

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

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*February 2018 Meeting*

Monthly Board Meeting, WSM Admin Center, Hillsborough, NC on February 21, 2018, 6:15 pm to 9:30 pm

Directors present: Ruffin Slater (general manager), Alice Ammerman (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), and Raymond Rapaport (consumer owner).

## 1. Preliminaries

Owner Input: Raymond Rapaport wanted the Board to be aware that as a co-op owner he can eat very little prepared food outside of the salad bar, because the foods have added ingredients that he considers non-food, including oil, cheese, and milk. He encouraged the co-op to stop using and carrying these non-food items. Chair Jon McDonald expressed that new perspectives on healthy eating are always a welcome addition to the conversation.

Agenda: There were no changes to the agenda.

Minutes: The minutes from the December meeting and decisions from the January retreat were approved.

**Decision:** The Board approved the December minutes and January retreat decisions.

## 2. Timeline for Raleigh store, share transition rollout, co-op identity

Ruffin Slater, General Manager, shared a timeline for the spring and summer work in four areas:

- Roll out of the new co-op identity and messaging developed with New Kind, including in-store signage, product branding, website and e-communications, and an overall content strategy.
- Owner share transition with implementation of the new cooperative relationship management (CRM) system and owner portal.
- Raleigh community roll out, including networking with leaders, developing food partnerships, hosting events for key groups, and promoting ownership and loan programs.
- Raleigh store construction line, including mobilization, building the mezzanine, upfitting the store, installing equipment and fixtures, and stocking the store.

Slater noted that the timeline will be shared with workers and that groups of workers will visit the new location. Interviews will begin in March for employees who are interested in working at the Raleigh store.

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## 3. Board Business

### Convene Candidate Recruiting Committee

This year's Candidate Recruiting Committee will be comprised of Dave Bright, Alice Ammerman, and Charles Traitor. The committee will work with Brenda on edits for this year's Call for Candidates and invitations to owners on the leadership list to attend the Co-op Fair and the Candidate Information Session.

### Election Committee Appointments

The Board appointed members of the 2018 Elections Committee, which includes returning members Caroline Anders, Chip Gentry, Becky Laskody and Amy Lorang, and new member Maggie Funkhouser. Linda Stier will return as the Board Liaison and Committee Chair.

**Decision:** The Board appointed the Election Committee Members: Caroline Anders, Maggie Funkhouser, Chip Gentry, Becky Laskody, and Amy Lorang, and Linda Stier, Chair and Board Liaison,.

### Appointed Board Member

David Bright accepted his reappointment.

### Board Budget

Treasurer Hank Becker reported that expenses are under budget. He noted that for the FY 2019 Budget he intends to add a line item for expenses related to the Co-op Café, which the Directors may choose to attend each spring.

### Board Blog Post

The Directors discussed the first draft of a blog post from the Board that addresses the 2017 owner survey responses. Suggestions for the blog post included the following:

- Find a balance in providing information and being encouraging.
- Impart a clear sense of "we heard you."
- Frame the survey within the context of the Board's work and acknowledge the diversity in what the community values.
- Do not include quotes from owners.
- Represent the survey accurately and in balance to the responses.
- Note areas that may be of interest to explore that may not be suitable for the blog.
- Provide a context for our high Net Promoter Score.

The Directors discussed the idea of identifying some of the items as topics for special opening sessions at the Board meetings and having a series of blog posts that report on the discussions and raise awareness of the related work.

**Task:** Charles and Alice will provide another draft of the survey blog post for the March meeting; directors will provide written response to the new draft of the survey blog post.

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### 4. GM Reports

February 2018 GM Report

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

- Sales Growth: Sales growth has improved to 4% for first 7 weeks of the quarter ending in March, with Carrboro up 1%, Southern Village up 11% and Hillsborough up 3%. Sales growth in Southern Village is compared to the renovation period last year. The national co-op sales growth benchmark for this period is 1%.

Hank Becker noted that it would be helpful to see sales for Southern Village two years ago, since the comparison showing in the report covers the renovation period.

Monitoring Report Policy: B1 – Financial Condition and Activities

The General Manager answered questions on Monitoring Report B1 – Financial Condition and Activities. The GM explained that Food House expenses were higher than budgeted because we sell the products to ourselves at 40% and that do not want to raise the prices. He noted that currently our food bar and salad bar prices are considerably under Whole Foods' price and that we want to keep that differentiation.

**Decision:** The Board accepted Monitoring Report B1 – Financial Condition and Activities.

Monitoring Report Policy: Policy: B – Global Executive Constraint

The General Manager answered questions on Monitoring Report Policy: B – Global Executive Constraint. He clarified for new Board members that the policy is a constraint—that the GM cannot violate laws and ethics nor do things that would make us less a co-op.

**Decision:** The Board accepted Monitoring Report Policy: B – Global Executive Constraint with acknowledgement of the contravention.

### 5. Open Board Time

### 6. Closings

- Decisions and Tasks
- Board Calendar: January retreat, Thursday, January 25
- Next Meeting: Call for Candidates, Survey Blog
- Meeting Evaluation

### 7. Executive Session: Financing Raleigh Store

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