**SUGAR BEET FOOD STORE COOPERATIVE**

**BOARD OF DIRECTORS MEETING MINUTES**

**TUESDAY, JULY 26, 2016, 7-9pm**

**LOCATION:  OAK PARK LIBRARY, MAIN BRANCH.**

Board of Directors in attendance: Daniel Becker, , Chris Dowsett, Bill Gee, , Judy Klem, Greg Marsey, Peter Nolan, Rachel Poretsky, Maureen Spain

GM:  Chris Roland

**Meeting called to order at 7:05 pm**

**Pubic Comment:**

* Sharon--always greeted every time she goes in the store
* The more Sharon shops, the less she likes going into other stores--they feel big and cold, great music, so welcoming and inviting.
* Sharon--Website needs to be in synch with sales
* Can SB sell epsom salts?

Approval of minutes from 6/28/16 meeting- unanimous

**GM Report:**

Current Ownership Count--1,426

Sales Results

* Second Q just under $800K in sales; June & July have slowed
* Frozen & Meat & Produce were up about 30%; Cafe up 42% unique and high margin (want to be at about 36-38%); bulk was -3.5% not sure why--bulk could use a spotlight/focus
* Next quarterly report will include more inventory data from GM
* Had a very successful quarter--conservative sales growth and overachieved and made labor number lower--made $22k profit

Key Initiatives

* 1 Year Anniversary--Tastings food, wine, cider, cookies, fun stuff, Edible Garden Tour, kids activities, raffles, giveaways, 10% off for owners both days

**MARKETING WORKING GROUP UPDATE (JUDY)**

* Anniversary--FP Ad in Wednesday Journal coming out 7/27
* Handing out coupons--Farmer’s market good audience
* Door Hanger post anniversary 1-1.5 mile radius from store to 25-30K households will have new upc codes and expiration date.
* Video usage--13 videos discuss usage for after anniversary

**OWNER EQUITY WORKING GROUP UPDATE (MAUREEN)**

* Working on having a table/presence in the store on a weekly basis during peak times
* Equity fill ups--members can give up to $500 to be an owner of a co-op--Dill Pickle idea on how they are raising $$--just an idea to think about

**OWNER LOAN WORKING GROUP UPDATE (BILL)**

* More loans are coming in and some have been paid back; loan strategy in place

**EXTERIOR SIGN UPDATE**

* Greg reached out to Interfaith about the sign for approval--scheduled to meet 8/3 with out landlord and their architect. Initially, their architect had a “cool” reaction to the design of the sign--not sensitive to the design of the building and not fitting. This will delay our approval by the village--as we need to work through this. Will seek relief from village for temporary sign permit.

**CLOSING**

Action items:

* Action Groups meet
* Attend Anniversary--Sign up to come
* Progress on exterior signage
* Progress on Marketing Calendar

Confirm dates for next Board meetings (7pm, at Oak Park Main Library)

* + - Tuesday, August 23
    - Tuesday, September 20 -- Meeting Date Changed
    - Tuesday, October 25

Meeting adjourned at 8:10pm