUBLIC AGENDA**

Meeting Minutes

Board Members present: Dan Beach, Monica Chadha, Chris Dowsett, Brian Hammersley, Judy Klem, and Peter Nolan

GM: Chris Roland

1. **WELCOME** and introductions by Peter Nolan, Board President
2. **APPROVAL of** Meeting minutes from 9/29/15 (All)

* Approval of minutes: Dan Beach moved, Monica Chadha seconded. Approved unanimously.

1. **GENERAL MANAGER’S REPORT** 
   1. Current Ownership Count (Chris R)
      1. Owner activation plan--Over 1,340 members; 37.7% of all sales to Owners (who give their card at check out.) We want to engage more owners; Chris will contact owners pick up cards, check in with each person
   2. Sales Overview (Chris R)
      1. Sales are around $50K per week--goal is $77K per week
      2. Every week there are Owner Sales
   3. Recent initiatives, promotions, events
      1. Pasta making class, chai class
   4. Planned initiatives, promotions, events
      1. Free Classes, new items coming in every week, and event for end of Farmer’s Market
2. **FINANCE + MEMBERSHIP** 
   1. Treasurer’s Update (Chris D)
      1. $65,000 in bank; $100,000 available LOC
      2. Upcoming debt payments for LOC, CCLF for initial loans coming in November.
3. **GENERAL BUSINESS (20 MINUTES)**
   1. Owner comments and questions
      1. Feedback: sticker shock--educate about why prices are the way they are; what are we doing to compete with Tony’s, Trader Joe’s. Response: competing with a conventional grocers is very difficult. Find items that you can find at Sugar Beet only, and try those items. Working on Healthy Staples program --make healthy meals from scratch teaches how to modify cooking habits.
      2. Samples help introduce people to the variety of delicious items. List the ways you can experiment with new items and try recipes.
      3. Store is way beyond our expectations; operational suggestion--place to put hand basket at checkout
      4. How is collaboration with OP Community Bank--Great partner and providing support for the SB School House
      5. Building is a LEED Certified, energy efficient--how does the light affect the food quality? Nothing has spoiled as a result of the light exposure. We can provide more education about the building.
      6. How do we handle food that is out of date? Response: Still exploring how to handle this consistently.
4. **CLOSING (5 MINUTES)**
   1. Confirm Date for next 3 Board meetings
      1. December 1
      2. January 26th
      3. February TBD
   2. Adjourn Meeting Monica motion to adjourn; Chris seconded--all approved.