

**MINUTES, May 19th, 2016 3:30pm - 5:30pm, The Commons
FARE SHARE CO-OP MEETING**

Rick Meagher, vice president, called meeting to order. Reviewed Agenda.
Zizi moved to accept the April minutes as presented. Accepted unanimously.

Absent: Rick Jackson

Present: Albert Judd, Rick Meagher, Zizi Vlaun, Michael Newsome, Nancy Watson, Lisa Moore, Emmy Andersson, General Manager, Mary Ann Haxton (delayed)

Monitoring the General Manager

(review reports sent separately before meeting)

MP 5 Financial Condition and Activities presented by Emmy, Generally looking good; GM, noted payroll has increased over April 2015, when payroll was unusually low; 4% net income up, including depreciation. More staff needed for overlap. A volunteer will be offered a position shortly. Insulation is in progress on foundation wall. Coop may have to pay \$900 for this.

MP 6 Asset Protection -Treasurer still needed.

MP 9 Communication and Support to the Board

Monitoring the Board Charrette update of Monday, May 16

Trish, thank you for transcribing!

Michael gave the board a few minutes to review Trisha's notes and asked what stands out for people:

-Lisa- Local people still grappling with misconceptions about coop. More marketing of message

-Nancy-Need to organize charrette notes, to tease out what can be done now with present resources, what needs to be budgeted for and what collaborations are needed with other community groups.

-Mary Ann-Elitism of coop, misconceptions, people cannot afford food; not feeling welcomed. Is a membership organization elitist by nature?

-Rick- Feeling of not being welcome

-Emmy - Collaborating with other Main Street businesses; not enough staff, so membership could be engaged as a greeter to communicate one-to-one; board needs to push out these ideas, this communication

-Al-1.Marketing 2.Price point 3. Advertising - coupons, flyers, what is on sale

-Zizi- Marketing plan. Welcoming customer service, getting the word out about coop: Shopping local matters to the community, looking again at community needs. How have our needs changed since 1978?

-Michael- relationship to coop? People were determined to re-examine relationship to coop; sell membership not like a BJ's discount card, but about belonging and contributing to and taking part in the benefit; Hannaford is a habit, more than

about price; coop offers something different; activate membership in orientation re: communicating to new members, how to reach out to others.

Al-Have membership meeting structured more like a charrette., use small groups.

-Emmy- Maybe we need to define an ends policy to be clear about size: large enough to be sustainable, small enough to have community and feel value of coop.

Mary Ann - Strategic planning is needed to move us beyond putting out fires.

Another charrette is needed to re-evaluate what today's needs are. Invite some of the founding members to look at where coop will be in 10-20 years?

Next Steps - Much discussion ensued.

-Thank you letter will be drafted by Mary Ann and sent to charrette members who will be invited to the next wine tasting and invited to tour the store.

-A second charrette needed: 15+/- coop members focusing on those who date back to 1978 and are active; will need to invite about 3 times 15 to get desired number.

-Synthesize the charrettes' results

Lisa: Our new manager poises the coop for change

Culmination of CFNE grant work

Board Fundraising

-Yard Sale, June 4; no fundraisers to date this fiscal year

-Indiegogo where are we? In budget: \$32,000 for loan plus, \$5,000 regular BOD fundraising. Indiegogo campaign: Board needs a committee leader. Trisha Suzanne? Zizi, Katey Branch, Ginny Howe are active. Mary Ann will join.

Nominations & appointments to the Board - vacancies

Nancy Watson was appointed for term ending 2017, Member D

Board application pending for Lisa Moore.

Board candidacy information; remove picture requirement from application.

Old business for Board:

CDI request for service starting in 2016 update - Mary Ann will email us.

Reading of CDS Consulting Coop articles -type in "CDS Consulting Coop"

Note: Continue to review new website; send comments to Zizi

Next regular Board meeting - Time to be determined based on board input.

??June ?? Zizi to solicit board input.

Adjourned at 5:55 p.m.

Minutes submitted by Nancy Watson, secretary