

## **Board of Directors Meeting Minutes - July 2023**

**Monday, July 17, 2023 6-7:45pm**

**Facilitator: Brock Minutes: Whytnee Location: Dill Pickle (in-person)**

Present: Brock Auerbach-Lynn, Suzanne Keers, Victoria Birkbeck, Whytnee Bush, Nora Byrne, Christine Bucheit, David Culpepper, l'Talia McCarthy; via Zoom Troy Martin, Mike Strode

### **Opening, Check-in**

Check-in: Directors share their favorite Bruce Willis movie

### **Meeting Agenda**

Board votes to proceed with agenda, adding cash flow analysis update to lender discussion

### **Owner Comments**

No additional owners present, Secretary thanks board for their work and dedication

### **Turnaround**

- Resets Status - entire store has been reset, aside from the Wellness set saved for Phase 2. Bulk section will be fully completed this week. Kaye from Firebrand is creating a “merchandising bible” for staff to reference in the future. UNFI is discontinuing a lot of products which is causing gaps; Firebrand is supporting this challenge.
- Vendors Returning / Ordering to Maintain Resets - there is a learning curve for staff with sufficient ordering but we are getting there. Latest vendors returning are: Stateline, Garden Harvest, Equal Exchange, El Milagro (staffing issues on their end), Gotham Greens, Master Family Kitchen, River Valley Ranch
- Staffing / Hiring Updates - have 5-6 openings/replacements and hiring is in process. l'Talia no longer needs board support on this. Any proposed candidates can be directed to the website,
- Signage - In-store improvements are nearly complete and Drew is actively working on this. Staff is being trained on tags and labeling and owners can expect to see additional signage in the coming weeks.
- Communications - Lis is starting as a contractor on July 19th for social media and email support. Brock helping with emails, Firebrand providing marketing and branding guidelines for Lis to enforce. GM expects to continue work with JQ at Firebrand on this past contract end, as needed.
- Lenders - Firebrand recommended another 6 month deferment of payment. Ideally we can bring lenders strong July figures with a tour of the newly reset store to make our case.
- Future Firebrand Role - contract ends at end of July, and they requested an outline of our needs. Team discussed:
  - Continued marketing and branding support
  - Continued GM coaching with JQ
  - Continued support with staff training on a culture of customer service
  - Support with union negotiations (TBD)
  - Dan will continue to shop at the store and provide feedback
- Board Capacity for continued engagement - Firebrand hopes board will direct energies on tabling and engagement. One of these initiatives is working with the local Chamber of Commerce to promote the store, and the Love Local event - see Owner Linkage updates

- Updates to Cash flow model - Treasurer plotted out models if we defer loan 6 months, make half payments over that time, or make full payments. All models assume achieving the 10% bump in sales by fall. Expenses have been steady, a good sign for lenders.

### **Operations Report (Discussion, l'Talia)**

- Finances
- Sushi - it's happening!
- Landlord / Building Status - no response or updates. Currently paid rent thru April and not paying at the moment. City has been helpful when we contact with building issues.
- NLRB Back Pay Status - expecting an update this month
- Elections / Annual Meeting - Timing and Candidates - see Owner Linkage updates
- Window repair happening this week

### **Owner Linkage Updates**

- Love Local event planned for September, with seven local vendors and an outpost at Hopewell next door
- Annual Meeting planning - Lis can support with voting and getting a digital packet to owners that can't make it. In-store ballot box this year with ample time to vote; candidates need to throw their name in the hat by October 15th. Firebrand suggested we have owners vote for orgs they would want to support with Round Up at the Register. Planning for Thursday, November 2nd.

### **Upcoming Items, Next Agenda**

*Approve annual meeting agenda*

### **Exec Session: Policy Committee Follow Up: [Crisis Management Plan](#)**

*Discuss at future board meeting*

### **Approval - Board approved**

*June meeting minutes*

*July Finance Committee Minutes*

**Adjourn 7:45p**