

February 8, 2023

Weaver Street Market Board Meeting

Directors: Allanah Hines (Chair), Amy Wares, EmJ Jakobowics, Anna Williams, Deborah Gibbs, Ruffin Slater (GM)

Guests: Amy Lorang, Sam Suchoff, James Watts, John Bernhartt, Willow Dees

Preliminaries

Owner Input

- Willow updated the board about a food partnership in Carrboro. Willow explained that the returnable jar program is going well and a model that could grow and gave ideas for how this could scale. Willow also reported on the sustainability team's latest work with Orange County.
- Amy echoed positive sentiments about sustainability efforts.

Agenda and Minutes

Decision: Board accepted Minutes from November meeting

Decision: January retreat decisions accepted

Task: Board budget will move to a later meeting.

Board Process

Appointed Board Member

- Allanah overviewed the process upcoming for appointing a board member.

Task: Allanah will begin the process in the next meeting.

Accountability

GM Report

- Ruffin shared a GM report which overviewed sales over the last three years.
- Sales trended upward until the second half of 2022, when sales stalled.
- Inflation means we need to increase sales even greater, at least 8%
- Ruffin broke down categories that need the most improvement and focus, including Food Bars, Coffee Bar, Bulk, Beer/Wine, and Supplements and Body Care.
- Ruffin also noted that warmer weather and Covid improvements are working in our favor.
- Ruffin drilled down on some specific parts of this plan:
 - o Best Customer Experience: welcoming atmosphere, better dining areas, restarting sampling, keeping things in stock, product training with staff
 - o Advertising: trying to get higher customer count, reach lapsed shoppers, invest in media advertising, promotions targeting specific parts of the store, Food for All discount in July, guerilla marketing, points programs
 - o Returnables: "Bring it Back" bags, jars, forks, and other things

- Events: more store tours, music, tastings
- Goal to get to \$1 million a week in sales for four stores.

- Allanah asked about if salary increases are also a part of the plan. Ruffin related raising pay to increasing sales.
- Deborah asked about the relationship between sales per customer and customer count as they relate to this plan. Ruffin explained that the pandemic made year by year comparison complicated because we had fewer customers buying bigger baskets during the pandemic. He reemphasized that the goal is to get more people back in the stores.
- Amy W. asked how we will know what initiatives are working and how will we measure efficacy? Ruffin emphasized that in general we need to do more things, especially things that are different from everyone else.
- Ruffin will share parts of this plan with workers next week.

Monitoring Reports

- B1 Financial Condition
 - Allanah asked Ruffin a few clarifying questions about some figures in the report.
 - Allanah motioned to accept the report with contraventions, noting typos and noting a plan to correct non-compliance as detailed in the report. Deborah seconded.

Decision: Board accepted the report unanimously.

- B6 Staff Treatment and Compensation
 - Deborah motioned to accept the report. Allanah accepted.

Decision: Board accepted the report unanimously.