

Board of Directors Meeting
Monday, October 18, 2021

Opening

- Attendance: Brock Auerbach-Lynn, Peter Frank, Mike Strode, Troy Martin, Whytnee Bush, Victoria Birkbeck
- Owners: Suzanne Keers, Rebecca Reynolds (facilitator)
- Staff: l'Talia McCarthy (GM), Rob Curtis, David Nobel, Alexis Figueroa (minutes)
- Check-in question:

Meeting Agenda

- Victoria did not get the board self evaluations results back from Columinate. There might be some confusion on their end. Victoria will be checking in on that. We might be able to finish that and do goals with the new board members next month.
- Board self evaluations were removed from the agenda. Lenders discussion was added to the agenda after the operations report.

Owner comments

- No owner comments in the room.

Operations Report (IM)

- Italia made known the operations report doesn't really include much about the distribution issues the pickle has been having. September was a really rough month. Full pallets have not been delivered. Only 29% of the order placed was delivered. The store is bouncing back this month.
- Brock would like to know if customer communication can happen to bring more people back to the store. Things like "we have stuff again. If you have been avoiding the store we are restocked"
- Italia would like to wait at least one more week before doing this to make sure items actually continue coming into the store. The deliveries have been too sporadic. However Italia does agree that something should be done soon.

- Brock brought up the new employees of the store. The store staff is finally filling up.
- Whytnee has some questions on staffing, specifically in the produce department.
- Italia mentions that people from other departments have shown interest in working in produce. Rob and Italia will be in charge of the department until a new manager is found. Produce is doing very well right now and Italia is not worried about that department.
- Rob brought up the goal of having more local produce available. The store is on track to have at least 33% of the produce be local.
- Troy would like to know how the Mercado campaign is going to work, and does the marketing department have any control over the Mercado campaign? Also because the new building across the street is opening in November or December can we integrate the Mercado campaign into the opening.
- Italia mentioned that the marketing department has been in contact with the owner of the building. The store will have a table at the building's open house.
- David explained how the campaign is going to work. Mercado chose the Dill Pickle to be part of the holiday partnership. They will be having an event November 7th in the store. The 30,000 investment is going to the in store event. Digital marketing, collateral like tote bags, and co branding. We are the only neighbors to contact the building to set something up like for the open house.
- Victoria suggests using all the same ideas to bring others from the neighborhood to the store. Italia and David said they are doing this.
- Victoria asked if Mercado was doing well. Before the cost outweighed the benefit. Is it more lucrative now?

- Rob explained why now it's working better. There is no extra labor specifically designated for personal shopping, it's all through the front end department.

Outlining turn around plan for lenders

- Victoria explained the lenders were under the impression we were doing nothing to improve the store. She suggests sending the monthly operations report to update. Also send bullet points from the execs meeting.
- Peter says they want very clean specifics on how the store is planning on turning around. They want strategies
- Peter suggests just the very basic things that the staff is doing to improve. A bulleted list. To give to the lenders with confidence because the confidence is not there right now. Do not overcomplicate things.
- This can be added to the top of the operations report. Everyone agrees.
- Ops report was approved

GM Monitoring: A Global Ends

- Global: Report accepted--noncompliance.
- Italia marked every component as non compliant.
- Peter requested owner loans added to the report and it hasn't been added yet.
- Peter would like benchmarks or trends to make the report more understandable.
- Rob and Italia were able to reapply for EBT license. Now that this is complete WIC can be applied for.
- Mike asked about the DEI-It is not in the report because it didn't fall into this fiscal year.

Annual Meeting/Elections

- The board unanimously approved the 2021 candidate slate.
- Mike would like to know if the annual meeting can be recorded and posted for owners to watch. Will there be any sensitive information that can't be out?

- The minutes are online and no one is really going to watch it. It will be re-broadcasted at the owner orientation.
- Voted to approval

Approvals

September meeting minutes, p.2-4
Director Robert Montoya's resignation
October edition of The Brine
Owner Linkage Committee minutes
2021-22 Board calendar

January Agenda, Upcoming Items

- Victoria shared the calendar for next year. The proposed calendar is halfway done.
- Everything is caught up for the year.
- In regards to GM monitoring Italia asked for the easiest reports to report on during the busy season of the year (Right now Oct- Jan) just so she can focus on the floor
- Peter suggests suspending all monitoring except sales so she can focus on getting more sales. The Co-op needs saving. Suspend for about 2 months
- Voted on the suspension. Everyone voted yes.

Meeting Evaluation, Check-out

- Mike loves the board.
- Brock agrees.
- Victoria hopes the store does better very soon.
- Troy thinks the board is refocused. The board is very strong. Happy to be a part of it.
- Whytnee offers help to anyone that needs it for the annual meeting.
- Peter is scared for the Co-op.
- Italia is happy we got our first turkey order.

Meeting adjourned.