



Board Meeting Minutes

10.21.2011

Attendance: Ron, Rob, Julia, Rochelle, John N, John R, Eric, Erin, Jayne, Fern (notes)

Agenda

Announcements

Mission Statement / Agenda Review

Commitments Review / Minutes Review

Member Comment

BPC Report

Community Sustaining Fund

MRC Report

Committee Reports

Annual Meeting Elections

Expansion

Personnel

Meeting Eval / Commitments

Next facilitator

Announcements

- TJ Johnson has resigned from the Board effective October 15th.
- Rochelle is due next month she assumes that she will be here for the next meeting.
- Elections have begun!

Commitments Review

- Rochelle and Fern will meet and discuss what will be mailed out for the annual meeting.

Yes, and postcards have been mailed

- Fern will gather phone numbers from board applicants and send to Jayne

Yes

Member Comment

None

BPC Report

Jason attended to give the BPC report. Staff is deep in budget land. Collective meetings this month will include budget work and trainings. The Personnel Summit was held last week to begin to develop systems to spread out the work in personnel. Over 30 staff attended to break out all of the job descriptions. First draft of budget will be released tomorrow.

The BPC has also specifically requested that the Board put together more informal gatherings with staff.

- *John N will ask about the price per basket for John R.*

Community Sustaining Fund

(SEE ATTACHED DOCUMENT 1)

No one attended from the Community Sustaining Fund. There are no funds available for the year-end Board donations. The Finance committee is trying to find ways to increase cash on hand within next year's budget. Cash was spent on the properties last year and has not rebounded, hence the committee's request to increase cash. The budget for 2011 is overspent.

\$4,000 dollars annually is donated to CSF at the registers through the round up.

The Board does have questions about why donations through round up are not being used for this marketing, where funding for this would come in our budget from in a year with no profit, and if there aren't more things that we can do within store and with upcoming branding and signage to highlight CSF.

Proposal:

The Board does not have extra funds to donate to the Community Sustaining fund at this time.

Consent

- *Jayne will contact CSF with the Board's decision to their request*

Jayne also received an email from Mary Ann from the South Sound Community Farm Land Trust asking for access to our mailing list for fund raising.

Members opt in or out to share their mailing list on the membership form.

Proposal:

The Olympia Food Co-op will share our mailing list with the South Sound community farmland trust.

Consent

- *Jayne will check in with Mo about sharing the mailing list with the trust.*

MRC Report

(SEE ATTACHED DOCUMENT 2.)

The Member Relations Committee remind the board that they are energized and excited about the process despite losing a Board member rep on the committee. They submitted a request to move the time line out three months, and to give our facilitator Bob Davis a retainer, which is not an additional request for funds, but to keep his payment on schedule and to guarantee his availability.

Jayne thinks it is a great idea to wait until after the holidays and make the retainer payment in this year.

Proposal:

The Board affirms the changes to the timeline of the engagement process and approves the retainer payment for Bob Davis

Consent

Committee Reports

Hiring – there is no more money in the Hiring budget for the year which should be fine as long as we don't have to hire before December. The hiring recruitment brochure is almost finished and photos have been added. The hiring team is anxious about expansion, and has many questions that cannot be answered until the Board makes a decision.

Finance- met on Tuesday. Finance CAT is in process of putting the budget together. There are assumptions in the budget that they consented on which will come to the Board for approval in version 1 of the budget.

Proposal:

The Finance committee recommends to the Board and has made the following three decisions

- 1. Cash increase 1% of sales**
- 2. Profit of 1.5 % of sales /labor of percent of sales stay at 23.5% (we are not including staff or volunteer discounts and these are expenses that impact labor. Corey in working the system to include it so it may go up, but will represent where we have been.)**

Consent

Version one will come to the board in the November Meeting and final version in December. Overtime pay and expansion are also items that they discussed.

Local Food, Farms and Products: The food summit took place and was very well attended. The committee has not met this month and has a meeting scheduled.

CECOSESOLA: staff consented with commented stand asides on the cost. Staff applications are out and due soon. Criteria has been created as well as the decision making process. The budget will go to Finance committee for inclusion in the budget in

2012 the committee met and discussed an 11,000 dollar budget for transportation, wages etc. There is growing interest in 2012 the year of the co-op. CECOSOLA have been working on getting approval for worker visas, they have a list of things that they needed one is a guarantee is that they are financially capable of returning. John R wrote a letter saying that he would be personally responsible. In the past he got his bank to do this. John thought about setting up an account in the co-ops name, and deposit money to ensure they're return. The co-op would have to send a letter to the embassy including the account information and ensure as an organization that they will provide funds for they're return. John adds that these would be his personal funds.

