

Meeting Minutes for Weaver Street Market's Board of Directors

December 2017 Meeting

Monthly Board Meeting, WSM Admin Center, Hillsborough, NC on December 14, 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), Brenda Camp (notes) Alice Ammerman (consumer owner), and Ramon Fernandez (consumer owner).

1. Preliminaries

Owner Input: Ramon Fernandez acknowledged the tremendous work of the Board and the co-op, He expressed the need to maintain our focus on organic and local food. Jon McDonald said it was great to hear owners express that conviction and pointed out that local food is our highest growth area. Charles Traitor observed that many local farmers who are not certified organic genuinely care about the land and what they're producing. Ramon suggested that locally grown means even more than organic.

Agenda: There were no changes to the agenda.

Minutes: The minutes from the November meeting were approved.

Decision: The Board approved the November minutes.

2. Raleigh Store Update

Ruffin Slater, General Manager, used the Ends statement and his interpretation of it to provide an update on the Raleigh store. He observed that the update was in part to test new activities and to see if the interpretation lines up with the Ends and the goals we want to achieve. Highlights of the discussion included:

- More space will be allocated in the new store to fresh food and less to packaged food.
- The store will include a mezzanine for eat-in dining and gathering; a tasting kitchen/classroom for demonstrations, sampling, and talks; and two meeting rooms.
- The store displays will focus on a high level of quality with use of vertical displays, bread displays, produce displays, and a curated self-service approach. Other stores will be retrofitted like the Raleigh store.
- The store will feature new prepared food offerings that encourage healthy eating, including a pizza oven, updated salads made onsite, updated soups, a Ramen bar, and healthy desserts that feature fruits in season.
- Staffing for the Raleigh store provides an opportunity for our current staff model to evolve. We're paying better now, with advancement goals of 1/3 in each staffing level. An idea being explored is to have only two departments—grocery and prepared foods.
- There will be an increased focus on local producers. Weaver Street is contributing to a new local producer loan fund that focuses on Eastern North Carolina farmers. The fund will leverage

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opportunities for farmers to become producers of the scale necessary to sell bigger than farmer's markets.

- Potential commercial lenders for the store include the National Cooperative Bank and BB&T. There will also be opportunities for owner loans.
- New systems and enhanced processes are being explored for the new store, including ordering systems and the co-op relationship management (CRM) system.
- Messaging will be enhanced in the store with striking visual displays of quality products, local farmers, and so on.
- The projected timeline for opening is July 15, 2018.

3. GM Reports

December 2017 GM Report

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

- **Sales Growth:** Sales for the first 10 weeks of the quarter ending in December are up 2% overall, with Carrboro down 1%, Southern Village up 5% and Hillsborough up 3%. Sales growth in Southern Village is trending upwards following completion of the expansion. The national co-op sales growth benchmark for this period is 2%.
- **CB Café and Lawn Improvements:** Carr Mill management is supportive of our plans to improve the lawn and expand the café in the Carrboro store. The next step is a preliminary review meeting with the Town to understand the regulatory constraints and needed approvals. Once we have that information, our landscape architect will draw up concepts plans that we can use to get owner input.

Hank Becker asked about the decrease in sales at the Carrboro store. Slater responded that it could be random and not a trend, or it could be growth going down in general. Dave Bright pointed out that sales are good but growth is declining.

Monitoring Report B9: Emergency and Interim GM Succession

The General Manager answered questions on Monitoring Report B9: Emergency and Interim GM Succession. He agreed to define in the next report what period of time *interim* means.

Decision: The Board accepted Monitoring Report B9: Emergency and Interim GM Succession.

4. Closings

- Decisions and Tasks
- Board Calendar: January retreat, Thursday, January 25
- Meeting Evaluation

5. Executive Session: GM Evaluation