

Directors: Victoria Birkbeck, Peter Frank, Mike Strode, Whytnee Bush, Troy Martin, Brock Auerbach-Lynn.

Owners: Madi Kay, Rebecca Reynolds, David Nobel, Robert Curtis, l'Talia McCarthy

6:02 **Opening, Check-in**

- R. Reynolds: One sustainability practice that you've incorporated into your life that you feel proud of?
- B.Auerbach-Lynn: Tie between biking everywhere + helping people take advantage of other sustainability programs
- P. Frank: Just signed up my 2 flat up for solar program! Perfectly irrigating my garden!
- V. Birkbeck: I love public transit!
- M. Strode: I'm picking up a new bike soon! And a trike soon!
- R. Curtis: public transit!
- I. McCarthy: I've always been a biker. Davis has a bike museum, i've been composting for 12+ years
- R. Reynolds: I'm still working on getting rid of single use plastic!

6:08 **Meeting Agenda**

- M. Strode motions to approve, all in favor.

6:09 **Owner Comments** (Listen in)

- [No Owner Comments - R. Reynolds may circle back with a question.]

6:11 **Operations Report and Q&A**

- V. Birkbeck: I'm wondering if we have any kind of timeline on when the Prepared Foods Department will offer it's expanded offering since there is apparently potential sales growth there?
- I. McCarthy: Phil currently has 2 cooks and 1.5 deli people, so once we get done with the lay off call back process we'll be able to speed up the hiring process. The lay-off procedure has taken a long time because everyone gets 3 days to respond. Once we get staffed back up we hope to see a turn around in the Department in August or September. Meredith (NCG) left on Thursday or Friday so she should have a write up so I'll forward that to you once I get it.
- P. Frank: I just want to make it clear that we are in a crisis and I hope that this is the bottom of the turnaround. There are a lot of reasons to think it's going to turn around, but there are a lot of things happening: AP is high, owners are leaving because of union issues. I don't want to be a bummer but it's a bummer situation.
- I. McCarthy: We saw a huge sales increase when everything closed down, and we are now seeing decline in sales over previous months but with everything opening up we are seeing a decrease- lots of other stores are seeing sales decline as well. We're seeing high customer count but smaller basket sizes. Brad Nancy and I are seeing that we're starting to level out where we were when I got here in late 2019. We did close the books for the first time ever which is exciting!
- W. Bush: You've talked in the past about apartments opening up in the neighborhood?
- I. McCarthy: They should be open in August- David and Rob have plans for tackling marketing for the buildings.
- D. Nobel: Rob and I have a neighborhood program agenda- online and instore as well as \$5 coupons. I've noticed over the past week that it's moving along quickly- we have plans to make sure they have everything they need as soon as they're open.
- R. Curtis: I'm working on a Business Neighbor Program- I'll have an update for next month's meeting.
- W. Bush: How was the Juneteenth panel?
- D. Nobel: Sharif + I were interviewed. I think it went really well, I hope to reach out to places next year.
- B.Auerbach-Lynn: Rob I think this question is for you- have we gotten started on the outreach campaign for the people on payment plans? How is it going?
- R. Curtis: I'm not sure if Emilie has begun that yet? I don't have an answer right now.

- I. McCarthy: Emilie has started to reach out to these people but we still need to iron out the kinks- she has started the process. Rob and I are learning the POS system from Josh right now. There are a lot of functions we're not using right now so I'm excited to start new projects on POS, there's a lot of work and data entry to be done.
- R. Curtis: North Country updates: Big project and we have a lot of work to do- realistically about a month to 1.5 months away- that should allow for chip and tap payments and will decrease our processing fee all together. Exciting things to come, it just is just a long process because North Country takes a long time.
- M. Strobe: In terms of sales targets: if we were to pose a challenge to owners i.e. if we hit xx sales goals we would grow in a way that is sustainable- is there a number we could talk about like that?
- I. McCarthy: We could use Brad's forecast of what we're trying to do for the next 6 months (what we've shared with our lenders). I can give you weekly or daily numbers- whatever is most customer friendly. I do like the idea of breaking it down.
- M. Strobe: [in chat] Tabling any remainder of my questions, but I would like to have these numbers paired with expressions of dire state/state of emergency in store so that most engaged cooperators can feel it.
- V. Birkbeck: My question.. Where is the sales growth potential?
- I. McCarthy: I met with Brittany last week and again today- we've cut costs as much as possible, so now we're shifting gears to growing sales in the Deli department. Right now her and I are struggling with the fact that AP is growing and it's been hard dealing with vendors, trying to cut us off and change net terms. We're doing training on merchandising and beautifying the store which will be helpful. I just recently sent the margin spreadsheet so we're looking at margin for the last month.
- V. Birkbeck motions to accept the report; all in favor.