- ***John will run this request by Grace and Corey for their opinion. .***

Outreach: hired Jamie from the Sherwood press for the Branding Project. Next Steps are next on the agenda, organizing member input, and the timeline construction. They also met about the budget request for next year. Erin asked about using some of the branding stuff for the member engagement process.

Annual Meeting and Elections

Space is reserved for the Black box. Fern Rochelle and rob are working on food. Annual meeting postcards have been sent out. Ballot boxes are in the store and polls are open will November 15th. Agenda draft has been sent out and needs to finalized.

Facilitation of the agenda items still needs to be assigned as well as a host designated.

Outreach – Rochelle

Newsletter – Julia

Member Relations – Erin

CECOSOLA- John

Local Farm and products – Staff Member Erin?

Finance – Staff Member Corey ?

Eco Planning – Eric

Expansion – TBD

Boycott Subcommittee report - TBD

Staff Report – TBD

MC- Eric

- ***Fern will communicate with Eric, Rochelle, and Rob about Annual Meeting food, coffee service, supplies and***

Personnel

EXECUTIVE SESSION

Expansion

EXECUTIVE SESSION

Proposal:

The Board recruits Fern to write a proposal for the November Meeting that creates a new Expansion Committee, consisting of Staff and Board to explore options (w/ price tags) for the current and future stores.

Consent

Proposal:

The Board would like to utilize the Member engagement process to provide input for the future of Expansion, using thoughtful questions and information to bring to the focus groups and working in coordination with the Expansion committee.

Consent

Proposal:

The Board reactivates the Little House Task Force to follow the vision put forward earlier this year, using the remaining budget allocated for 2011

Consent

Commitments

- *John will ask about the price per basket for John N.*
- *Jayne will contact CSF with the Boards decision to their request*
- *Jayne will check in with Mo about sharing the mailing list with the trust.*
- *John will run this request by Grace and Corey for their opinion.*
- *Fern will communicate with Eric, Rochelle, and Rob about Annual Meeting food, coffee service, supplies and*

Next Meeting

- **Personnel**
- **Version 1 Budget**
- **Member Relations Engagement process report**
- **BPC Report**
- **Little House Report**
- **Expansion Team proposal**

Attached Documents

1. Community Sustaining Fund Request

October 10, 2011

Dear Olympia Food Co-op Board:

Greetings from the Board of the Community Sustaining Fund (CSF). We appreciate the support Co-op members provide to the CSF via 'rounding-up' at the Co-op cash registers. We extend these thanks to Tatiana for mentioning the CSF and rounding –up at the recent cashier training, as well as to the Co-op cashiers. We would like to expand CSF presence with reader-boards and /or kiosks to help define our mission and your guidance or suggestions here are appreciated.

CSF has now entered yet another grant cycle. Grant applications are available from our website and a link through Traditions homepage as well. The application deadline for submissions is November 10 with interviews and awards scheduled the following week. It is a pretty efficient process and for over 20 years CSF has provided over \$70,000 to worthy local efforts.

CSF provides other outreach, such as the recent film showing of The Real Dirt on Farmer John, a timely flick we offered at Traditions, fitting for the upcoming Food Summit. We expect to do similar quarterly outreach efforts with thematic elements, for example a January showing of something relevant to Martin Luther King and social justice issues is now being planned.

As we are developing more strategic avenues for outreach there are a few issues CSF would like to discuss with the Co-op. Since the majority of our revenue is from Oly Co-op member rounding-up, we dedicate these funds to applications that address and satisfy our charter. We do not deem it appropriate to use those funds for the very limited capital and operating expenses of the CSF. We do have a small amount of resources we would like to invest in some marketable products with a 'green' label that also advertises our name and new logo. ChicoBags are one example of this. The CSF Board is considering applying personal Board resources to this small fund we have set aside. We are considering providing items like Chico Bags to grant recipients, as a "pay it forward" concept, and in turn request the grant recipients to solicit support for the CSF.

