

Fairbanks Co-op Market and Deli



Co-op Monthly Board Meeting

Mon Feb 20, 2023 6:00 PM - 8:00 PM AKST

Chair- Hilary Shook, **Vice Chair-** Anduin McElroy, **Treasurer** - Brian Kassof, **Secretary** - Art Gelvin, **GM** - Amber Quesenberry

Attendance

Members

Remote: Art Gelvin, Hilary Shook, Anduin McElroy, Brian Kassof, Patrice Lee, Amber Quesenberry, Briana Walters

1. Visitors - Mary Christensen, Robert Leach

1. Welcome

a. Check-in with Board Members

Quick round table to check in with everyone.

Meeting called to order 6:05pm

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.

Read by Hilary

2. Approve Agenda

Board Action/Outcome: Board Approval

 Approved Agenda

3. Owner Time

Board Action/Outcome : Listen

1. Robert Leach offered to volunteer to sit at a table to recruit volunteers for the part, new board members, willing to support where needed.

4.

Approve January Minutes

Board Action/Outcome: Approve

 Board accepted January Minutes with minor changes

5. Review Action Items

1. Write a submission for the Alaska Food Security Task Force.
2. Begin the process for looking for funding/grants to replace POS System.
3. Compile list from Amber to generate a presentation for GVEA.
4. Contact Bachner to change the name on the bottom of the lease from Rich to Amber.
5. Look for last full audit which would have recommendations to provide to the GM for things to improve.
6. What are we looking for in the retreat? What are looking for in the retreat? What options for a facilitator do you want to have? What topics do you wish to cover?

6. GM Reporting

Board Action/Outcome: Listen

a. FYI Report

- **Sales Growth:** -18%
- **Average Basket Size:** \$43.25 (-5% change)
- **Owner Sales:** 69% **Non-Member Sales:** 31%
- **October Lend a Hand Donations:** \$1,881 for Fairbanks Animal Shelter Fund
- General merchandise is difficult due to the amount of cash that is needed to build the selection. Operational expense has been cut in half due to minimizing operational expenses.
- Biweekly trainings in produce and
- Sales per labor continues to be a struggle, asking staff to voluntarily reduce their hours, shortening hours on Sundays, sending people home early is sales are slow.
- Shipping: Charlie's Produce Logistics has given us a quote that is currently \$0.10 less per pound, contract is being drafted.
- Starting in March adding flyer and other promotional flyers to "junk-mail" selecting the top 3 zip codes in Fairbanks. Radio advertising is currently out and content switches monthly.

b. Policy B1-Financial Conditions and Activities Report

1. The perimeter of the store has been updated with shipping included in the price.
2. Pricing calendar is used to help plan out when items will be received that pricing and margin will be examined.
3. Working on increasing advertisement and marketing efforts, continue to find substitutes for long term out of stock.

4. Factoring shipping into the cost of goods, increasing the retail cost of goods, most costs will rise \$1-\$2
5. There is a hiring action of a pricing coordinator, currently three people are working on the pricing, in the past one-full time and part-time staff have done this work.



The board accepts the Policy Report B1 as submitted. The board accepts non-compliance for B1.1, B1.2, and B1.3 and the actions given to get back into compliance.

7. Break

8. Committee Reports

a. Board Development

1. Elections are coming up and the deadline is Feb 28. Currently there are have been no submissions. There has been one inquiry from Anchorage and will be encouraged to apply.
2. Working with Ana to come up with a method to have the voting conducted. The software that has been used in the past is expensive and looking for an alternative.
3. There hasn't been any response in regards to the retreat. The focus of the retreat should be focused more on strategic planning for the store and possibly on how to strategize to be focused as a board.

- ☑ Hilary will reach out to a contact to facilitate a board retreat,
Assigned to: Hilary Shook

b. Executive

No Report

c. Finance/Audit

1. Possible options for raising additional operating capital, 3 types of additional equity offerings. Preferred Stock of Shares, Extra Equity, Hybrid Approach
2. Presentation to GVEA about possible loan. there are some grants that we could apply for to get something like a new POS system. There is still a possibility to receive another FEDCO loan, similar to what we initially received. We would need to identify specific upgrades. We should look into setting up a MOU with CDS or partner with a local non-profit to apply for the GVEA loans or grants.
3. Update on load deferrals, due to board efforts, 70% of out 2023 loan obligations have been forgiven or deferred beyond 2024.

- ☑ Look into a break-even analysis
Assigned to: Brian Kassof

- ☑ Reach out to Charlie Sparks as a resource
Assigned to: Brian Kassof

- ☑ Reach out to CDS to get more information.
Assigned to: Brian Kassof

d. Board Governance

No Report

e. Outreach and Planning

1. Reviewed list of opportunities for the board to attend such as the membership drive at Black Spruce.

f. Party Planning

1. J.P. Jones center has been reserved, waiting on availability for Pikes Landing.
2. Mary is coordinating food and silent auction options.
3. Instead of a guest speaker, we will be using a story telling from past board members.
4. Will need to increase the budget for the party, will need to get post cards out, will be able to use the radio ads to get the word out.
5. A newsletter correction will need to be made to reflect the Apr 22 date.
6. Ticket price will be \$30/ticket.

9. Board Discussions

10. Closing

a. Review Discussions, Tasks and Assignments

b. Preview next meeting topics: **Ends Report**

i. Confirm next board meeting date: **Mar 20, 2023**

ii. Important Dates

iii. Absences next month?