

Meeting Minutes for Weaver Street Market's Board of Directors

April Meeting

Monthly Board Meeting, WSM Admin Center, Hillsborough, NC on April 11, 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), Charles Traitor (worker owner).

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

1. Preliminaries

Owner Input: There was no owner input.

Agenda: A break was added to the agenda.

Minutes: The minutes from the March meeting were approved with one correction to add a missing word.

Decision: The Board approved the March minutes.

2. Survey Response Letter

The Directors discussed the latest version of the letter to owners reporting on the survey responses. The directors agreed to incorporate the changes Linda Stier made to the draft prepared by Charles Traitor. The final draft will also include links to the data as recommended by Hank Becker. It will also use graphs depicting the responses.

Task: Brenda will incorporate the changes discussed into the final draft of the survey blog post, including a link to the data from the survey results.

3. Board Feedback on Owner Transition

Brenda Camp provided an update on the owner transition to the new share system, which will coincide with the implementation of the new customer relationship management (CRM) system early this summer. She reported that first phase on the CRM focuses on the owner database and the owner portal. A subsequent phase will focus on a new communication system, called ClickDimensions.

4. Board Feedback on New Owner Messaging

Brenda Camp shared the new Becoming an Owner brochure with the Board. The new messaging draws upon the messaging and visuals developed in partnership with New Kind. It will be a part of the messaging for the launch of the new share system and selling of shares in Raleigh.

April 2018

5. Board Business

Elections Procedures Manual

Linda Stier reported that next year the Elections Committee will build from scratch a new *Elections Procedures Manual*. For this year's manual she noted that the committee had made a few modifications to the content by reorganizing a few sections and editing for clarity. She also observed that modifications would be needed with the implementation of the CRM.

The Board agreed that incumbent Board members and past Board members need to attend the candidate orientation sessions.

Decision: The Board made an update to the *2018 Call for Candidates*. The Board approved the 2018 Elections Procedure Manual, which will include the updated *Call for Candidates*.

Carrboro Lawn Session

Ruffin Slater shared information about the Carrboro Lawn Session, including the invitation to owners, government leaders, and advisory boards. The community is invited to learn about the lawn improvements being proposed and view the initial ideas from architect and landscape architect, which will be on display at the session and in the Carrboro store following the session. The Board members will be available during the session to discuss the goals of the project with those who attend.

Co-op Fair

The Co-op Fair will be Sunday, April 29, from 2 to 5 pm at the Food House. More than 300 owners have signed up to attend the event. The event will include an area for talking to owners about running for the Board, and it will be staffed by the members of the Recruiting Committee.

Candidate Orientation Session

Chair Jon McDonald presented a framework for the candidate orientation session at the June Board meeting. He noted that the framework builds on the work started at the retreat in January. The Directors discussed roles for the orientation session and offered the following suggestions for the framework:

- Emphasize that the Board is always building upon the work it has already undertaken and that the process is iterative.
- Show how the Board processes and policy governance work under all conditions and that more monitoring is required when the stakes are higher.
- Identify pivotal moments for the Board.

6. GM Reports

April 2018 GM Report

The General Manager answered questions on his monthly GM report.

- **Sales Growth:** Sales growth was 4% over last year for the quarter ending in March, with Carrboro flat, Southern Village up 12% and Hillsborough up 3%. (Sales growth in Southern

April 2018

Village is up 18% compared to two years ago, or an average of 9% per year.) The national co-op sales growth benchmark for this period is 1%.

- **Priorities over the next six months:** We are having special staff meetings in April in the stores and Food House to discuss the work over the next six months to prepare for opening the Raleigh store. The attached document outlines this work and other priorities for the next six months.

7. Open Board Time

8. Closings

- Decisions and Tasks
- Board Calendar: June 13: orientation, June 27: retreat
- Meeting Evaluation