

Meeting Minutes for Weaver Street Market's Board of Directors

September 2018 Meeting

Monthly Board Meeting, WSM Admin Center, Hillsborough, NC on September 12, 2018, 6:00 pm to 9:30 pm

Directors present: Ruffin Slater (general manager), Alice Ammerman, Hank Becker (treasurer), David Bright (secretary), Jon McDonald (chair), Linda Stier, and Charles Traitor.

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: Minutes from the August meeting were approved.

Decision: The Board approved the August minutes.

2. Monitoring Report A-Ends

General Manager Ruffin Slater presented “Monitoring Report A-Ends.” He reviewed his interpretation, which was the same as the last report, and presented supporting data that demonstrated impact in four areas: trusted quality, locally sourced, for the community, and by the community. Directors made the following suggestions, requests, and comments:

- Even though there are no metrics yet for healthy eating, it would be good to give shoppers a portrait about the healthiness of what they are buying.
- There could be value in having the new shopper surveys triggered by the dollar value of the transaction rather than being generated every so many transactions.
- It would be beneficial for the Board to discuss “What’s a realistic timeline for opening additional stores?” (Noted as a potential retreat topic.)
- We trust that our work with hunger relief organizations is making impact; however, there are no metrics that show food insecurity is going down.
- The current wellness program for employees is confusing and may be to the point that some employees are not participating. (Alice volunteered to review wellness programs and options.)
- We have a culture of wellbeing in place that encourages and supports us and each other; however, we need to look at what kind of support is provided for continuing that culture of wellbeing under circumstances such as being in the hospital.
- Since the Board’s role is to assess outcomes, it might be beneficial for directors to suggest metrics or provide feedback on the metrics for the GM to consider.
- For metrics that have been reported for some time, it would be beneficial to show a target, how close you are to the target, where you need to expend more energy, and, for some, a band that you want to stay in.

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Decision: The Board accepted Monitoring Report A-Ends.

3. Board Business

Co-op Fair Debrief: The Directors provided praise and a few suggestions on the Co-op Fair, which was held Sunday, September 9. Suggestions included 1) providing a substitute to give vendors a break so that they could meet the other vendors and tour the facility and 2) not setting a limit on the number of attendees.

Update on the Carrboro Lawn Project: Slater reported that details are in place to begin the lawn project in January and do it as quickly as possible. Charles Traitor reported that Co-op Fair attendees praised the diligence and care that went into all the aspects of planning the lawn project.

Andy's Retirement and Next Steps: The Board discussed plans for finding a replacement for Andy Sachs, who is retiring on October 31 after working with the Board for more than 25 years. The October meeting will provide an opportunity for potential replacements to observe Andy's work facilitating a Board meeting.

Task: Jon, Ruffin, and Alice will conduct preliminary interviews with facilitator candidates.

4. GM Reports

GM Report

General Manager Ruffin Slater presented his September 2018 General Report.

Sales Growth: Sales growth is 6% over last year for the first two months of the quarter ending in September, with Carrboro up 2%, Southern Village up 10% and Hillsborough up 7%.

Raleigh Opening Update:

- We hired all six managers for the Raleigh store. Four are internal hires, one is from a Raleigh restaurant, and one from a Raleigh grocery.
- Raleigh opening is scheduled for January 2019. The underground plumbing and electrical is installed, the slab is poured, and construction of the mezzanine has begun. Refrigeration installation will begin in October.
- We held a successful first public event on September 7.

Monitoring Report B3: Asset Protection

The GM answered questions about "Monitoring Report B3: Asset Protection." He provided the following clarifications:

- The liability plan for the employee 401k plan covers liability from such things as the 401k deduction not making it into an employee's account. There are rules about how an employee is notified that they are eligible for the 401k plan.
- Weaver Street Market is an owner in Frontier Co-op and, as such, makes an investment in the co-op as noted in the report.

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Decision: The Board accepted the Monitoring Report B3: Asset Protection.

5. Notes from Open Board Time

- Ruffin Slater will investigate the North Carolina residency requirement for ownership, including buying a share if one lives outside of the United States.
- Brenda Camp will send information about the October events as available.
- Hank Becker suggested that the Board members have more input on the selection of topics for the special sessions being planned and that care be taken with how owners are invited to the sessions.

6. Closings

Decisions and Tasks

Next Month's Agenda: Interview segment for facilitator, plans for November topic session

Meeting Evaluation

7. Executive Session with Auditor