

# Meeting Minutes for Weaver Street Market's Board of Directors

*December 2019 Meeting*

*Monthly Board Meeting, December 11, 2019, WSM Admin Center, Hillsborough, NC 6:15 pm to 9:30 pm*

**Directors present:** Ruffin Slater (general manager), Alice Ammerman (treasurer), Dave Bright (secretary), Jon McDonald (chair), Linda Stier, Glenda Clare and Charles Traitor.

**Others attending:** Susan Sachs (facilitator) and Maribeth Hamilton (consumer owner).

## 1. Preliminaries

**Owner Input:** None

**Agenda:** There were no changes to the agenda.

**Minutes:** Minutes from the November meeting were approved with the removal Charles comment in section 5.

**Decision:** Minutes from the November meeting were approved with one minor edit.

## 2. Board Business

### a. Follow-up from last meeting on Appointed Member

Chair Jon McDonald reviewed the draft document.

Comments noted:

- Move the exit interview in December to June
- Linda- clarify stability and continuity - historical knowledge and board operation
- Knowledge of end requirements (not completing the application)

**Task:** Jon will make make changes and send via email

### b. Follow-up from last meeting on Community Leadership Group and board calendar

Approach was determined to be acceptable for the calendar changes.

Comments:

- Check Planning & Budget Ends as there are usually two meetings, one to review a draft and one to approve
- May need to have short sessions in 'off' months for certain issues
- Share issues from leadership groups with owners

December 2019

### **2.c Board meeting facilitator to replace Susan**

Susan is stepping down as the facilitator.

**Decision:** Alice and Glenda will work with Jon and use Susan's experience to develop a job description and onboarding plans.

### **3. Sales Trends and Sales Plans**

#### **a. Present sales trends and plans to increase sales**

Ruffin reviewed spending and shipping data by store.

Comments:

- Number of high spenders is important
- Need to increase ownership numbers
- Can we interview owners?
- Can we use the register survey differently
- Find out why shoppers became owners
- Can owners 'Gift' an ownership?
- Get to know the shoppers

**Task:** Discuss further in January - Building ownership and data on initiatives taken in Raleigh.

### **4. GM reports**

#### **a. GM report**

General Manager Ruffin Slater presented his 2019 November General Report.

#### **b. B-9 Emergency Management Succession**

Reviewed B-9 Emergency Management Succession. It was agreed to change the policy to have a successor and an alternate instead of just a successor.

**Task:** Dave to propose new language for B-9 to include a successor and an alternate.

#### **c. Financial Report**

The financial situation was reviewed, and it was felt that the trend was going in the right direction.

December 2019

## **5. Retreat Agenda**

### **January Retreat Location**

The Board retreat will be at the Raleigh store. The date was changed to January 31. The agenda was reviewed, and the Board discussed adding a “Bigger Basket” workshop.

**Decision:** The Board retreat in January will be at the Raleigh store on January 31, 8:15 am - 4:00 pm.

## **6. Open Board Time**

## **7. Closings**

Decisions and Tasks

Next Month’s Agenda: Auditor’s phone call, tasks

Meeting Evaluation