

**February 2012**  
**Board of Directors Meeting Minutes**  
**Syracuse Real Food Cooperative**  
 February 28 ~ 6:00 – 8:30 pm  
 Field House – Thornden Park

<b>Item#</b>	<b>Time</b>	<b>Topic</b>	<b>Leader</b>	<b>Outcome</b>	<b>Related Documents</b>
1	2	Preliminaries <ul style="list-style-type: none"> <li>• Distribute Meals</li> <li>• Q&amp;A with the GM – anything goes!</li> </ul>	Everyone Travis		
2	2	Call Meeting to Order Ground Rules Agenda review Task review Accept January minutes	Dan Dan Dan Dan		
3	2	GM Monitoring Report	Travis		
4	2-3	Store Report	Travis		
5	3	Committee & General updates (time 5 – 7 min each) <ul style="list-style-type: none"> <li>• Treasurer's Report</li> </ul>	Walley		
6	3	Appointment of Board Member	Dan		
7	4	Committee Reports	Dan		
8	4	CDS conference	Karl		
9	4	Retreat	Dan		
10	4	Executive Session	Dan		
11	4	New Agenda Items	Dan		
12	4	Evaluation of Meeting & Adjourn	Dan		

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Present: Karl Newton, Dan Sanders, Walley Francis, Thane Joyal, Larry Rutledge, Amanda Gormley, Chris Fowler  
Excused: Julie Longmore  
Guest: Travis Hance

1 Preliminaries

- Distribute Meals
- Q&A with the GM – anything goes

2 Dan called the meeting to order at 6:35pm.

- Ground Rules (read by Thane)
- Agenda review
- Task review
- The January minutes were accepted as compliant.  
(Motion: Chris; Second: Walley) [Unanimous]

3 GM Monitoring Report – B3 Financial Condition

- B3 was accepted as compliant.  
(Motion: Walley; Second: Thane) [Unanimous]
- Discussion:
  - The annual business plan was submitted in June 2011.
  - Correction: B3.4.3 Actual data (*red* line on Chart A) from the most recent quarter must be above the *green* line on Chart 1.
  - This is still a draft until the plan is approved by the board.

4 Store Report

- We hired Don DeVeau as Marketing and Member Services Coordinator, and Alex Farewell-Prisazn as a Receiver, Eric Bauer left the Co-op.
- We have had very strong sales growth, recently. January sales were \$126,300, up over 4% from last year. We are seeing strong growth in frozen, perishables, and deli, with modest growth in produce and meat. Most importantly, we saved nearly 20% on labor costs in January, due to a much more efficient store design.
- February has been even better: over 18% sales growth, while maintaining over 20% savings on labor from the first through the nineteenth.
- For the 13 weeks ending February 19th, we are up over 7%, with labor costs down 8%. Statistically speaking, our reset project was a success.
- We (finally) closed on our loan to finance our remodel. Current cash balance is over \$80,000 for the first time. It sure is easy to get a loan when you don't need it.

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- We have several upcoming promotional events: March will feature our annual citrus sale, St. Patrick's Day promotion, and April will feature Passover displays as well as Easter hams and candy. We have begun monthly beer and cheese samples, and in May we will have two plant sales, one early and one later.
- We continue to "feed the growth" in our deli department, our next product line will be take-and-bake pizzas.
- We supported the "Keeping Spark's Spark Alive" fundraiser with two platters of finger food.
- We are beginning to plan our 40th birthday celebration, I think this will be a great opportunity for the Board to connect with membership, and I suggest that we should tie this together with our Spring Meeting. Can we form a committee to discuss this?

Support needed going forward: I think we should begin discussion with our membership about expansion in order to develop a shared vision and organizational alignment. Please let me know how I can support you in this work.

Comments:

- Newsletter deadline is March 21st
- We need to review what how our discussion about expansion will look like. We need to rebuild the vision. Involvement of members is crucial.

5 Committees & General Updates

- Treasurer's Report
  - Income statement for January
  - We are doing well compared to one year ago, we are making a profit
  - We are financially successfully
  - There is no answer on the depreciation yet

Comments:

- Can everyone see the monthly statements? Some board members prefer to get the Monthly Statements. The Board should refrain on asking to may detailed questions, because then we might go into the "Operational" area.
  - Do we still need a Treasurer's Report on the Board Agenda? Travis should focus the monthly Store Report on Quarterly Statements.
  - We could use another accountant on the board
  - We finalize the draft by accepting it.
- General Updates
    - Date of next Board Meeting is March 20<sup>th</sup>
    - Generally the meetings will be on the 3<sup>rd</sup> Tuesday of the month
    - Thane and Amanda will set up a calendar that will be posted in the store
    - Ground Rules: They need to be revised; one rule per meeting or revise them during the Board Retreat

6 Appointment of Board Member

Jamie is not present to give the presentation, so the appointment will be postponed until the March Board Meeting.

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7 Committee Reports

The Nomination Committee will come up with additional recommendations.

8 CDS conference

- March 31st, 9:30am-4:30pm.
- Does the board want to go? Whoever on the board that can go, should go.
- Maximum cost will be \$300 for the whole board
- Amount of nights will depend on if we want a tour of the Coop the day before
- Same weekend as the local event: Upstate NY Cooperative Summit
- The board also needs to support the local event.

9 Retreat

We need a 2-day retreat: June 2<sup>nd</sup> and 3<sup>rd</sup>

10 Executive Session

11 New Agenda Items

- Email Dan ahead of time with Agenda items
- Speaker comes in at 6pm, before start of the meeting. That time should be focused, and we should show great hospitality. We need some guidelines of the criteria are for the speakers. (next meeting)
- Bylaws concerns from annual meeting.

12 Evaluation of Meeting and Adjournment at 8:28pm

- Smooth, cool, not rushed
- Went really well
- Communication needs to improve before meeting