

DPFC Board Meeting Minutes March 11, 2024

Meeting minutes by Brock Auerbach-Lynn

In Attendance: Brock Auerbach-Lynn, Josh Jensen, Christine Bucheit, Suzanne Keers, l'Talia McCarthy (GM), Mark Richman, Nora Bryne

Meeting Agenda (Decision)

Meeting agenda approved unanimously by the Board.

Owner Comment (Listening)

- l'Talia noted we have sugar cane
- Cookies are selling well - we're doing double batches now
- Roast beef is our number one selling sandwich

Finances (Discussion)

Review Key Finance Indicators & Scorecard

- Reviewed January financials and February previews
- For January, operating income just shy of \$5K, sales per day rose to almost \$16K
- February sales should be over \$16K/day
- Capital campaign - raised about \$1,400
- Tax returns are done
- Financial review - need to connect with Audrey. It's almost done.
- We are working with an attorney to find a resolution to our issues with our landlord. Discussed options as a board.
- Key FOBs project is done.
- Working through some of our backlog of AP
- POS Upgrade is still high on our priority list
- No upcoming unusual expenses for the rest of March
- Spending a small amount to finish exterior art on the side of the building and parking
- No union holidays in March
- Reviewed budget to actual numbers
- Very steady run of weekly sales
- Discussed DCEO / State grant - due March 25th. Sarah and Suzanne taking the lead. We are getting the different numbers together, signing up in the portal, getting rec letters, l'Talia is getting quotes. This will focus on energy efficient upgrades to refrigeration / freezer equipment
- Discussed New PTO/PSL law, but our current policy is in compliance
- Implementation of anti-money laundering federal law was paused - waiting to see what the next steps are for any compliance elements.

Operations (Discussion)

Discuss Operational elements

- New endcap for the wellness aisle - bath and body
- Mini reset in the produce department
- Diving in to switching our bulk items back to UNFI - now that they have laid out a path to help us keep items in stock
- Cost plus pricing did increase (lost 0.25% margin)
- Things have gotten a tiny bit better with UNFI, but still pretty hit or miss
- Upcoming holidays - St.Patrick's day - produce sale, corn beef, lots of beer (not on sale), fun cookies; April is Earth Month - sales on bulk goods, sustainability partners; Easter - all the candy is out, can't get any more due to need for pre-order
- Still doing too-good-to-go - sell out every single time (30 bags a week on average) - don't want to be having a lot
- Upcoming events - love local event on June 8; May sustainability event will be May 4th - trash pickup, then a clothing swap and a couple other vendors; Art in the Cafe - aiming to get first artist in there by the end of March with an in-person 'Meet the artist event'
- l'Talia upcoming PTO April 1 - 8
- Posting Board Meeting minutes - Christine will check on it

Marketing (Discussion)

- Owner linkage - discussed changing the committee into a skunkworks group focused on implementing marketing. Meet as-needed. Formerly used to help onboard new owners - but in a good place for new ideas.
- Lots of small marketing tasks that require a small bit of ownership from the board - some effort to get things started with an eye towards replicability (Art in the Cafe; Round-up; etc.)
- New member communication - we need to catch up with a welcome email to everyone since the start of the year. Need to add new owners to our MailChimp list. Not currently doing new member tours, but we could possibly offer them quarterly.
- Worker Wednesdays - Union took the lead on planning our first Worker Wednesday event on 03/20. Aiming for a joint planning effort for April and going forward. Discussed strategy. Discussed trying to get some press for these efforts going forward.
- Plan for a turnaround email update this week
- Round-up at the Register. Discussed having a stand-up sign by each register that highlights the current recipient. Palenque LSNA posted about it and we'll post about it soon. We provided information to each cashier and a hand-out at the registers. Need nonprofits to register with Bill.com for payment.
- Sidewalk A frame messages - list of messages shared with the leadership team. We need someone to own it. Discussed the purpose for why we are using this. Trying to catch people who would walk by without noticing us - less focused on current owners. Put the best produce on the sign. Opening MOD should at least check the sign and make sure it still makes sense. Possibly have a continuous message that can always work. Provide clear direction to MODs on where the sign should be placed.
- Window decals - signage for the windows that highlights our key messaging - work with Patrick and Mark to lead that.

- Mail Campaign - feeling good about that. Discussed mentioning that there is parking in the back. One postal delivery group is close to the co-op and the other is about a mile away. Need photographs for the front and the back. We'll use existing photos that we have. Patrick or Mark can help with graphics

Board Applicants - received one application and had another individual express interest. Will make a decision at April board meeting

Vote on Crisis Management Policy (Decision)

- Vote unanimously that we are still in crisis

Exit Interview with Nora Bryne

- Discussed better ways to engage members, onboard them
- Meetings are dense- make it easier to figure out where board members can jump in
- Enjoying being in community with people on an important topic
- Take turns on facilitating meetings / taking notes
- Think about one-on-one onboarding and shadowing a more senior board member; everyone should attend each committee meeting

Approvals (Decision)

- The consent agenda was approved by unanimous vote.
 - February Board Meeting Minutes
 - February Finance Committee Minutes
 - New Owners / Owner Equity Repurchases
 - Nora Bryne's Resignation

Meeting Adjourned.