
Deep Roots Market – Board of Directors

Meeting Minutes for November 27, 2017

Call to Order

A meeting of the Board of Directors of Deep Roots Market Co-operative was held on Monday, November 27, 2017 in the store's Community Room. The meeting commenced at 6:00pm.

An opening blessing and moment of silence was initiated by Yvonne Lee-Hawkins and observed by those in attendance.

Attendance

Board Members Present: Joel Landau (President), Hope McLean (Vice President), Eliza Hudson (Secretary), Tracy Lamothe (Treasurer), Stefan Hauke, Matt Potter, Chris Kwong, Yvonne Lee-Hawkins (via telephone)

Board Members Absent: Annah Awartani

Others in Attendance: Nicole Villano (General Manager), Matt Davis (note taker)

Approval of Minutes

A motion to approve the minutes, as drafted, from the October 30, 2017 meeting was made by Tracy Lamothe and seconded by Hope McLean. The motion passed unanimously.

Open Session

Agenda Item 3: Review Action Items from Last Meeting.....Joel Landau

- Action Items from the October meeting were reviewed and all items are either completed or in progress.

Agenda Item 4: Report from GM on Store Operations/Sales.....Nicole Villano

- Nicole presented her Monthly GM Report to the Board.
- Highlights/Points of Discussion:
 - Sales for Thanksgiving week were up compared to last year.
 - Discussion regarding Nicole's meeting with the Greenway Apartments and a potential membership program for tenants.
 - General discussion of personnel and department updates.
 - An additional \$842.26 will be added to the balance outstanding to our landlords for 2017 real estate tax increase.
 - Discussion about the marketing and outreach initiatives being undertaken by Nicole.
 - Letters to owner-lenders were mailed out the previous week.

Agenda Item 7: 2018 CBLD Grant Proposal.....Matt Potter/Joel Landau

- Matt presented the information he gathered regarding the 2018 CBLD grant.
- The Board agreed not to pursue the grant at this time and to perhaps revisit the topic at a time when the co-op is in a better financial position.

Agenda Item 5: ECRS Proposal – Tabled to Next Meeting.....Nicole Villano/Joel Landau

- Joel and Nicole provided a brief recap of the proposal from ECRS (Catapult) and of NCG’s desire to get all co-ops on the same POS operating system.
- Nicole has a phone meeting scheduled for 11/28 with CE Pugh (COO for NCG) and will discuss the possibility of NCG providing funding for the POS upgrade considering our immediate need and lack of funds.
- This agenda item will be revisited at the next meeting, following Nicole’s call with CE.

Agenda Item 8: Treasurer’s Update on Bookkeeping.....Tracy Lamothe

- Tracy provided a review of the financial statements and bookkeeping progress from the previous month.
- Statements were not presented during this review as those are presented to/reviewed by the Board on a quarterly basis.
- Joel and Tracy will continue their meetings with Nicole (GM), Matt (bookkeeper), and Edin (accountant) to review finances/bookkeeping on a monthly basis.

Agenda Item 6: Product Policy Report/Discussion.....Product Policy Committee

- The Board reviewed the proposed product policy and entered discussions.
- The Board agreed with the general product policy statement but could not come to a consensus on the implementation of the more specific product policy presented.
- It was proposed that the Board ask Nicole to create and present a product policy which she feels is appropriate and in alignment with the co-op’s mission statement.
- A motion to ask the GM to create a product policy in alignment with the mission statement and present at the next board meeting was made by Stefan Hauke and seconded by Matt Potter. The motion passes unanimously.

Off-Agenda Item.....Nicole Villano

- Nicole shared the product statement she was asked to create for the hot/salad bar at the last meeting.
- Several changes were suggested and the final statement will be posted on the bar.

Agenda Item 9: Open Discussion of Board Issues.....All Board Members

- Stefan Hauke discussed the need for a strategic business and marketing plan as well as the need to set goals in these areas for the upcoming year.
- This will be discussed in more detail at the next board meeting.

Agenda Item 12: Review and Confirm This Meeting’s Action Items.....Joel Landau

- Action items from this meeting were reviewed and agreed upon by the Board.

Adjournment

This meeting of the Deep Roots Market Board of Directors adjourned at 8:28pm.