6:32 **Turnaround Strategy**

- B. Auerbach-Lynn: Broad strokes: growing sales, reducing expenses, growing capital.
- P. Frank: For us to be able to pull off this turnaround we need a runway aka money in the bank to deal with any surprise expenses... if we're not seeing future income we are in a tough spot.
- V. Birkbeck: The next step is to plan our communication? Maybe something next week, I like the idea of including numbers. We should maybe talk about a day we want it to go out- I won't be able to start it until this upcoming weekend at the earliest.
- B. Auerbach-Lynn: Owner Loan campaign as a starting point. The idea is that the first piece is to reach out to those who joined in 2020 at full ownership stake. Hopefully we can build from there.
- P. Frank: We should do this on many different platforms- in person and on social media.
- I. McCarthy: A lot of people don't know who we are- we need better outreach. Our compost program and solar program have helped a lot.
- B. Auerbach-Lynn: From a tangible point- we have really strong selling points. The more we make ourselves a hub of sustainability in the community the better.
- I. McCarthy: Whatever script you have we can use at the Farmer's Market. Another turnaround strategy that managers are doing is utilizing UNFI- the more we spend with UNFI the the bigger discount we get. We've been spending 30-35k a week, and if we do 40k we get up to the next tier which would be saving a lot of money. We'll be seeing that happen probably soon!
- P. Frank: No news re: EIDL as of now. We re-uploaded stuff so we know someone is looking at our application and pushing buttons... that's a good sign!

6:42 **BI0: Product Selection**

- R. Reynolds: Did everyone read? [Yes]
- I. McCarthy: I have not changed this at all, this is what I inherited and I am open to comments and suggestions on if you think it should be changed. Personally I was surprised to see the local perimeters as 300 miles.
- B. Auerbach-Lynn: I think there's a marketing opportunity here in terms of being able to differentiate ourselves from competitors- do we feel like we can do a better job at communicating this?
- I. McCarthy: I agree- that's one of our main selling points at the Farmer's Market- we carry 75% of the market vendors at the store. I would be interested in changing what local means to us.
- B. Auerbach-Lynn motions to accept; all in favor.

6:48 **BI I: Community Responsibility**

- R. Reynolds: Does this still serve us? [Yes]
- P. Frank: It was nice to see EBT numbers, can we get these as a trend?
- I. McCarthy: I can totally do that- we are also trying to increase our linkmatch usage.
- B.Auerbach-Lynn: I feel like our purpose there is aligned- do you think they'd be interested in us having a flyer at their table at the Market that provides some outreach about our LinkMatch program? [David to look into this]
- M. Strobe: Some discussion that we had last year that didn't make it into the written guidelines. Maybe for DEI charter we can name some orgs that we are using to hire.
- I. McCarthy: I agree where we're posting positions needs to be revamped- I'm hoping the DEI Charter will help with this. I want all job descriptions translated into Spanish and Polish (largest demographics in Logan Square). Re: diversity and hiring locally, based on Paylocity we are meeting requirements but doesn't mean we are doing our best to post in other diverse areas. I suggest having a follow up on this policy after the DEI Charter is made. Now that David is here I know we can do better with this policy even though we are already in compliance.
- V. Birkbeck motions to approve, all in favor.
- I. McCarthy: Note: I reported noncompliance for #3, with a pathway in place. Educational programming for community members outside of ownership is stalled because of COVID, although we are offering some things on social media it is not in comparison to what we've done. David and Jessico are planning programs for the upcoming fiscal year.
- D. Nobel: One event coming up is the Big Dill summer pop-up! It will be in the parking lot, we've received positive feedback already. We will have vendors in and outside, 2 spaces in the parking lot for people to park, and a DJ.
- I. McCarthy: We're trying to incorporate more educational programming at the Farmer's Market and eventually roll out partnerships with public schools.

