

Anacortes Food Co-op

Board Meeting Minutes

Date: 11 April 2023

Meeting called to order by Debora Craig at 7:05

Attending at Savi Bank – Tim Heiner (T)

Attending by Zoom – Debora Craig (D), Sara Holahan (Sa), Shawn Bell (Sh)

Attending by Phone – Phil Cohen (P) (later in the meeting, as noted)

Construction Update

- Written report submitted by Phil and Tim, all attending had reviewed it
- Need clarification, probably from Phil, on ceiling tile installation issues
- Sa – floor work delay is an issue
- Sh – get floor work done first, if at all possible, don't want to move coolers more than necessary
- Sa – good news on the heat pump, soon
- Sa – Internet, meet w/ rep from city Thursday, 4/13 at 10, w/ Sara, Shawn, Tim
 - o Ask about rent vs buy pros/cons for router
 - o Sh – needs more info to know if/how Revel system can be compatible with wifi
- T – rent for now was suggested by Phil, with a re-evaluation after we are open and fewer things are on the table

Equipment Purchasing

- Sh – Revel – needs feedback on spending authorization, also wants shelving, though it is lower priority
- Sa – we bought the 3-door freezer, and it has been delivered, \$13k, will submit that and other items, totaling about \$15k, for Grant Reimbursement

Revel POS

- Sa – still have about \$15k in the bank from \$30k in loans
- Sh – Revel is \$10k, shelving is Grant Reimbursable, but it can wait because we need Revel, and there will only be \$5k left in the bank pending the Grant Reimbursement
- D – when will we submit for the Grant Reimbursement?
- Sa – tomorrow
- See below, after Phil call-in, for board vote on Revel upgrade purchase

Heritage Bank Credit Card Application, up to \$20k limit may be available

- Sa – the board has already approved the application for this, the application asks for specific approval of the persons authorized to use the card
- See below, after Phil call-in, for board vote on applying for the card, including users

Marketing and Newsletter

- D – moving on to marketing and the newsletter
- Sa- putting the next newsletter together, thinking of including a survey, asking for Board Members and Volunteers for stocking the shelves for opening, for the soft open, and for the Grand Open
- D – specify what the volunteer ask is for
- Sa – will be in the survey
- Sh – went to a marketing seminar today
 - o Know the customer segment(s)
 - o Give, Give, then Ask – Social Media
 - o Who and where to let the public know we are open
 - o Soft open, then Grand Open
 - o Timing – if open in May, then two months is July, around the time of our delayed Annual Meeting
 - o Phil idea – hold off on heavy ad spending until Grand Open – we will know our new location and customer potential much better then, and buys will be more targeted and cost effective
 - o Seminar – Research! Research! Research! Your customers
 - o Coordinate with all of our co-op partners to spread the word on the co-op differences
 - o Trader Joe’s may be coming to Burlington in two years, need to clarify who we are vs it
- D – I hope that someone can go to the marketing seminar on April 24
- T – going to the finance seminar, hope to go to the marketing seminar
- D – when/where is the Annual Meeting?
- Sa – need to cancel the April Library date

- D – we need to have the Board set a date
- D & Sa – we will have to do this by email – we want it to be on everyone’s calendar

Personnel and Volunteers for Opening

- Sh – volunteers are essential, both for the soft open and the Grand Open
 - o Will need one cashier and one other employee for the soft open, plus volunteers
 - o Essential to make the first impression positive
 - o By Grand Open, staff will be experienced and comfortable with the new store
 - o Won’t have a lot of \$\$ at the beginning, and want to put as much as possible into product that will set us apart and sell
- D – what is the plan?
- Sh – working with Phil on budget spreadsheet with part time positions
 - o Can be hard to find people that want limited hours
- Sa – a couple of our former employees may be able to fill part of our needs
- Sh – need a 20-30 hr/wk Produce Manager that can also be a Cashier for hands-on work, for the rest of the work we will rely in regular staff and volunteers – shelf stocking, for example
- D – need a full time Manager
- Sh – I agree
- Sa – Yes, a Produce Manager, maybe 30-32 hrs/wk to start, need to work up a job description and define pay \$\$
- D – what are the sales projections?
- Sa – I assumed that we could double sales in our new, much nicer and larger location, but with less than two times staff expense
- D – Manager – 32 – 40 hr/wk – put out a Good Job that someone will Want
- Sa – it will be hard to fill
- Sh - \$18/hr is a challenge to write what we need and not scare off quality
- D – when can we write it up?
- Sh – write beginning tomorrow, publish next week
- Sa – Deadlines
 - o Clam Digger – Friday for next week
 - o Work Source – anytime
 - o D – Co-op (of all co-ops in area) - next week
- Sa – print ads are expensive
- D – what is the ad budget?
- Sa – limited
- D – can people apply online?
- Sa – the application is online, but can’t be filled in online
- Sh – wants an application that can be filled in online, Phil mentioned that he as worked with software that can create PDF documents that can do this

- Sa – wants application to be easy to submit
- D – where do they send it? Email? PO box?
- Sa – new door with mail slot will be installed soon
- Sh – there is a big difference between a private, borrowed, PO Box vs a Public Mailing Address, especially once we open mail communication beyond business relationships to the public
- T – concur
- D – perhaps ask for cover letter and resume by email, and the application separately, perhaps at the interview
- Sh – or ask for all by email – it is an easy option these days
- D – are there any other asks to the Board?
- Sh – need to get approval on descriptions and wage ranges
 - o Need to publish soon
 - o \$17 - \$21 /hr for Assistant (Produce?) Manager
 - o \$15.76 - \$18 /hr for Team Member
- T – DOE – depending on experience – in response to questions about a fixed number vs a range
- Sa – legally, we have to post pay / pay ranges now
- D – we need to know what we can afford
 - o Need job descriptions, pay ranges, and a budget
 - o Can we get the first two by Friday?
 - o D & T will be able to review immediately
- Sa – what are compelling phrases? We can't compete directly on pay rates...
- D – I will send examples from other co-ops

New Vendor Ideas – tabled for now

Called Phil on speaker phone to have a Board Quorum for voting

- Purchase Revel POS upgrade for \$10k
 - o D – motion to purchase
 - o T – 2nd
 - o P – Yes, consistent with Grant Reimbursement requirements and the stipulations previously outlined by Gloria Shelton
 - o Three board members present voted Yes
- Apply for credit card from Heritage Bank, with Shawn Bell and Tim Heiner as designated users
 - o D – motion to purchase
 - o T – 2nd
 - o P – yes, consistent with our intent to take advantage of the Grant
 - o Three board members present voted Yes

- P – final approval, if granted, might be for less than the \$20,000 asked for
 - Will work on updating the application documents tomorrow
 - Final approval likely to take two to three weeks
- March Minutes Approved
 - D – motion, T – 2nd, All – Aye

Motion to Adjourn

- D – motion
- T – 2nd
- All – Aye
- Adjourned at 8:14 pm

Minutes Approved May 9, 2023

Phil Cohen

Deborah Craig

Tim Heiner