

Meeting Minutes for Weaver Street Market's Board of Directors

April 2017 Meeting

Monthly Board Meeting, WSM Admin Center, Hillsborough, NC on April 12, 2017, 6:15 pm to 9:30 pm

Directors present: Ruffin Slater (general manager), Alicia Altmueller (consumer owner), Hank Becker (consumer owner), David Bright (consumer owner, secretary), Jon McDonald (chair, worker owner), Linda Stier (consumer owner), and Charles Traitor (worker owner).

Others attending: Andy Sachs (facilitator) and Brenda Camp (notes).

1. Preliminaries

Owner Input: No owner input.

Agenda: There were no changes to the agenda.

Minutes: The minutes from the March meeting were approved with one correction.

Bank Resolution: The Board approved a resolution to authorize the secretary to sign the documentation to open a depository account with the Latino Community Credit Union.

Decision: The Board approved the March minutes with one correction.

Decision: The Board approved a resolution to open a depository account with the Latino Community Credit Union.

2. New Kind Project Update and Discussion

The General Manager presented an update on the New Kind positioning project. He reported that the current phase focuses on identifying WSM's brand pillars. The GM noted that the brand pillars focus on what we sell, which is who we are as a grocery store, and on what arises from us being community owned. He noted that the pillars hold within them both the results we are achieving and the aspirations we are committed to achieving.

The GM also pointed out that there are elements in this phase of the positioning project that are germane to the plan and budget, which will be presented at the May Board meeting. He added that going through the process helps clarify what we are and where we want to be and that it's important that we feel the messaging is authentic.

3. Board Business

Elections Manual

Linda Stier answered questions about the *2017 Elections Procedures Manual*, which was submitted to the Board for approval. The chair asked about the committee's decision to continue the passive engagement policy for candidates at the stores. Stier reported that the committee supported the passive engagement policy and noted that the issue of fairness was part of the decision to leave it in the manual. Hank Becker encouraged the Board to discuss the topic further. The directors discussed whether the topic would be more appropriate for a Board retreat or whether enough time had already been devoted to it. There was consensus to move ahead with reviewing the manual as submitted. The Board approved the manual as submitted. Hank Becker stood aside from the decision because he wants passive engagement to be discussed further.

Decision: The Board approved the 2017 Elections Procedures Manual.

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Co-op Café Report

Hank Becker reported on the Co-op Café. He observed that after attending the Co-op Café and after reading the WSM policy manual, he could see more clearly the value of policy governance. He noted the need for the Board to talk about values, the way they're being emphasized, and the methods used to evaluate the way they're implemented.

Co-op Fair Reminder

Brenda Camp reminded the Board of their commitments for the Co-op Fair, Sunday, April 30, 2 to 5. The Recruiting Committee will talk to owners about the upcoming Board elections and the candidacy process.

4. GM Reports

March 2017 GM Report

The General Manager answered questions on his monthly GM reports. Highlights from the report include:

- **Sales Growth:** Sales in the quarter ending in March were up 4% overall, with Carrboro up 3%, Southern Village up 2% and Hillsborough up 7%. Sales growth in Southern Village is down due to disruption from the remodel. Easter was in this quarter last year but not this year, which reduced sales growth somewhat.
- **Southern Village Remodel:** We have had a few delays with the Southern Village remodel and the completion date has been pushed back to early June.
- **Sprouts Opens in North Raleigh:** Sprouts Farmers Market opened their first store in the Triangle. It's the same format as their other stores and appears to be very busy.
- **Community Food Partnership:** The Porch fundraising campaign in March raised \$52,000, so most of any campaign so far.

5. Open Board Time

Linda Stier reported that the new members of the Elections Committee are already contributing to the work and that the committee is seeking another member to replace a worker owner who stepped down.

Hank Becker recommended a book: *Diminished Democracy: From Membership to Management in American Civic Life*.

6. Closings

- Decisions and Tasks
- Next Month's Agenda: 2017 Q3 Board Budget Report, 2018 Plan and Budget, agenda for Candidate Orientation Session
- Future Retreat Topics: Candidate engagement with owners
- Meeting Evaluation

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7. Executive Session: Real Estate