

## Sugar Beet Food Store Co-op Meeting Minutes

7:00PM

### Board of Directors Meeting

Tuesday, December 1, 2015

Oak Park Library, Main Branch

**Board of Directors:** Bill Gee, Brian Hammersley, Peter Nolan, Monica Chadha, Dan Beach, Judy Klem, Chris Dowsett, Maureen Spain

**GM:** Chris Roland

### Public Agenda

Meeting called at 7:05

- Items for Approval
  - Meeting Minutes Approved from 10/27/15
  - General Manager's Report Approved
- General Manager's Report
  - Sold over 220 turkeys for Thanksgiving promotion
  - November sales have improved 25% over October – Chris figures it's due to marketing initiatives, which include reaching out to
    - owners that have never been in (phone calls and emails)
    - owners that have been here once and never been back
  - over 41% sales to owners (previously 35%) (100k vs. 70k)
  - commentary – obvious some people hadn't been in since the beginning; people liked phone call; hard to change habits
    - because of farmers' market?
  - healthy staples program – 50-80 items that will be aggressively priced to have food accessible to everyone; pricing will debut this week; signage including shopping list and recipes to debut in January; workshops to go along with it
- Marketing Initiatives
- Survey will be out soon to everyone on email list
- Incentive for survey takers TBD
- Finance & Membership
- Treasurer's update – added 26 members; paid payroll tax; paid credit card; CCLF vendors have been paid
- Owner Comments
- Sharon Eckhoff: phone number is not on receipt – Chris said we will add
- Patricia asked if we do any specific marketing to seniors? Cheryl has done some, but a discussion ensued on additional places to target and other ways to draw seniors in, such as arranging a trip with the township bus service.
  - Patricia wondered how's the juice bar doing? Although overall store sales are up, café sales have shrunk from November to December. Chris thinks it might be weather – moving from (more expensive) smoothies to coffee. We have talked about buying a café sign. Cheryl suggested we let local organizations know we have coffee totes (boxed coffee) now for their meetings.
  - Sharon: often seniors are living alone is that it's hard to buy for just one person; bulk would be great for this point.
  - Christine Fisher asked if we have any plans for cakes? Chris explained that we are looking for the right partnership, and baking gets expensive quickly with mark-ups.
  - [woman on the far right] asked if there is a place to have materials to see ownership materials (not in their face)
  - [woman on far right] suggested that the greens should be discounted when they're not as fresh.
  - Christine noted that we are often out of chicken. Chris says we are inconsistent with meat. We get fresh meat once a week on Friday. We always have frozen; Fridays at 3 the truck comes, so get your fresh meat then!
  - [woman on far right]: Milos eggs are unwashed, and we should advertise that so customers don't think they're dirty.
  - Patricia asked what happens to food when it's about ready to spoil? Chris said the staff finds a home for it. But if there is an organization that is not picky about dates, we are happy to donate.
- Closing

#### Action Items:

- Healthy staples program
- First inventory
- Survey to come out
- Confirm upcoming meeting dates
  - Tuesday, January 26th
  - Thursday, February 25<sup>th</sup>
  - Tuesday, March 22<sup>nd</sup>
- Meeting adjourned 8:07 pm