

Anacortes Food Coop  
Board Meeting on Zoom  
March 8, 2022

The meeting was called to order by Rachel Muntean-Salazar at 7:02 PM.

Present at the meeting: Gloria Shelton, Shawn Bell, Eliza Mae Atterberry, Rachel Muntean-Salazar and Sara Holahan.

The Minutes for the 2/15/2022 meeting required further amendments. Gloria will make the changes and send the amended Minutes to the Board.

Cascadia Co-ops Presentation: Deborah Craig presented a PowerPoint slide show and spoke about the organization and how it hopes to work to promote member coops in the region. The presentation will be added to the Minutes. Discussion and questions followed.

Rachel: How does List Serve work?

Deborah: It is essentially an email list and members subscribe to it. It acts as a forum for questions and ideas, which are sent to the email list. Members can reply or not.

Sara Holahan: How is Cascadia Coop funded?

Deborah: It received a donation of \$1200 from CFC(?). It can accept other donations. Currently expenses are low.

Sara: Coop selects new members to work with group.

Deborah: NW CDC(?) received a grant from Group Health. There is a plan for a low-cost loan fund to start new coops.

Shawn Bell: Hosting for quarterly meeting?

Deborah: Not sure. Maybe Zoom. Perhaps ask a larger coop for space.

Shawn: Other Committees? Perhaps marketing?

Rachel: In the future will the marketing committee get free advertising?

Deborah: Cascadia Cooperative will promote all coops in the area.

Shawn: Meetings?

Deborah: Four meetings per year. A special event for October (Coop Month) and three meetings. Next meeting is at the end of April.

Rachel: Is participation flexible? If one person can't make all events can another go?

Deborah: Yes.

**Treasurer's Report:** Sara reviewed the P&L statement for February, 2022. For a short month and cold weather sales were encouraging.

**Manager's Report:** Shawn reminded us that today is International Women's Day and noted in particular that all of our Board members are women. Shawn will lift the mask mandate on March 12, 2022. This hasn't been publicized. Ahra Jo has no problem with this.

The store looks good after the recent clean-up. The windows look good. The purple paint looks good. Eager to get the notice board installed.

When customers are away from the area it affects sales.

Customers have commented favorably on the appearance of the produce section.

The store is starting to get warm. Pilot light on the heat is off. Time to start venting.

Posters are showing up. Display area will create a hub of event information. Someone has offered plexiglass for the door. Gloria Shelton has purchased mirror clips to hold the plexiglass without lots of screw in the door.

No applications received. Sara has been working and Ahra may pick up extra hours. Rachel will make a catchy sign for Canva(?).

Shawn has set up an appointment with Bret from the APD. Bret is assessing the security situation with respect to using mirrors and cameras for blind spots. Review set up for Thursday, March 17<sup>th</sup> from 10-11 AM.

**Old Business:** Staff safety and cameras have been covered in the Manager's Report.

Store cleaning took place on March 11, 2022 before the store opened. Eliza Mae and Sara cleaned the windows inside and out. Eliza Mae cleared the planter box and will plant later. Gloria removed the plexiglass on the door and cleaned the first layer of grime from the window panes. This made a dramatic difference in the light entering the store. The front door was painted purple. The awning was cleaned up and painted purple and white. The bench outside was painted purple.

A second strategic planning session will be organized by email.

Local organizations want speakers but not advertising or promotions for a specific business. Gloria commented that Deborah's presentation to us today would work well for these service organizations and The Newcomers' Club. By increasing the awareness of coops and their business model and highlighting all local coops, this might inspire more shopping at AFC. Gloria will email Deborah with this idea.

A "stump speech" is a 1-2 minute statement in support of a particular idea. Think about how would you answer the question, "Why I shop at the AFC? Formulate a concise answer and write it out. Then practice it out loud. Sara thought it would be a good idea to practice our speeches to each other at a meeting.

Eliza Mae did not make calls to active members. Based on her previous experience doing this, she didn't feel that it would be beneficial. Members are getting too many intrusive calls and are not receptive to this type of contact. How do we contact members to engage with them?

**New Business:** Rachel is a member of Rotary and will talk to them about the opportunity to be on the AFC Board or to volunteer at the coop.

Gloria placed four ads in the Clamdigger. Each ad is a little different. They will run for the next four weeks. The last ad will appear in the March 31<sup>st</sup> edition. Gloria paid for the ads in support of the coop. A copy of the ads will be sent to the Board members.

Gloria commented that viewing the videos that Sara sent the Board was helpful and that it would be good to have someone at the Board meeting be responsible for keeping our interactions in line with the rules.

A plant exchange is being planned to promote the Coop. Sara and Shawn will make plans for this. Gloria mentioned that there should be enough lead time to get an ad in the Clamdigger to promote the event. Donations will be accepted.

Rachel will look for a good buy on a banana flag on-line.

Gloria will check on blank tote bags on-line.

Rachel moved that the meeting be adjourned; the motion was seconded by Gloria. Adjourned at 8:30 PM.

Respectfully submitted,

Gloria Shelton

AFC Board Secretary

Approved on April 12, 2022