7:01 **Board Monitoring: C5: Directors Code of Conduct**

- R. Reynolds: If there is a policy in here that we are totally winning at- throw in chat or say out loud anything that you feel we really have a handle on.
- M. Strobe: I sent out updated policies via email and Slack.
- B.Auerbach-Lynn: One thing that I skirt the edge on is when I respond to things on behalf of the Board- I think I generally understand what the Board thinks?
- I. McCarthy: I think Brock has been doing a great job!
- R. Reynolds: What do you use when deciding on these things?
- B.Auerbach-Lynn: I provide clarifying questions. I've not been as collaborative but I'm trying to move forward with clarity. I generally wait a day or two to see if I can get feedback from the Board before I take action.
- V. Birkbeck: I think it's good for owners to understand that we are a group of people working together to get consensus. If you're just telling them some fact I don't think that's a problem, if I'm getting into something I feel is my own opinion, I usually just preface with "This is just my opinion but we need to discuss it as a board". I think board members get a bit worried about this one but I don't want people to feel like they can't express themselves.
- I. McCarthy: I love the individuality of our board and I think we have a transparent relationship. From my history seeing different types of dynamics, there needs to be that give and take and I think it's good that the union has another outlet to bring their grievances too. I know things seem chaotic right now but all of the in-person meetings I've had with the union have been tamer.
- R. Reynolds: Anything else?
- P. Frank: Important distinction: we are acting this way because of a moment of crisis. The fact that I'Talia is granting us permission to strategize with staff, that is because of irregular circumstances, but it is helpful for right now!
- I. McCarthy: I have always invited my board to staff meetings etc. I want to create a culture where the board and staff are comfortable speaking to each other. Even after we get over all of this I still want y'all to attend staff meetings etc.
- W. Bush: Do we have an employee guide? I want to know who everyone is.
- I. McCarthy: We have a wall downstairs.. I can have David send it over.
- M. Strobe: Raising one hand just to raise a piece of text that we were editing in C5.5- directors will prepare and attend all board meetings etc. We never actually sent it for approval- I want to get a feel for how folks feel about throwing that language in?

- [in chat: Directors will prepare for and attend all board meetings and trainings, the board retreat, and the Annual Ownership Meeting. Excused absences require notification of the Board in advance of each impacted meeting or training. Excessive excused absences or two unexcused absences per board calendar year will be considered a violation of the Directors' Code of Conduct.]
- B.Auerbach-Lynn: I like it!
- I. McCarthy: Does this trump rule that if you don't attend 3 meetings in a row you're no longer on the Board?
- M. Strobe: We didn't change anything about excused absences, that's still there, this just adds the board retreat and the annual meeting.
- I. McCarthy: Are those mandatory or suggested?
- B.Auerbach-Lynn: I would say mandatory.
- M. Strobe: We can run this through approvals and knock it out then.
- R. Reynolds: We find ourselves compliant, VIC motions; all in favor.

7:18 **Approvals**

- R. Reynolds: Any questions about Approvals. Noting that the May Board Meeting minutes are missing.
- [Madi to add to July Board Meeting Approvals]
- Whytnee: I wanted to bring attention to the Policy Committee Meeting Minutes- I want to approach the Union about it, any feedback?
- I. McCarthy: Can you run it by our attorney before you send it to the union? Anything that we take to the union I'd like to run through the lawyer first.
- W. Bush: I will forward to you now.
- I. McCarthy: I have some hesitation about the board sending things alone. We just want to be really careful, I'm sure it's fine but just to cover all of our butts.
- M. Strobe: I move to approve; all in favor.

7:21 **Upcoming Items, Next Agenda**

- M. Strobe: July: B3 and B5 on agenda... Board monitoring D1 and D2
- I. McCarthy: Can I add submitting DEI Charter to submit to approval, I would like to move forward with this committee.
- V. Birkbeck: We can just put that in approvals.

7:26 **Meeting Assessment**

- R. Reynolds: I don't know the union situation persay, but the one lesson we learned is that the NLRB is extremely liberal and we went forward with challenging the union with the lawyer's blessing. I want to remind the board that when we challenge things 1. The Board is extremely liberal 2. lawyers get paid whether we win or lose and they don't understand the value of how our public perception hits. I don't know too many details but I want to remind y'all that we have been burned by lawyers in the past.
- I. McCarthy: I agree that we don't really know who to trust.
- Meeting assessment:
- M. Strobe: Sparkle fingers!
- P. Frank: Working through some hard stuff with some good folks!
- B.Auerbach-Lynn: Exactly what Peter said!
- W. Bush: Third and cheers to gaining efficiency!
- V. Birkbeck: I wanted to keep it short and I'm glad it happened. Note that we are running a little short with our missing board seats. We need to decide if we want to seat someone pre-election.
- I. McCarthy: I am gone starting Wednesday- I have provided that in the operations report.
- D. Nobel: Y'all are an awesome board!

7:33 **Adjourn**

Brock motions to adjourn; all in favor.