

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

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*May 2019 Meeting*

*Monthly Board Meeting, April 10, 2019, Hillsborough Store 6:00 to 7:30 pm and WSM Admin Center, Hillsborough, NC 8:00 pm to 9:30 pm*

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

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

## 1. Preliminaries

**Owner Input:** There was no owner input.

**Agenda:** There were no changes to the agenda.

**Minutes:** Minutes from the April meeting were approved.

**Decision:** The Board approved the April meeting minutes.

## 2. Quarterly Results Report

Ruffin Slater provided an update on quarterly results. He used a new report format that made the information easier for the Board to share with owners. The report was organized around four strategic areas and provided updates on efforts, results, and achievements. Suggestions were made to communicate the report to the collective ownership, to have department-level conversations with workers about the information and results, to use social media to market aspects of the strategy and results that show our co-op difference, and to write up the results and publish in a co-op magazine.

## 3. Board's Strategic Talking Points

The Directors continued to discuss and test strategic talking points. The following suggestions were made for improving Board interactions with owners:

- Explore personal entryways to talk with individuals about what the board does.
- Identify out of all the Board's areas of responsibilities ones that you want to talk about.
- Abstract up to what the Board is monitoring. For example, rather than say we don't have anything to do with products, share that the Board cares that the co-op is offering healthy products and selling local and co-op produced products but at a higher level.
- Welcome criticism and make someone feel heard.
- Admit when you don't have a solution.
- Be in the moment rather than giving strategic responses.

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## 4. Planning for Candidate Orientation Session in June

The Board reviewed the draft agenda for the candidate orientation session for prospective Board members. Directors accepted assignments for the session, which will be interwoven with the June 12 meeting.

**Tasks:** Directors accepted assignments for the orientation session. Ruffin will send the Board an electronic copy of the quarterly results update. The agenda committee will update the plan and communicate with the Board.

## 5. Board Business

### Recruiting Committee Update

Jon McDonald is writing a blog post promoting the orientation meeting for Board. The post will be published with an invitation to the meeting on May 14, and it will appear in the weekly enews on May 15 and June 5, with a last reminder on the morning of June 12.

### Board Budget Update

Alice Ammerman presented a quarterly update on the Board budget.

### CCMA Conference

Directors who are interested in attending the CCMA may volunteer for free admission.

**Tasks:** Directors interested in attending CCMA will contact Brenda to work out details.

## GM Reports

### GM Report

General Manager Ruffin Slater presented his 2019 May General Report. Highlights include:

**Sales Growth:** Sales grew 6% over last year for the quarter ending in March, with Carrboro up 4%, Southern Village up 5% and Hillsborough up 10%. Sales growth in April slowed to 2% because we postponed the wine sale until May this year. Sales growth would have been 6% assuming we had the wine sale in April. We will pick up those sales in May.

**CCMA:** The CCMA (Consumer Cooperative Management Association) conference is in Durham on Friday June 7 and Saturday June 8. This is a national conference for food co-ops. Jon and Ruffin are giving a workshop, and Brenda is on the organizing committee

**Just Food software:** We are going live with our new Food House and accounting software at the beginning of June. This is a big step in what has been a year-long project.

**Carrboro Lawn:** Construction on the Carrboro lawn is proceeding well. We finally got approval from the town to hook up to the town storm water system and widen the Town sidewalk, which are the final steps in the construction before the landscaping.

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**Results from the new bag program:** A year ago, we were giving out 3,000 single use paper and plastic bags each day. Now, we are selling 300 Bing it Back Sacks and 140 Weaver Bags a day. We expect these numbers to go down even more as people get stocked up on Weaver Bags and start re-using the bring-it-back sacks.

**Owner loan update:** We are working on an option for owners to invest using IRA funds through a self-directed IRA.

**Raleigh:** The mezzanine windows are in so you can really get a feel for the space—it will be a great gathering spot. The neighborhood is becoming very vibrant. Opening is now projected for early July.

The report included a detailed breakdown of the delays in the Raleigh store opening. Slater stated that financially the delay has not been good, but it has been good in that it allowed us to be better prepared.

Dave Bright noted the value of paying a trained project manager to handle the day-to-day oversight of the construction. Charles Traitor urged the GM to make sure the workers hear some of the Raleigh details.

### **Monitoring Report B1 – Financial Condition and Activities**

The General Manager answered questions on “Monitoring Report B1 – Financial Condition and Activities.” He pointed out three factors for being out of compliance: health benefits were over budget (will get a bid for being fully insured), Raleigh losses (about the same), and the Food House not positive (but about to turn positive).

Bright asked for a smaller financial update each month, including progress on owner loans.

**Decision:** The Board accepted Monitoring Report B1 – Financial Condition and Activities with acknowledgement of contraventions.

## 6. Open Board Time

## 7. Closings

Decisions and Tasks

Next Month’s Agenda

Meeting Evaluation: