

Meeting Minutes for Weaver Street Market's Board of Directors

July 2017 Meeting

Monthly Board Meeting, WSM Admin Center, Hillsborough, NC on July 19, 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: There was no owner input.

Agenda: There were no changes to the agenda.

Minutes: The minutes from the June meeting were approved.

Decision: The Board approved the June minutes.

2. 2018 Plan and Budget

Ruffin Slater, General Manager, presented the Plan and Budget for FY2018. He had presented drafts of the plan at the May and June meetings. The GM noted that his annual reporting on planning and budgeting demonstrates compliance with *Policy B2: Planning and Budgeting*. The plan includes the GM's interpretation of the policy components, operational definitions, and data supporting compliance. It also includes a detailed plan for 2018 and a budget that includes 3-years of historical data and projections for a 3-year budget.

The GM answered questions and solicited feedback about the plan.

- The GM clarified that sales growth is for same stores sales growth and does not include projections for new store sales.
- Hank Becker volunteered to contribute his expertise in discussions about surveys at the checkout.
- Becker also noted the benefits of having consumers participate in discussions about the market. The GM described his strategy as getting consumers involved from multiple points, from which they could self-organize based on the activity and interest.
- The GM confirmed that worker owners will be allowed to participate in the owner capital loan program.
- Becker supported the market's movement toward reducing its waste and suggested the need to help consumers reduce their waste, particularly in what they take home from Weaver Street.
- Hank Becker questioned the ability to accomplish all that was outlined in the plan without additional staffing.
- Dave Bright observed that the plan included a fairly long list of goals. He recommended prioritizing 10 or 12 items that will have the biggest impact given the resources.

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- The GM reported that the assessment among staff is that the work with New Kind has been beneficial and that it has provided a temporary infusion for us to get better at messaging and telling the Weaver Street story. He pointed out that the plan is to hire a team for another year along with a PR partner and that their external expertise will be even more important with new stores.

Decision: The Board accepted Monitoring Report B2: Planning and Budgeting.

3. Board Business

Elections Committee Report

Linda Stier, Chair, Elections Committee, reported that there are three candidates for the 2017 Elections: Charles Traitor, worker-owner candidate, incumbent; Alicia Altmueller, consumer-owner candidate, incumbent; and Alice Ammerman, consumer-owner candidate. She observed that the work of the committee is becoming streamlined, and the process and committee involvement more efficient.

Stier noted two suggestions from the committee: 1) an opportunity for worker-owner candidates to be introduced at the unit meetings and 2) an opportunity for the consumer-owner candidates to be introduced at the co-op fair on the patio.

Board Budget

Alicia Altmueller, Treasurer, presented the year-end report for FY2017 and presented a draft budget for FY2018. The Board budget is included in the FY2018 Plan and Budget, which was accepted above.

Retreat Agenda

Jon McDonald, Board Chair, outlined the plans for the Board retreat, on August 9, which will be held at HQ Raleigh, 310 S Harrington St, Raleigh, NC 27603. Main topics include:

1. Board Calendar
2. Board's interpretation of the policy regarding linkage with owners
3. Alignment of Board members on messaging
4. Term limits and composition of Board membership
5. GM compensation policy and process
6. Board composition (criteria for determining whether we'd change anything, maximum, representation plan)

Annual Report Plan

The GM presented plans for this year's annual report.

4. July 2017 GM Report

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

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- **Sales Growth:** Sales in the quarter ending in June were up 3% overall, with Carrboro up 3%, Southern Village up 0%, and Hillsborough up 4%. Sales growth in Southern Village is down due to disruption from the remodel.
- **Southern Village Remodel:** The Southern Village remodel is almost completed and the new space looks great.
- **Co-op Plan for Workers Event:** All workers participated in planning meetings last week. The New Kind employee group presented the results of their work, which distilled our co-op's unique advantages and turned them into a compelling story. Those unique advantages--Trusted Quality/Locally Sourced (the goods we sell) and For the Community/By the Community (the good we do) served as the outline for the planning discussion. Small groups brainstormed how to go from a "4" to a "5" in the goods we sell and in the customer experience. The whole group discussed new initiatives to work together to implement the plan.

5. Open Board Time

The Board discussed how other local co-ops are doing and an inspirational approach to reducing food waste in Zurich called "Fresh from Yesterday."

6. Closings

- Decisions and Tasks
- Next Month's Agenda: Board retreat
- Meeting Evaluation

7. Executive Session: Appointed Board Member