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

7:00PM

**Board of Directors Meeting**

Tuesday, August 25, 2015

Oak Park Library, Main Branch

**Board of Directors:** Cheryl Munoz, Lisa Boone, Bill Gee, Brian Hammersley, Peter Nolan, Tom Hollinden, Monica Chada, Dan Beach, Julie Moller, Judy Klem, Anthony Munoz, Chris Dowsett, Greg Marsey, Maureen Spain

**GM:** Chris Roland

**Public Agenda**

1. Items for Approval
   * Meeting Minutes Approved from 7/21/15
   * General Manager’s Report Approved
2. Operations Discussion
   * 504 Customers first day, continued busy over weekend
   * First week: Traffic slowed from weekend, stocking and training
   * First owner appreciation day 10% drove a lot of traffic (highest sales day that week)
   * Direct Mailer with $10 off was great, over 215 coupons returned
   * September 1st store wide sales begin, owners and storewide
   * Produce—customers want a range of local and organic—but not only organic—15% of total sales for store
   * Will do better job of highlighting where food is from
   * Bulk is still being refined—will continue to improve
   * Deli—doing really well—will offer a wide range of creative flavors despite our cooking restrictions
   * Top 2 Negative Comments:
     + Very high priced: we are addressing several, some will be hard to compete
     + Lack of fresh meat: Will have a full 3 door frozen meat cooler—wasn’t there on day 1. On fresh side, working on some fresh options chicken, beef, pork
   * Top 2 Positives:
     + Deli, Café, doing great
     + Overall people are excited to get in door after 3 years, and get to shop there, lots of positive energy
3. Marketing Updates
   * Goal: Connect with as many as we can; sent 10,000 post cards, grass roots, newsletter twice a week, many growers/demos in store, PR, Wednesday Journal, ambassadors and owners help spread the word, willing to do cross-promotions
4. Finance & Membership
   * In a healthy cash position now; working with 3rd party CPA for monthly reporting
   * 142 New owners in 3 weeks: 1,274 owners
5. Supplemental Parking
   * Potential future satellite parking west of the Co-op working on variance with village
   * Need about 36 total spaces for a store our size
6. General Business
   * Owner Comments
     + Suggestion box in store? Coming soon on way to bathrooms; every register has a big suggestion list at the check out; or email GM. Cheryl will resolve this by next Wednesday.
     + Return Policy? Accepting of most all returns. Will be posted on back of receipts soon. Feel free to return.
     + Like height level of produce
     + Like Barbara’s cheese curls
     + Feels warm, like community, high customer service, love it
     + Lunch crowd or morning crowd coming through? We have seen this crowd. Smoothies, juice will round it out. Lunch is busiest time of day.
     + Selection of products; don’t support Monsanto, want gmo free, humane animal treatment. You can always voice your choice and opinion. We will continue to highlight the good guys.
     + Will meeting minutes be on website? YES.
7. Closing
   * Confirm upcoming meeting dates
     + Tuesday, September 22
     + Tuesday, October 27
     + Tuesday, November 24
   * Meeting adjourned 8:04pm