



## Fairbanks Co-op Market and Deli

Co-op Board Meeting Minutes  
Jun 20th, 2022 6:00 pm - 8:00 pm

### Attendance

#### Members

**Remote:** Art Gelvin, Brian Kassof, Patrice Lee, Anduin McElroy, Amber Quesenberry, Richard Seifert, Briana Walters

**Absent:** Hilary Shook

#### Guests

**Remote:** Jewlez Barker

##### 1. Welcome

Meeting Start at 6:05pm

###### a. Check-in with Board Members

Quick round table to check in with everyone.

###### b. Read Mission Statement

Fairbanks Community Cooperative Market works for health and sustainability by providing healthful foods and products, promoting local suppliers, and offering consumer education in an open, community-centered environment, through a viable business.

Mission statement read by Anduin

##### 2. Approve Agenda

**Board Action/Outcome: Board Approval**

➤ Approved Agenda

##### 3. Owner Time

**Board Action/Outcome : Listen**

Jewlez Barker: Presented a video for the Lacy Street Project, starting at the 7 minute mark (<https://vimeo.com/601342008>).

1. Jewelz had asked if we as the co-op would be interested in the three different options that was presented in the video to be painted on streets and parking lot area to represent a potential configuration of the Lacey Street Initiative.

2. Rich points out that we are not the property owner and that the principle person who should be involved with the Bachner Property Management who are the owners of the building.

3. There are many funding opportunities through grants from Alaska DEC, US Fish and Wildlife, Bloomberg, who have many different visions for funding.

4. Since we are not considered a non-profit we would have to partner with a non-profit in order to search for grants that would be advantageous for us to

5. Jewelz Barker is with Catalyst Alaska sole proprietor consultantship and Fairbanks Collaborative LLC

6. Suggests a savor wild Alaska campaign to highlight everything that is sourced locally, such as berries, fish, etc.

#### 4. Approve May Minutes

**Board Action/Outcome: Approve**

 Approved May Minutes

#### 5. Review Action Items

1. Review bylaws to decouple the board elections from the Annual Meeting
2. Pull straws for term lengths for new/re-elected board members
3. Board development Committee is to work with people for committee selections

#### 6. GM Reporting

**Board Action/Outcome: Listen**

**Sales Growth:** -15% as compared to May 2021

**Average # of Transactions:** 286, **2021:** 303

**Average Basket size:** \$40.08, **2021:** \$44.39

**Owner Sales:** 72.7% **Non-member Sales:** 27.3%

**Owner Count on May 30, 2022:** 4,987

**April Lend a Hand Donations:** Georgeson Botanical Garden Friends  
= \$2,879.05

## a. FYI Report

- Cutting Expenses where possible: Eliminated Basecamp (\$99/month) and replaced it with Teams, Newspaper inserts are now digital and in-store (\$15,000/year), removed plant nanny program (\$140/month), did not fill 2 management positions (\$90k/year), removed employee emails (\$50/month).
- Sales: Promotional strategy calendar with scheduled social media posts, 72 hour sale replacing fresh deals, store reset in September with increase of bread and candy, reducing Wellness. Raised prices store-wide to be inline with competitors and freight increases.
- Community: Reinstated relationship with Breadline, participated in Lacy Street project by providing restrooms to the public and meals to 8 leaders for the two days. Walk about: Leadership team walks to local businesses with \$2 off \$10 deli item coupon, working on a vendor packet to focus on increasing vendors and relationship.

## 7. Break

## 8. Committee Reports

### a. Board Development

- i. Term lengths for recently elected board members  
Straws were pulled to determine the term lengths for the following board members:

1. Art Gelvin - Three years
2. Brian Kassof - Two years
3. Hilary Shook - Three years
4. Briana Walters - Two years

### b. Executive

No Report

### c. Finance/Audit

There is no formal finance committee meeting.

- i. Update on lease negotiations

The committee has been struggling with getting a meeting together, Covid has delayed our meeting, and we haven't had time to talk with Pamela Throop to talk with her about her level of involvement. Rich has created a rough draft for three years based on the previous lease.

- ii. GVEA Loan

The current loan from GVEA will be paid off in August. The loan that was set up for us has been kept as a revolving loan which we would need to apply for. it is a no interest loan and we will look into the GVEA loan to pay off of the existing owner loans to smooth out the large payments.

**Finance Committee will try to get information for the GVEA loan to present to the board for the July meeting**

**Owner:** Brian Kassof, Richard Seifert

**Due Date:** Mon, 18 Jul 2022

d. Board Governance  
No Report

e. Outreach and Planning  
No Report

i. Seedling Swap

The seedling swap wasn't very well attended. There was competition with other events, possibly that there was a planting group that was advertising the incorrect time, and we possibly need to do a better job of advertising

## 9. Board Discussions

a. Discussion: Anduin was contacted by Americorps

The question was raised on could we capitalize with Americorps to help with strategically thinking.

b. What as we as board members are allowed to share on social media or other avenues as far as promoting owner membership?

It is helpful to repost what the co-op is posting on the social media platforms, the GM has mentioned that they are working on a strategy for what it means to be an owner, sharing personal shopping experience. Think about what it means as a board holism, as in speaking as a board member (sharing personal experiences) and not speaking for the whole board (not representing the board as a whole).

c. Discussion of Jewelz talking points

Art - This topic somewhat dovetails into what we need to do to start with a strategic plan. We need to develop a 3, 5, 10-year plan on what we would like to do in the future to increase our foot traffic.

Briana - There is an opportunity with the state where the Governor has a plan for funding initiatives for food security.

Rich - Our connecting with Andrew Crow with the USDA would also be a good place to look into for funding opportunities for food security. How much authority do we have with the property owner to have the parking lot painted?

Anduin - Can we put this out to the owners and to do a survey to get some momentum going. This might be a good opportunity to start thinking strategically.

Brian - Not opposed to painting the parking lot, just need to understand as to what will the impact will be on the parking up front of the store.

## 10. Closing

Meeting has adjourned at 8:02pm

a. Review Discussions, Tasks and Assignments

1. Finance Committee will try to get information for the GVEA loan to present to the board for the July meeting
2. Look into Jewelz visioning of the painting of the parking lot.

b. Preview next meeting topics

- i. Confirm next board meeting date: July 18, 2022
- ii. Important Dates

None

iii. Absences next month?

None