**Sugar Beet Food Store Co-op Meeting Minutes**

7:00PM

**Board of Directors Meeting**

Tuesday, February 23, 2016

Oak Park Library, Main Branch

**Board of Directors:** Bill Gee, Peter Nolan, Monica Chadha, Dan Beach, Chris Dowsett, Greg Marsey, Maureen Spain

**GM:** Chris Roland

**Public Agenda**

**Meeting called to order at 7:07**

1. Items for Approval
   * Meeting Minutes from 1/26/16 – Dan moved, Monica seconded; approved unanimously
2. General Manager's Report

* Up to 1427 owners (16 new)
* We have had the most consistent high sales in last four weeks (since November)
* Healthy Staples has been successful, seeing those products moving a lot
* Survey – 430 people responded
* Beet Bucks – going really well
  + Bill suggested that we partner with OPRF Community Foundation, which is trying to get exposure to different charities in OPRF area
* Greg attended a Madison Street Business Owners Association meeting; we are doing more of these types of events.
* Owner drive for March -- $20 gift card for new owner and referring owner
* Management changes: Kelsey has become café manager; Gina has become Local Foods Manager – new position – hunting out new farmers, ranchers, products, telling farmer stories better
* New meat freezer will be stocked next week
* Valentine's roses – we ordered too many, but we got a good deal on them

1. Board Elections

* Timeline: April 30th annual board meeting; application up next week; beginning March

1. Finance

* CCLF: interest starts in December; principal payment beginning May 2017 ($6k, $3800 for a total $10k payment)

1. We were up $4800 in January, that includes interest.
2. Owner Comments

* Community Ambassadors – need to continue to bring in new people
* Bananagrams – Sharon suggested that we continue to do these things, even if we are not sure of the impact yet – in sales, you get four rejections before you get the sale
* Bingo night was successful, lots of fun
* Laura – some people care more about organic than local (and those people might be less price sensitive), we need to find that balance; Peter said that's one of the main reasons we did the survey
* Laura mentioned that the juice takes a long time and it would be great if we could cut down on that time
* Owners noted that the teamwork is great (cashiers come and help in café)
* One owner mentioned she'd love to make more events if they are on the weekend
* Word of mouth – do we sponsor food events? Yes, we are planning meal with farmers market; Feb – donated food and appetizer to a local chiropractor opening; donated coffee at Beye School pancake breakfast; donating appetizers for Irving PTO meeting; donated bananas to Oak Park Arms
* Laura – Sugar Beet programming on public access? It could be a good avenue for us.
* Laura – Sugar Beet delivery? We are not quite there yet on an inventory level, but we are researching this.

1. Closing
   * Confirm upcoming meeting dates
     + Tuesday, March 22nd
     + Saturday, April 30th
     + Tuesday, May 24th
   * Meeting adjourned 7:56 pm (Monica motioned, seconded by Bill)