**Sugar Beet Food Store Co-op Board Meeting**

Oak Park Public Library

Tuesday, June 28, 2016

Meeting Minutes

**Board of Directors:** Daniel Becker, Ryan Bradley, Chris Dowsett, Bill Gee, Peter Nolan, Rachel Poretsky, Maureen Spain

**Absent:** Monica Chadra, Judy Klem, Brian Hammersley

**GM:** Chris Roland

**Meeting called to order at 7:07pm**

1. **Public Comments**

* Sharon- Interested in hearing why the Board re-formatted the Board meeting agenda
* Ryan- Respect people’s time by giving them defined space at the start of the meeting to make their comments.

**2. GM report**

Ownership

* Current Ownership Count – 1,420

Sales

* + - * Positive Sales growth in the past few months
      * April and May have been profitable. We close the 2nd quarter at end of June, but financials do not become official until after we do inventory. Quarter sales average has been about $62K per week. This show growth, but we have a way to go to hit our goals.
      * Inventory is next week. Chris will have Q2 financials for the July Board meeting.
      * May P&L Review. Profit over $14,000 in May. Labor was very low at just under 20% of our sales.
      * Weekly sales chart. Daniel showed a version he’d like us to use.

Team:

* Lissa Dysart- our new Marketing Manager, in attendance at the Board meeting.
* Gina will move into the Outreach Coordinator role.

Initiatives

* Exterior sign- we are getting bids
* The Sugar Beet will march in 4th of July parade
* We will have a table set up outside the Farmer’s Market. Will need volunteers
* Video vignettes for our Love Local campaign, featuring local products, are in editing
* Direct Mail flyer with focus on the 1 mail radius around the store
* Better sales flyers- customizable, done in September
* 1 Year Anniversary- July 30 and July 31st. Tons of fun stuff

**3. Working Groups**

**3a. Marketing Sub-group**

* Met, reviewed 2016 plan
* Goal: Increasing basket ring/increasing number of transactions
* Question: How can the sub-group support the marketing team?
  1. Idea- help with data analysis
  2. Help identify opportunities for growth
  3. We can really take a look at sales data (eg, let's go talk to owners that haven't spent as much money this quarter as they did last year)
* Judy will provide survey to committee and Lissa

**3b. Owner Loan Working Group Update**

* Discussed idea of adjusting the repayment timing, with willing Owners, for loans due in 2016 and 2017
* Capital Campaign for 2016 – want to be able to show potential elnders what the news sign will look like.

**3c. Owner Equity Working Group Update**

* Three main goals grow ownership
  + Raising visibility through owner drives, community events, lawn signs, educating people about co-ops generally
  + Working with the marketing team to create a streamlined piece about benefits and also catching up on what they've been doing
  + Incentivizing people to join
* We need to re-organize ambassador program

**4. Madison Street Redevelopment**

* Greg explained the Madison Street bend project
* OPEDC understands our concerns and is communicating that to developer
* They are putting a crosswalk on Kenilworth, we will get bike lanes, they are also putting up two hour parking signs

**5. GM Annual Review**

We will advance this over email during the next month, Peter has reached out to other co-ops.

**6. Owner Q&A**

* Sharon – the specials were not updated on the website last week; she wants a Healthy Staples flyer to bring home; she will give Chris Stuart's email address at the Housing Center.
* Charlene – is date on produce sell by or packed on date? Answer: It depends, please ask us in store.
* Fatima – what are we doing to make sure farmers' market doesn't take away our business? We haven't seen it, but we have talked about asking farmers to put up a sign or pass out postcards
* Fatima – getting to know Sugar Beet staff better – how can we learn more about the staff?

**7. Closing**

* + Confirmed upcoming meeting dates
    - Tuesday, July 26th
    - Tuesday, August 23rd
    - Tuesday, September 27th
    - Tuesday, October 25th
  + Meeting adjourned 8:40 pm

**Action Items:**

* + Create a calendar for the year (what are we doing and when will it happen)