

Meeting Minutes for Weaver Street Market's Board of Directors

November 2019 Meeting

Monthly Board Meeting, November 13, 2019, WSM Admin Center, Hillsborough, NC 6:15 pm to 9:30 pm

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

Others attending: Susan Sachs (facilitator), Brenda Camp (notes), and Don Stewart (consumer owner).

1. Preliminaries

Owner Input: Don Stewart presented a proposal to the Board about GrowBaby Health, an organization that provides “individualized functional assessment of a mother and baby through the first 1000 days.” The collaborative approach reinforces nutrition and healthy lifestyle in a group educational setting. Stewart suggested that this approach might be an opportunity for Weaver Street to address nutritional needs of infants.

Agenda: There were no changes to the agenda.

Minutes: Minutes from the October meeting were approved with two minor edits.

Decision: Minutes from the October meeting were approved with two minor edits.

2. Prepare for Appointed Board Member Process

Chair Jon McDonald noted that the Board set “perpetuation of Board leadership” as a goal at the August retreat and that the process for appointing a Board member would start in January. Two questions framed the Board’s discussion of the opportunity: Are the criteria identified in June appropriate for deciding on an appointed Board member? Is there anything that needs to be changed (particularly related to opening a store in Raleigh)? Directors provided the following feedback on the process:

- The criteria cover what makes a Board member, which is a bare minimum. Boards with appointed members are looking for special skills, contacts/connections, and representation of groups.
- On the other hand, Boards can always get outside skills when needed. Is there a specific charge or perspective we want appointed members to bring to the Board.
- How do we codify the intention behind our Board structure: four elected directors, two appointed directors, plus the general manager. What’s our intent in having appointed Board members—what will be missing if we don’t have appointed members.
- Having appointed Board members ensures stability and continuity within the changing dynamics of the Board composition.
- Boards with all elected members often have three-year terms which provides more continuity than our two-year terms do.
- We need to have greater intentionality—why we have appointed membership and what we’re looking for before going into the review process. For example, we need to know what standard

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to use when we have a review that involves good long-term director and a need to have someone from Raleigh.

- We need to consider worker owners to balance the process.
- It's important to include an exit interview as part of the process when an appointed director leaves.

Task: Rewrite the description of the appointed board member stating what the Board wants and why. Add an interview with the appointed board member to discuss their interests and the Board's thoughts. Research the possibility of having a nominating committee to identify candidates for the appointed position.

3. Community Leadership Groups

The Chair led a discussion about another activity related to the perpetuation of Board Leadership: Community Leadership Groups. McDonald identified the goal behind the groups as building a leadership pool rather than one-time candidates and cultivate leadership for tasks such as owner loan recruitment and event facilitators. Ideas discussed for the groups included the following:

- Create intentional meetings that provide the quality of the discussion we're after, as was achieved with the leadership orientation in June.
- Have meetings individuals from the geographic location not necessarily in stores. (Conversations could be topical; issues may be the same at all the stores.)
- Use the meetings as a way to help owners discover the difference Weaver Street makes.
- Be intentional in seeking ambassadors. Experiment with whom to invite: top shoppers, list generated by the board, open and targeted invitations, and all workers.
- Identify clear follow up for the groups now that they are engaged. Have in mind that there may need to be another meeting.

The Directors were aligned with having a regular board meeting every other month and location meetings every other month.

Task: The agenda team will work on a Board calendar that condenses the board business meetings to every other month and store meetings the other months. Brenda and Ruffin will look at the Raleigh owner plan and coordinate it with this calendar.

4. Board Business

Elections Committee Report

Linda Stier answered questions about the Election Committee Monitoring Report and pointed out one contravention.

Decision: The Board accepted the Elections Committee Monitoring Report with a contravention.

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Linda answered questions about the Election Committee Report and identified “Items for Board Action/Consideration.”

1. Application questions

The Board was asked to consider how to make the questions for worker candidates reflect the worker experience more and allow co-workers understand who you are and what you bring to the Board.

2. Value statement

Stier suggested that the Election Committee would benefit from a value statement that would help streamline the process and make it efficient as possible. The Chair noted that this could be answered with the Board budget and suggested that the EC provide a specific budget for the elections.

3. Worker owner election/voting awareness

Stier noted that consumer owner candidates get to engage consumers at the Co-op Fair, and that unit meetings seem like the best counterpart for worker owners. She asked that the calendar for the unit meetings be formalized.

Decision: The Board approved the following owners for the 2020 Elections Committee: consumer owners: Linda Stier, chair; Chip Gentry, Becky Laskody; worker owners: Amy Lorang, Caroline Anders, Rob Pengelly.

Note: At the beginning of the elections cycle, the Board will review the policy related to the elections and add expectations of GM support.

Microsoft Teams Orientation

The Board is moving from its yahoo group to a Microsoft Teams. Teams allows the Board to communicate as a group or privately with individuals, and it will be used for sharing the documents in the monthly Board packet as well as Board policies and other informational documents.

January Retreat Location

The Board retreat will be at the Raleigh store. If Alice has a conflict with the 1/22 retreat date, the Board will discuss alternatives through a doodle poll.

Decision: The Board retreat in January will be in Raleigh on January 22 (unless a more suitable date is determined).

5. GM Report

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

Sales Growth: Sales growth was 0% over last year for the first six weeks of the current quarter, with Carrboro up 3%, Southern Village down 3% and Hillsborough down 2%.

The report included detailed analyses about decreases in sales at the Hillsborough and Southern Village stores and the slow sales at the Raleigh store. Slater identified the overarching goal as to get more owners and give them experience and incentive to come back to shop with us.

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6. Open Board Time

7. Closings

Decisions and Tasks

Next Month's Agenda: Auditor's phone call, two tasks

Meeting Evaluation