To that end we are requesting the Oly Co-op to match our resource support fund at a ratio of 1:1 in order to enjoy economies of scale and volume discounts. Our resources for this venture, including Board sliding scale donations, will total \$1,000. Hence our request to the Olympia Food Co-op is for a like amount, \$1,000.

Of course we would be pleased to garner any level of support but we decided on a match request because of the unusual nature of our group needing actual operating expenses. The Community Sustaining Fund Board appreciates the consideration of the Olympia Food Co-op Board in assisting CSF in expanding our outreach, which in turn should provide resources and funding support to our grant applicants.

CSF Board members are available to answer questions or comments from your Board. If you prefer CSF presence at your Board meeting we can accommodate such. You can reach either Keith Dublanica at okisutch@aol.com and / Monique Ossa at moniqueossa@yahoo.com.

The Community Sustaining Fund Board of Directors thanks you,

Greg Black

Rosa Colman

Vic Colman

Sylvan Delmara

Keith Dublanica

Kirstin Eventyr

Tim Nogler

Monique Ossa

Jeff Spring

2. Member Relations Report to the Board (See MRC Report)

To the Board of the Olympia Food Co-op:

This seems like a good opportunity to identify where the Member Relations Committee (MRC) stands regarding the Member Engagement Process that is scheduled to commence in January 2012. Although there has been a modicum of turmoil in our process due to a) concerns about the lawsuit against the OFC and b) the departure of TJ Johnson from the Board, we remain certain that the Member Engagement Process is timely, necessary and situated in a better timeframe.

Timely because the OFC needs to address strategic planning to insure a strong and sustainable organization that will meet the needs of its employees and customers long into the future.

Necessary because the membership of the Olympia Food Co-op is long overdue for a listening. The time has come to encourage a communication structure wherein the voices of staff, Board and membership can be easily and effectively given, heard and acted upon.

Moving the timeline further out is an action supported by all members of the MRC. It has put the process in a much **better timeframe** for several reasons: it allows us to concentrate our work after the Co-op's busy fall season and have a path to outreach that does not have to compete with the Nov/Dec holidays. This improved timeline also gives us more opportunities to bolster the Member Engagement process with allied marketing activities that will help us reach our member base more effectively.

We understand that paying Bob Davis a retainer fee might be seen as risky by some, but in all of our communications and face-to-face meetings with Bob he has been forthright, generous and understanding of the issues facing the OFC. We want to clarify that this change does not represent any additional money added to the contract, simply a revision of the delivery schedule. We actively support this change to his contract and hope that the Board will support our committee's work with their encouragement and endorsement of the Member Engagement Process timeline and payment rescheduling.

The Member Relations Committee
Keziah, Heather, Colleen, Erin and Lois

Decision Report

1. Personnel Policy 2011 Revision

Raises tied to Evals: Staff did not reach consensus and per process the Accountability Team brought it to the Board for a decision.

Consent

2. Communication Principles

Consent via email 9.27

OFC Communications Principles

Audience:

Primary audience: Our most important audience is our membership and local community. This audience has multifaceted opinions, backgrounds, and interests in the Co-op. They may get their local news from the Olympian, the Fort Lewis Ranger WIP, South Sound Green Pages, OlyBlog, Olympia Power and Light, The Stranger, NPR, other online news sources, social media, and/or word of mouth. This audience must be the main focus of our communications.

Secondary audiences: other regional or out-of-state people interested in OFC-related issues, other food co-ops or co-op-related online news sources (blogs, news sites, etc.).

Note: Although secondary audiences are not our prime focus, we must monitor and work with them in order to maintain a positive online reputation.

Goals:

- To tell the Co-op's story, especially within the local press
- To excite interest in the initiatives, projects, and values endorsed by the Co-op
- To supply our audience with factual information
- To update our membership and encourage member feedback
- To maintain an accurate and positive reputation (online and off)

Guidelines:

Our communications should strive to:

- Accurately convey the Co-op's vision and decisions, as articulated by our Board of Directors. (When questions are specific to staff or operations, answers should accurately portray the staff collective while maintaining appropriate confidentiality)
- Have a defined purpose
- Show our respect for our membership and their diverse views while continuing to reflect the organization as a whole
- Embody our values of furthering dialogue by refraining from unfounded assertions or assumptions about people with whom we disagree
- Maintain a focus on our overall mission.

Consent