

Meeting Minutes for Weaver Street Market's Board of Directors

September 2015 Meeting

Monthly Board Meeting, WSM Admin Center, Hillsborough, NC on September 9, 2015, 6:15 pm to 9:30 pm

Directors present: Ruffin Slater (general manager), Curt Brinkmeyer (chair), David Bright (secretary), Lisa Best (treasurer), Barbara Keith, Jon McDonald, and Linda Stier.

Others attending: Andy Sachs (facilitator), Brenda Camp (notes), Mary Hughes Brookhart (consumer owner), Lib Hutchby (consumer owner), Amy Lorang (worker owner), Margaret Misch (consumer owner), Jim Porto (consumer owner), and Cait Williams (worker owner).

1. Preliminaries

Owner Input: Amy Lorang expressed her appreciation of the engagement with worker and consumer owners and encouraged the Board to keep up the momentum with a monthly form of owner engagement. Cait Williams suggested that the Board meetings be posted on the register screens. Margaret Misch read a statement to management expressing her dismay about WSM carrying bottles of Poland Springs water, which are a product of Nestles. Lib Hutchby and Mary Brookhart added their support to Margaret's statement. General Manager Ruffin Slater responded that he and WSM's merchandising manager were currently investigating an alternative supplier of sparkling water that could be sold at a competitive price.

Agenda: No changes to the agenda.

Minutes: Minutes from the August meeting were approved.

Decision: The Board approved the August minutes.

2. Ends Report

The General Manager presented his Ends report, which was based on his interpretation of the updated Ends. The report included sections that addressed each part of the updated Ends statement: the four 2020 goals, the three elements that make up the co-op difference, and owners and potential owners. The report included data from the first 250 responses to the owner survey on the Ends update. The directors agreed that the interpretation was reasonable but asked that the report be revised for the October meeting to include all the survey results.

3. Preparation for the Co-op Fair

Co-op Fair

The Directors reviewed plans for the Co-op Fair, which is to be held on September 20th at the Food House. The Directors agreed to host the Co-op Plan segment of the event, which will involve moving among the stations to talk with owners and answer questions. Directors will also encourage owners to complete the Ends survey by the October 7 deadline.

4. Board Blog Schedule

The Board reviewed its blog schedule for the upcoming weeks. Blog topics scheduled for October include highlights from the Co-op Fair, consumer dividends, survey feedback on the Ends, and new Board policies.

September 2015**5. GM Reports****August 2015 GM Report**

The General Manager answered questions on his monthly General Report. Highlights include:

- Sales growth in August was 9%. However, two weeks of the month compare to a period last year when the Carrboro deli was being remodeled. Discounting those weeks, co-op-wide sales for the month were up 5%, consistent with recent history.
- The Co-op Fair takes place Sunday, September 20 from 2-5 pm. There are 270 RSVP's as of Tuesday September 8.
- There are 250 responses to the Ends survey as of September 8. Those responses are attached.
- WSM's first Curds and Crafts festival is on Saturday, September 19, in Carrboro. The event promotes local beer and cheese and includes tastings in Southern Village and Hillsborough. Presales for the festival are at 230 as of September 8.

In response to a question about Southern Village's sales growth being down, the GM noted the comparison was to last year's increase in sales at Southern Village, which occurred while the Carrboro store was closed for remodeling.

6. Closings

- **Review Decisions and Tasks**
- **Board Calendar**
- **Next Month's Agenda**
 - Ends Report
 - Board Blogs
 - Finalize Policies
 - Board Calendar
- **Meeting Evaluation**

"Great to see the Ends report evolve. It's a lot of the same information, but it now presents a clear whole picture of what we're doing. I feel excited about having conversations with owners."

"A transition has happened. We need to acknowledge what it takes—new website is up, the annual report is online, and now we're getting it out there—it's up on the wall [in posters for the Co-op Fair]. We're resetting something, creating a new presence with the owners."

"We've taken a huge step up in the game in communicating with the workers and consumers."

"We have data, and we have the stories. It's really cool to have both."

"This is the next piece in identifying where are we uniquely different—the frame of reference that identifies us."

"Saying that 'we want to be better' is not the same as saying 'this is where we want to be.' We're starting to embrace this internally, and seeing what we're doing is powerful."

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“Incredible work and what happens behind it! I remember the story versus the data. We need to continue the story the next time the owner is in the store.”

- **Executive Session:** Financial Audit